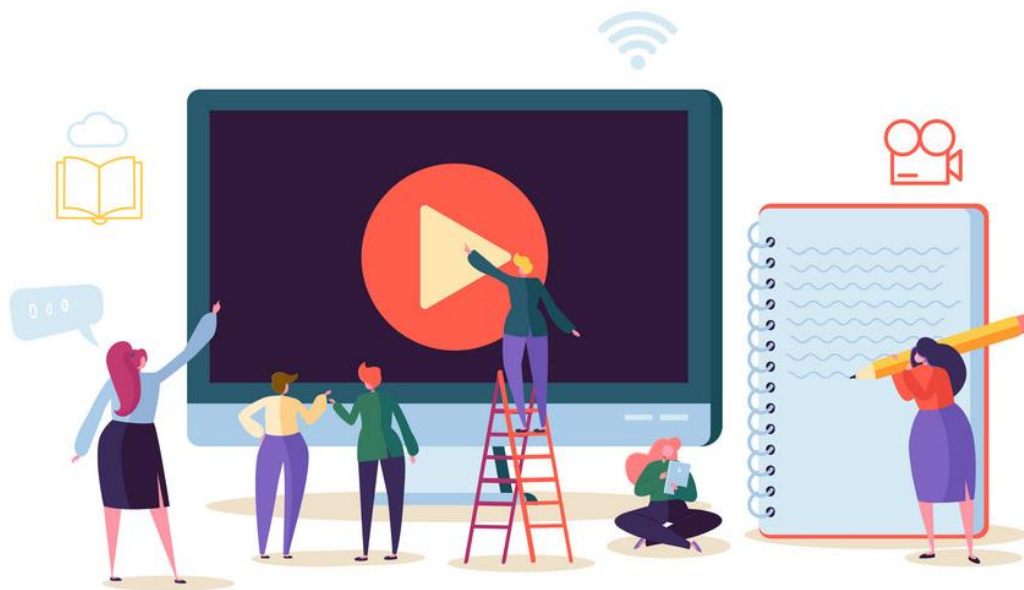


# Collection of Case Scenarios identified by the WBL 2.0 partnership



## REAL CASE SCENARIO LEARNING OBJECT \_CHRISTOPHER

Title of the learning object	New website for Christopher handmade eyewear and Ophelia bags
Thematic area	<input checked="" 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 type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	<a href="https://youtu.be/kgCtYC5rS-o">https://youtu.be/kgCtYC5rS-o</a>
Description of the context	<i>Christopher created his company in 2013. His company hasn't a website or e-shop yet, so the customers away from Kilkis, could find the products through alternative commercial channels.</i>
Practical activity to be performed	<p>1. Watch and analyse the video, to understand the company's philosophy, meet the products and understand the expectations of the manager.</p> <p>2. According to the needs analysis performed in the previous step, create a website with integrated e-shop functionality.</p>
Results to be achieved	A new website with integrated e-shop.
Guidance and suggestions	<p><i>Take into consideration these aspects:</i></p> <ul style="list-style-type: none"> <li><i>- Christopher has unique handmade products.</i></li> <li><i>- He already has a physical store to sell his creations.</i></li> <li><i>- Use the colour palette and patterns Christopher uses to his creations.</i></li> <li><i>- Add a lot of images in every single product.</i></li> <li><i>- Every product created is unique like its future owner.</i></li> </ul>
Mistakes to avoid	<p><i>Avoid to design more complex product pages.</i></p> <p><i>Keep clean pages with only the necessary information.</i></p>



## REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	New website and e-shop for Eva Markor
Thematic area	<input checked="" 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 type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	<a href="https://youtu.be/HSOZmi4CHs8">https://youtu.be/HSOZmi4CHs8</a>
Description of the context	<p>Eva Markor is a company that creates fashion items for over 25 years and operates an e-shop for the last three years.</p> <p>Its purpose is to create unique, tailor-made dresses for the customers emphasising on the quality and the added value of the final product.</p> <p>The owner/manager of the store decided to update and promote the e-shop and its products to increase the sales and attract more customers.</p>
Practical activity to be performed	<p>1. Watch and analyse the video, to understand the needs and expectations of the manager concerning the company's website and e-shop.</p> <p>2. According to the needs analysis performed in the previous step, suggest some updates on the website and create a plan to promote the e-shop of Eva Markor.</p>
Results to be achieved	An updated website, with a clear plan on how to achieve higher rankings on search engines and how to promote the e-shop and the products on social media.
Guidance and suggestions	<p>Analyse the company's product catalogue and suggest updates.</p> <p>The owner has an opinion about everything.</p> <p>Work together for better results.</p> <p>The plan must have clear goals, measurable parameters and a realistic timetable.</p> <p>Try to create a beautiful looking product page.</p> <p>Add search and sort possibilities to e-shop.</p>
Mistakes to avoid	<p>Keep the management of the e-shop as simple as you can.</p> <p>The owner has no experience and knowledge on programming.</p> <p>Keep things simple.</p>

