

REAL CASE SCENARIO LEARNING OBJECT_TIDYGREENCLEAN

Title of the learning object	<i>Full website redesign – TidyGreenClean</i>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input type="checkbox"/> <i>Development or improvement of the visual identity of the company</i> <input type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	https://youtu.be/cJyB818DnbA
Description of the context	<i>TidyGreenClean are a small business providing commercial cleaning services to a local region. They are looking to franchise their business out in the future to expand their geographic reach, however they are aware that their website is very basic.</i>
Practical activity to be performed	<ol style="list-style-type: none"> 1. <i>Review the video to find out more about the company and their requirements</i> 2. <i>Review the companies current website at http://www.tidygreenclean.co.uk</i> 3. <i>Consider the discussion in the video regarding the website not currently being used to promote the franchise opportunities and create a brief for the company detailing how you would refresh the website to engage both with potential clients needing cleaning as well as potential franchisee's looking for an investment opportunity.</i>
Results to be achieved	<i>Brief for client detailing a plan for website refresh.</i>
Guidance and suggestions	<i>Currently the website is a single page with no CRM. Given the two different demographics the clients wishes to engage with, consider solutions in the brief that the client can easily amend and update themselves.</i>
Mistakes to avoid	<i>Ensure the brief is clear if there is any differentiation between the client facing and franchisee customers on the proposed redesign.</i>