

## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	<i>Interview Ciber Computer Algemesi – Spain</i>
Thematic area	<input type="checkbox"/> <i>Development or improvement of the company website</i> <input type="checkbox"/> <i>Development or improvement of the visual identity of the company</i> <input checked="" type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	<a href="https://www.youtube.com/watch?v=qA05Dj17-ww">https://www.youtube.com/watch?v=qA05Dj17-ww</a>
Description of the context	<p>The company works in the IT sector; it sells and provides repairing services to final clients and also offer more complex services and solutions to companies, like managing company servers, integrated company management services, managing domains, e-mail accounts, social networks, etc.</p> <p>The company has different webpages: the corporative one that was set up by Wordpress at the vey beginning, and that is still operative today, a webpage dedicated to the repairing service, aimed at the management and sales of repair material for mobiles, tablets, laptops, computers, another one aimed at the sale of ink, toners, consumables, etc. The company also has one dedicated to the social networks, displaying tutorial through a Youtube channel.</p> <p>The company is quite satisfied with their brand and visual image.</p> <p>In terms of social networks, the company is already using them (like, Facebook, Youtube, Twitter and Linkedin), although it is willing to improve their use for marketing purpose and to invest more in them, having a person responsible to manage this specific area.</p> <p>The main goal the company wants to achieve through social networks is made the company be broadly known and to reach out new customers. The main message to be transmitted is Confidence.</p>
Practical activity to be performed	<i>Watch the video carefully and have a look at the company’s social media pages. Then identify the improvements that could be made in terms of social media marketing strategy.</i>
Results to be achieved	<i>1 social media marketing strategy plan that meets the company’s needs in terms of goal and message to transmit.</i>



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Guidance and suggestions Mistakes to avoid	<ul style="list-style-type: none"><li>• <i>Analyse the company's social media pages</i></li><li>• <i>Analyse the expectations that manager expressed in the videos</i></li><li>• <i>Make the strategy appropriate to the expectations and the image of the company.</i></li></ul>
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