## REAL CASE SCENARIO LEARNING OBJECT\_EVRIDIKI HOTEL

Title of the learning object	New website for Evridiki Hotel
Thematic area	<input checked="" 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 type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	<a href="https://youtu.be/Pyrf90s-fuQ">https://youtu.be/Pyrf90s-fuQ</a>
Description of the context	Evridiki Hotel is a company that has been operating since 1976. The hotel is located in the city centre of Kilkis and has made many renovations in its area. The director has decided to renew the old static website in something more interactive. The aim is the new website to be oriented to the contemporary requirements of the labour market. That means, the site will have the ability to serve the user from any mobile device (smartphone, tablet, etc.), to provide the challenge management capability and be easily accessible.
Practical activity to be performed	<p>1. Watch and analyse the video, to understand the needs and expectations of the manager concerning the company's website.</p> <p>2. According to the needs analysis performed in the previous step, design, write the code and present an integrated solution.</p>
Results to be achieved	A brand new dynamic website, with a modern look, booking possibilities and use of Google AdWords system to promote it.
Guidance and suggestions	<p>Students/learners should analyse the existing website content and emphasize the needs and goals of the company. Students should analyse the content of 5 similar types of hotel websites and evaluate the key elements e.g. website structure, online bookings, features, mobile page adaptability, easy search, used colours and more.</p> <p>It is suggested to be used educational knowledge and experience. According to the entrepreneur "knowledge is power". Knowledge helps coping with everyday problems and the comprehension of market attitudes. By adapting the knowledge and data (who, what, where, when, how and why) achieve effective work.</p>
Mistakes to avoid	<p>The hotel's target group is Multilanguage. English version of the website is mandatory.</p> <p>Analyse in depth the needs of the manager to make your goal clear.</p> <p>Try to use the colour palette from the building's colours.</p>

## REAL CASE SCENARIO LEARNING OBJECT\_KORONIDIS STORE

Title of the learning object	New website and e-shop for Koronidis Store
Thematic area	<input checked="" 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 type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	<a href="https://youtu.be/wYclH0l4FW4">https://youtu.be/wYclH0l4FW4</a>
Description of the context	Koronidis Store is a company that has been operating since 1929. It's a trading company, selling home products like blankets, towels, curtains, etc. Is located in the city centre of Kilis but there is no website or e-shop available. The owner/manager of the store decided to create an e-shop to promote their exceptional products and increase the number of customers.
Practical activity to be performed	<p>1. Watch and analyse the video, to understand the needs and expectations of the manager concerning the company's website and e-shop.</p> <p>2. According to the needs analysis performed in the previous step, design the website and create the e-shop for Koronidis Store.</p>
Results to be achieved	A new dynamic website, with integrated e-shop.
Guidance and suggestions	<p>Analyse the company's product catalogue and create categories of products according to a specific room (bedroom, bathroom etc.).</p> <p>Try to create a beautiful looking product page.</p> <p>Add search and sort possibilities to e-shop.</p> <p>Give the possibility to the owner to manage the e-shop.</p>
Mistakes to avoid	<p>Keep the management of the e-shop as simple as you can.</p> <p>The owner has no experience and knowledge on programming.</p> <p>Keep things simple.</p>

## REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	Update/renovate the e-shop of Kounalis Computers
Thematic area	<input checked="" 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 type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	<a href="https://youtu.be/K2afpbFChKk">https://youtu.be/K2afpbFChKk</a>
Description of the context	<p>Kounalis Computers is a company that has been operating since 1995 in Kilkis.</p> <p>It's the biggest ICT store and service provider in Kilkis.</p> <p>The company's website needs to be renovated to be compatible with the web 2.0 standards.</p> <p>The owner/manager of the store decided to make this update to attract the interest of the ICT customers.</p>
Practical activity to be performed	<p>1. Watch and analyse the video, to understand the needs and expectations of the manager concerning the company's website and e-shop.</p> <p>2. According to the needs analysis performed in the previous step, design the renovated website and e-shop for Kounalis Computers.</p>
Results to be achieved	A renovated website, and e-shop.
Guidance and suggestions	<p>Analyse the company's product catalogue and create categories of products.</p> <p>Try to create a beautiful looking product page.</p> <p>Add search and sort possibilities to e-shop.</p> <p>Give the possibility to the owner to manage the e-shop.</p> <p>The owner has the experience and knowledge on programming.</p>
Mistakes to avoid	<p>Keep the management of the e-shop as simple as you can.</p> <p>There are a lot of products and too many categories.</p> <p>Keep things simple.</p>

## REAL CASE SCENARIO LEARNING OBJECT\_MYRESPOS IKE

Title of the learning object	Myrepsos IKE – Create a marketing plan to attract customers from all over the world
Thematic area	<input checked="" 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 type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	<a href="https://youtu.be/ZWlaq7REkUI">https://youtu.be/ZWlaq7REkUI</a>
Description of the context	<p><i>Myrepsos IKE is cultivating aromatic and medicinal plants. With these raw materials, they are creating natural, organic products and cosmetics. Myrepsos along with the standard commercial channels is using the internet to sell its products.</i></p> <p><i>Myrepsos would like to refresh its presence to the internet by creating a new campaign to reach more customers from abroad.</i></p>
Practical activity to be performed	<p>1. Watch and analyse the video, to understand the company's philosophy, meet the products and understand the expectations of the manager.</p> <p>2. According to the needs analysis performed in the previous step, create a marketing plan to increase the number of customers outside Greece.</p>
Results to be achieved	An integrated marketing plan
Guidance and suggestions	<p><i>Take into consideration these aspects:</i></p> <ul style="list-style-type: none"> <li>- <i>The company's philosophy</i></li> <li>- <i>Write down and analyse the target group</i></li> <li>- <i>Which channels will be used to promote the products? -Types of promotion, activities etc.</i></li> <li>- <i>Create a product transport channel - transport companies, costs etc.</i></li> <li>- <i>Clear economic plan</i></li> <li>- <i>Clear objectives defined in time</i></li> <li>- <i>Risk analysis</i></li> </ul>
Mistakes to avoid	<i>Make an extensive analysis of the products and the target group. Products are targeted at customers who prefer organic products that are free of pesticides and preservatives.</i>

## REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	New website and e-shop for Print Shop Kilkis
Thematic area	<input checked="" 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 type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	<a href="https://youtu.be/4SeAjeQ89QI">https://youtu.be/4SeAjeQ89QI</a>
Description of the context	<p>Print Shop Kilkis is a company that has been operating since 2007.</p> <p>It's a refurbishing company that creates remanufactured cartridges and toners for printers, also selling peripherals and accessories for computers.</p> <p>The company has a very basic website that is not responding to its owner's needs.</p> <p>The owner/manager decided to rebuild the site adding an e-shop to promote their environmentally friendly products and services.</p>
Practical activity to be performed	<p>1. Watch and analyse the video, to understand the needs and expectations of the manager concerning the company's website and e-shop.</p> <p>2. According to the needs analysis performed in the previous step, design the website and create the e-shop for Print Shop Kilkis.</p>
Results to be achieved	A new dynamic website, with integrated e-shop.
Guidance and suggestions	<p>Analyse the company's products and services and create the appropriate pages for them.</p> <p>Emphasize the benefits of the use of each product (cartridges and toners).</p> <p>Categorise all other peripherals and accessories.</p> <p>Create an active compatibility list for each product (cartridges and toners).</p> <p>Integrate this list with the search engine to make things easier for customers.</p> <p>Try to create a beautiful looking product page.</p> <p>Add search and sort possibilities to e-shop.</p> <p>Give the possibility to the owner to manage the e-shop.</p>
Mistakes to avoid	<p>Keep the management of the e-shop as simple as you can.</p> <p>The compatibility list for cartridges and toners is significant for the operation of the e-shop.</p>



Project Number: 2016-1-ES01-KA202-025441

	Try to integrate this list into the search engine of the site.  Keep things simple.
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## REAL CASE SCENARIO LEARNING OBJECT\_RANCHO KILKIS

Title of the learning object	New website for Rancho Kilkis
Thematic area	<input checked="" 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 type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	<a href="https://youtu.be/XenqNSBCIKk">https://youtu.be/XenqNSBCIKk</a>
Description of the context	<p>Rancho Kilkis operates in the field of agrotourism offering to the visitors a lot of relaxing choices.</p> <p>The ranch's website is like an interactive newspaper with all the activities, news, events organised and calendar with the upcoming events.</p> <p>The owner of the ranch wants to create a new website with a clear interface, giving a realistic view to the potential visitor about what the ranch is, but also the services and the activities offered.</p>
Practical activity to be performed	<p>1. Watch and analyse the video, to understand the needs and expectations of the manager concerning the company's website.</p> <p>2. According to the needs analysis performed in the previous step, design and present three proposals for the new website as you have to discuss it with the owner.</p>
Results to be achieved	Three website proposals.
Guidance and suggestions	<p>Analyse the existing website of the ranch.</p> <p>Write down the strengths and the weaknesses of it and try to create a website according to the ranch philosophy.</p> <p>Take into consideration the fresh air, nature and fauna of the place while you are designing the website.</p>
Mistakes to avoid	Rancho Kilkis is an open place, with a lot of challenges. Things are changing fast, and flexibility is mandatory for the web designer.



## REAL CASE SCENARIO LEARNING OBJECT\_RANCHO KILKIS 2

Title of the learning object	New e-shop for Rancho Kilkis
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://youtu.be/5K-8SsODv-M">https://youtu.be/5K-8SsODv-M</a>
Description of the context	<p>Rancho Kilkis operates in the field of agrotourism offering to the visitors a lot of relaxing choices.</p> <p>The ranch's website is like an interactive newspaper with all the activities, news, events organised and calendar with the upcoming events.</p> <p>The public relations and marketing manager wants to add e-shop functionality to their website.</p>
Practical activity to be performed	<p>1. Watch and analyse the video, to understand the needs and expectations of the manager concerning the company's website.</p> <p>2. According to the needs analysis performed in the previous step, create and adjust an e-shop to the existing website of the ranch.</p>
Results to be achieved	An e-shop adapted to the existing website.
Guidance and suggestions	<p>Analyse the existing website of the ranch.</p> <p>Write down the products, and the services ranch is offering and try to create an e-shop according to the ranch philosophy.</p> <p>Try to make a clear separation of the products and the services. It's good to offer an online reservation for specific rooms/space in ranch or to reserve the whole place for a big event.</p>
Mistakes to avoid	Products and services can be sold online. Products could be shipped, but the services can't. Keep in mind this separation.

## REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	New website for Salonikidis Computers
Thematic area	<input checked="" 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 type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	<a href="https://youtu.be/ehK8U-7iOdA">https://youtu.be/ehK8U-7iOdA</a>
Description of the context	<p>Salonikidis Computer is a company that has been operating since 2003 in the field of computer repairs and sound.</p> <p>It's well known in the local society, and the creation of a website considered not essential for its operation.</p> <p>Now the owner thinks that the creation of a webpage would be a good idea.</p>
Practical activity to be performed	<p>1. Watch and analyse the video, to understand the needs of the manager and orientation that the company's website will have.</p> <p>2. According to the needs analysis performed in the previous step, design a website that will represent the company on the internet.</p>
Results to be achieved	A new dynamic website.
Guidance and suggestions	<p>Analyse the company's fields of operation and create all the appropriate web pages for it.</p> <p>Computer and laptop service/repairs, sound etc.</p> <p>Try to create an attractive home page.</p> <p>Take into consideration the philosophy of the company and the different type of services provided.</p>
Mistakes to avoid	Keep things simple.

## REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	New portal with integrated e-shop for Trypokarydos
Thematic area	<input checked="" 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 type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	<a href="https://youtu.be/nzRbo1B2yRs">https://youtu.be/nzRbo1B2yRs</a>
Description of the context	<p>Trypokarydos is a cafe bistro, located in Kilis.</p> <p>Trypokarydos uses a wide variety of technological tools to provide better services to his customers.</p> <p>Some of them are the remote order system and the button to call the waitress.</p> <p>Over the years trying to get better by adopting this kind of tools on its operation.</p> <p>Now, Trypokarydos wants to get one step further, by creating an interactive portal for the customers.</p>
Practical activity to be performed	<p>1. Watch and analyse the video, to understand the needs and expectations of the manager concerning the company's portal and e-shop.</p> <p>2. According to the needs analysis performed in the previous step, organise the way that the portal will be arranged, design the interface and create the e-shop for Trypokarydos.</p>
Results to be achieved	A new dynamic portal, with integrated e-shop.
Guidance and suggestions	<p>Analyse the company's target group, product catalogue and needs.</p> <p>Try to make a clear separation of the different parts of the portal (mobile order system, booking system, event calendar, electronic catalogue, e-shop etc.)</p> <p>Try to create a beautiful looking product page.</p> <p>Add search and sort possibilities to e-shop.</p> <p>Give the possibility to the owner to manage the e-shop.</p>
Mistakes to avoid	<p>You have to take into consideration a lot of parameters.</p> <p>Trypokarydos is a living organisation providing services.</p> <p>Try to keep things simple for customers and employees.</p> <p>Think like a customer.</p>

	Keep the management of the e-shop as simple as you can.
	The owner has no experience and knowledge on programming.



## REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	New website and e-shop for Vapers Club Kilkis
Thematic area	<input checked="" 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 type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	<a href="https://youtu.be/QkInG06iZJM">https://youtu.be/QkInG06iZJM</a>
Description of the context	<p><i>Vapers Club Kilkis is a new company in the field of electronic cigarettes.</i></p> <p><i>It's a company that sells and provides all kind of support on electronic cigarettes.</i></p> <p><i>The company hasn't a website or e-shop but only a Facebook page.</i></p> <p><i>The owner/manager of the store decided to create an e-shop to promote their products all around Greece.</i></p>
Practical activity to be performed	<p>1. Watch and analyse the video, to understand the needs and expectations of the manager concerning the company's website and e-shop.</p> <p>2. According to the needs analysis performed in the previous step, design the website and create the e-shop for Vapers Club Kilkis.</p>
Results to be achieved	A new dynamic website, with integrated e-shop.
Guidance and suggestions	<p>Analyse the company's products and services create categories of products and a specific area for support.</p> <p>Try to create a beautiful looking product page.</p> <p>Add search and sort possibilities to e-shop.</p> <p>Give the possibility to the owner to manage the e-shop.</p>
Mistakes to avoid	<p>Keep the management of the e-shop as simple as you can.</p> <p>The owner has a basic experience and knowledge on programming.</p> <p>Keep things simple.</p>

## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the Learning object	<b><i>Datamove is hiring staff</i></b>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input checked="" type="checkbox"/> Development or improvement of the visual identity of the company. <input type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	<a href="https://www.youtube.com/watch?v=Gt6Tfd69gCg">https://www.youtube.com/watch?v=Gt6Tfd69gCg</a>
Description of the context	<i>Gianni Barzaghi, during the interview, tells how the company needs to hire people with skills in software development which will bring innovation and dynamism within the company.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <li>1. Pay attention to what is said during the video interview and try to understand what are the most useful soft-skills to work in a company like Datamove;</li> <li>2. Compare with your classmates in order to understand the most important questions to ask to a potential candidate.</li> </ol>
Results to be achieved	<i>A list of questions and skills that a potential employee should have to work in a company that operates in the software development sector.</i>
Guidance and suggestions	<i>Considering the instruction given by the CEO Gianni Barzaghi and also his personal character, try to think which soft-skills and technical skills should be integrated in the company in order to find new customers and to add innovation and dynamism within the company. Remember that the target of Datamove is composed by business and not by private citizens.</i>
Mistakes to avoid	<i>Avoid closed questions because it would be better to let the candidates speak as much as possible. Don't forget to ask all the necessary questions, in order to be able, then, to compare the answers given by the different candidates.</i>



Project Number: 2016-1-ES01-KA202-025441



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## REAL CASE SCENARIO LEARNING OBJECT\_INDUESTUDIO

Title of the Learning object	<b><i>Indie Studio needs to evaluate its results</i></b>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input checked="" type="checkbox"/> Development or improvement of the visual identity of the company. <input type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	<a href="https://www.youtube.com/watch?v=XgLd_WFa0xs">https://www.youtube.com/watch?v=XgLd_WFa0xs</a>
Description of the context	<i>Emanuele talks about how they constantly try to obtain their results regarding quality, efficiency and deliveries of services they offer.</i>
Practical activity to be performed	<i>Analyze the interview and try to understand what type of questions you can ask to your clients to measure their feedbacks about quality of the service you offer. Try also to create questions to understand if the efficiency of your company is good enough to satisfy your customers.</i>
Results to be achieved	<i>Create a standard model of survey that could be given to your customers.</i>
Guidance and suggestions	<i>Try to understand what types of question best describe what you want to measure. Pay also attention to which type of scales of measurement could give better results to understand your clients. It could be numerical (from "1" to "10") or semantic (from "not satisfied" to "very satisfied")</i>
Mistakes to avoid	<i>Avoid repetitive questions or useless questions, surveys shouldn't be too long otherwise your client could get annoyed and influence results.</i>





## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the Learning object	<b><i>Knoweb works on visual identities</i></b>
Thematic area	<input checked="" type="checkbox"/> <i>Development or improvement of the company website</i> <input checked="" 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=dG5mGUjDVyE">https://www.youtube.com/watch?v=dG5mGUjDVyE</a>
Description of the context	<i>Knoweb works on the visual identity of its clients to make them enlarge their customer base.</i>
Practical activity to be performed	<p><i>Try to perform the visual identity of a company of your choice thinking about what type of company it is and which media mostly adapts to its needs.</i></p> <p><i>-What media would you use? Newspaper, Web or just a Social Network profile?</i>  <i>-What would you focus on if you would write an article about the company? What are the products that could mostly catch customers?</i>  <i>-How would you perform its logo?</i>  <i>-How would you perform its website? What message of the company that has to be underlined?</i>  <i>-What kind of media contents could best represent the company on a Social Network (such as Youtube, Instagram or Facebook)?</i></p>
Results to be achieved	<i>The aim of this project is to perform the visual identity of a company in order to enlarge its client base. Students have to understand what type of company is it, what type of products are the best to push, what media contents have to be published on Social Networks and what message the company should focus on.</i>
Guidance and suggestions	<i>Try to be clear when you have to communicate to the clients, don't write too much and make the website catchy. Try to understand what to focus on and use your creativity.</i>
Mistakes to avoid	<i>Try to avoid too long writings on social media and website, and try to avoid big companies with an already good visual identity: it's easier to work on little companies that you personally know.</i>

## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the Learning object	<b><i>Marina Rizzini weaves its future</i></b>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input type="checkbox"/> Development or improvement of the visual identity of the company. <input checked="" type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	<a href="https://www.youtube.com/watch?v=oNiRuKF2hNY">https://www.youtube.com/watch?v=oNiRuKF2hNY</a>
Description of the context	<i>Camilla tells how her mom's company is dedicating its efforts to create a coordinated image on social media. The company is very committed to follow international fashion trends to produce fashionable clothes that fit the needs of its target audience.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <li><i>1. identify some websites and blogs that deal with fashion to understand the trends from which, a company that intends to address a target of women between 40 and 60 years, can take a cue.</i></li> <li><i>2. Identify a social media marketing strategy that allows the company to show in the best way its seasonal collections to their clients.</i></li> </ol>
Results to be achieved	<i>One database of reliable and updated fashion websites that could give inspiration to Bice &amp; Berta.</i> <i>One social media marketing strategy that allows the company, through the exposure of new seasonal collections, to reach the largest number of potential customers.</i>
Guidance and suggestions	<i>Check if there are ambassadors on the web, that deal with high quality cashmere products and if you find them, insert them in the database you need to realize.</i>
Mistakes to avoid	<i>Try not to dwell too much on the most famous fashion bloggers because they often turn to younger customers than Marina Rizzini's one.</i>

## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the Learning object	<b><i>Marketing km Zero is optimizing its website with SEO</i></b>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input checked="" type="checkbox"/> Development or improvement of the visual identity of the company. <input type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	<a href="https://www.youtube.com/watch?v=1gcDuRPw4Tw">https://www.youtube.com/watch?v=1gcDuRPw4Tw</a>
Description of the context	<i>The CEO of Marketing Km Zero, Giorgio Ghisalberty, tells that the most important thing that helped his company from the point of view of the visibility, was their SEO activity.</i>
Practical activity to be performed	<i>Try to realize a SEO project for a company of your choice.</i> <ol style="list-style-type: none"> <li><i>1. Watch carefully the website of the company you have chosen, and try to understand if something could be performed;</i></li> <li><i>2. Check the company's social profiles and try to understand if some content changes are necessary or if they can be improved in some way</i></li> <li><i>3. Think of a way to make the website more easily found by customers and suppliers on search engines.</i></li> </ol>
Results to be achieved	<i>Realize a list of "To do things" which can be used to perform the visibility of the website.</i>
Guidance and suggestions	<i>A key role in a SEO project is the optimization of social media pages. Pay attention to the material published by the company and try to understand what can improve the corporate image and what can tarnish it..</i>
Mistakes to avoid	<i>When you choose the company for which to carry out this project, try to avoid the most known international brands as they have certainly already implemented SEO strategies. Try to choose small businesses in your territory whose website actually needs some upgrades.</i> <i>Do not forget to check if the website's contacts are complete and without errors.</i>

## REAL CASE SCENARIO LEARNING OBJECT\_MULTICONCONSULT

Title of the Learning object	<b><i>Multiconsult is talking about itself</i></b>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input type="checkbox"/> Development or improvement of the visual identity of the company. <input checked="" type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	<a href="https://www.youtube.com/watch?v=1_8zmfgc7L8">https://www.youtube.com/watch?v=1_8zmfgc7L8</a>
Description of the context	<i>During the video testimonial, Luca Bonfanti, the design manager of Multiconsult, tells about the areas that are managed by the company.</i>
Practical activity to be performed	<i>Try to answer to the following questions:</i>  <i>What are the areas in which the company is divided?</i> <i>What are their business?</i> <i>What are the differences between them?</i> <i>Why Luca tells about Design?</i> <i>What does "Territorial Marketing" mean?</i> <i>In which area can the Incoming Missions be classified?</i> <i>In which area Social Media and Web world can be included?</i>
Results to be achieved	<i>Learning technical and professional language of communication.</i>
Guidance and suggestions	<i>Pay attention to every single part of the video and try to find the most important information. You will be able to find the answers to the questions above.</i>
Mistakes to avoid	<i>Try not to use an inappropriate language to describe the areas of the company</i>

## MULTICONSULT\_LEARNING OBJECT

Title of the Learning object	<b>Multiconsult</b>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input type="checkbox"/> Development or improvement of the visual identity of the company. <input checked="" type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	<a href="https://www.youtube.com/watch?v=1_8zmfgc7L8">https://www.youtube.com/watch?v=1_8zmfgc7L8</a>
Description of the context	<i>During the video testimonial, Luca Bonfanti, the design manager of Multiconsult, tells about the areas that make up the company.</i>
Practical activity to be performed	<i>Try to answer to the following questions:</i>  <i>What are the areas which compose the company?</i> <i>What are their business?</i> <i>What are the differences between them?</i> <i>Why Luca tells about Design?</i> <i>What does "Territorial Marketing" mean?</i> <i>In what area can the Incoming Missions be placed?</i> <i>In what area Social Media and Web world can be collocated?</i>
Results to be achieved	<i>Learning technical and specialistic language of communication.</i>
Guidance and suggestions	<i>Pay attention to every single part of the video and try to find the most important information. You will be able to find the answers to the questions above.</i>
Mistakes to avoid	<i>Try not to use an inappropriate language to describe the areas of the company</i>



## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the Learning object	<b><i>Pronto e Sano analyses the market</i></b>
Thematic area	<input checked="" type="checkbox"/> <i>Development or improvement of the company website</i> <input checked="" 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=ChmAeC5jYu8">https://www.youtube.com/watch?v=ChmAeC5jYu8</a>
Description of the context	<i>Matteo Breda has designed and built a new cooking machine and wants to start producing it and putting it into the market. First, he would like to know if the kitchen equipment suppliers, who are his target, would be interested in buying this kind of machine.</i>
Practical activity to be performed	<i>Analyse kitchen equipment suppliers' interest in purchasing renting equipment addressed to catering restaurants.</i>  <i>Do it in 3 phases:</i> <ul style="list-style-type: none"> <li>- <i>Produce a list of potentially interested suppliers to contact</i></li> <li>- <i>Create a technical information sheet on the equipment that you want to promote and send it to the contacts that you have found</i></li> <li>- <i>Store a list of feedback obtained via telephone and e-mails</i></li> </ul>
Results to be achieved	<i>Create a database with the list of names of suppliers contacted, their contact information, the response received from each of them and their feedback.</i> <i>Create an email template which contains a hypothetical brochure of the product, then send it to the companies. Call them after a week to understand the interest.</i>
Guidance and suggestions	<i>Try to be accurate in tracking the contacts you had with different companies.</i> <i>Find out all the information about them and do not forget to write down with whom you spoke.</i>
Mistakes to avoid	<i>Try not to be superficial in organizing your work, it would be better to previously create a Gantt scheme in order to organize the activities that you are going to carry out in your time.</i>

## REAL CASE SCENARIO LEARNING OBJECT\_SIT

Title of the Learning object	<b>Create a customized offer for a client</b>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input type="checkbox"/> Development or improvement of the visual identity of the company. <input checked="" type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	<a href="https://www.youtube.com/watch?v=k2uYObfirZA&amp;t=121s">https://www.youtube.com/watch?v=k2uYObfirZA&amp;t=121s</a>
Description of the context	<i>SIT Srl creates marketing plans for its clients, it gives a great offer to its customers because it's able to produce customized solutions for any requests.</i>
Practical activity to be performed	<i>Try to understand needs of an hypothetical customer company to setting up a web site as a show case for its products. Create an activity plan to suggest a customized solution.</i>
Results to be achieved	<i>Create a list of questions to be submitted to the client in order to understand his needs and create an offer.</i> <i>Possible questions could be:</i> <ul style="list-style-type: none"> <li>- Expected budget</li> <li>- Time of realization</li> <li>- People that have to work on the project</li> <li>- Products or Services that have to be sold</li> <li>- Contractual clauses</li> </ul>
Guidance and suggestions	<i>Try to choose wisely your questions. You can also use already made models that you can find in internet to elaborate offers. Describe as good as you can the services or products that you can customize.</i>
Mistakes to avoid	<i>Try to ask only yes-and-no questions and don't give way to open answers. Try not to provide legal backgrounds when you create questions.</i>



## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the Learning object	<b><i>Soluzione Informatica is hiring staff</i></b>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input checked="" type="checkbox"/> Development or improvement of the visual identity of the company. <input type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	<a href="https://www.youtube.com/watch?v=DtqTO8vlnE">https://www.youtube.com/watch?v=DtqTO8vlnE</a>
Description of the context	<i>Marco Brena tells that the biggest challenge in his activity consists in working alone. You are supposed to hire someone to help him carrying out his marketing activities in the best way.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <li><i>1. Pay attention to what is said during the video interview and try to understand what are the most useful soft-skills to work in a company that deals with IT consulting;</i></li> <li><i>2. Compare with your teammates to understand the most important questions to ask a candidate to select a new employee for the company.</i></li> </ol>
Results to be achieved	<i>A list of questions and skills that a potential employee should have to work in a company that gives IT consultancy in the business world.</i>
Guidance and suggestions	<i>Considering Marco Brena's training background and also his personal character, try to think which soft-skills and technical skills should be integrated in the company in order to find new customers. Remember that the target of Soluzione Informatica is composed by business and not by private citizens.</i>
Mistakes to avoid	<i>Avoid closed questions because it would be better to let the candidates speak as much as possible. Don't forget to ask all the necessary questions, in order to be able, then, to compare the answers given by the different candidates.</i>





025441

Project Number: 2016-1-ES01-KA202-025441



Co-funded by the  
Erasmus+ Programme  
of the European Union

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## REAL CASE SCENARIO LEARNING OBJECT\_SOSTANZA

Title of the Learning object	<b><i>Sostanza Srl needs new employees</i></b>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input type="checkbox"/> Development or improvement of the visual identity of the company. <input checked="" type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	
Description of the context	<i>The manager talks about what types of skills their employees need to have. She mostly focuses on soft skills.</i>
Practical activity to be performed	<i>Analyze the interview and try to understand what skills are most important to work for the company. Try to simulate a job interview to show your personal capabilities to an interviewer.</i>
Results to be achieved	<i>Simulate a job interview and show your qualities</i>
Guidance and suggestions	<i>Understand what an interviewer is expecting from you, be concrete, make examples to show your skills. Quote life or working experiences you made or social activities you took part into. Demonstrate your soft skills practically.</i>
Mistakes to avoid	<i>Avoid dialectical expressions or uncertainty. Don't answer: "I don't know" or "I'm not able to do it".</i>



## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the Learning object	<b><i>Step3D is performing its visual identity through the Social Media</i></b>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input type="checkbox"/> Development or improvement of the visual identity of the company. <input checked="" type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	<a href="https://www.youtube.com/watch?v=WZ8xRe09RDI">https://www.youtube.com/watch?v=WZ8xRe09RDI</a>
Description of the context	<i>Stefano tells how, thanks to the use of internet and social media, he could get in touch with several professionals in his sector. Internet plays a fundamental role for a start-up that tries to emerge.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <li><i>1. Review the video to find out more about the company and its requirements</i></li> <li><i>2. Review the current Facebook and Instagram pages and try to understand if there are any obvious improvements that could be made</i></li> <li><i>3. Identify a solution that would allow the company to improve its business and its professional network</i></li> </ol>
Results to be achieved	<i>The realization of a social media marketing solution that could help the entrepreneur with the generation of more professional contacts and customers.</i>
Guidance and suggestions	<i>Consider things such as contact details, information provided, portfolio of previous products and the quality of Instagram pictures. Also consider the lead generation process – which similar Facebook pages are followed by potential clients and by partners?</i>
Mistakes to avoid	

## REAL CASE SCENARIO LEARNING OBJECT \_WEELGO

Title of the Learning object	<b><i>Weelgo Srl needs an updated Website</i></b>
Thematic area	<input checked="" 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 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=CPo5dvOTWVs">https://www.youtube.com/watch?v=CPo5dvOTWVs</a>
Description of the context	<i>Weelgo Srl's Website is not updated. The account manager and the technician and consultant do not have time to keep updating it with new activities and plans.</i>
Practical activity to be performed	<i>Try to find an easy way to create on a website a menu list where to add "progress and activities carried out by the enterprise"</i>
Results to be achieved	<i>Create for the manager a part of the website easy to access where it is possible to upload short summaries of developments made by Weelgo Srl</i>
Guidance and suggestions	<i>Keep the page creative, use words that interest customers</i>
Mistakes to avoid	<i>Do not add too many little parts in the website: it will mess clients' aim on the website, making it difficult to reach</i>



REAL CASE SCENARIO LEARNING OBJECT	
Title of the learning object	Make full strategy of organisation visual identity. Organisation is interested on proposals – internship place
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input checked="" type="checkbox"/> Development or improvement of the visual identity of the company <input type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	<a href="https://www.youtube.com/watch?v=SZwNXMY2XPM">https://www.youtube.com/watch?v=SZwNXMY2XPM</a>
Description of the context	<p>Founder of Public Institution “Menų kambarys” (Art Room) Žiedūnė Duobaitė briefly presents the organisation, its activities, marketing tools that they have and shares doubts regarding visual recognition of “Menų kambarys” in the events.</p> <p>Žiedūnė Duobaitė names some ideas but the strategy created by this field specialist would be the best. And that could be as an internship in the friendly, volunteering based organisation.</p>
Practical activity to be performed	Go through and analyse the Video interview, understand company expectations. Think for list of questions for the first meeting with company representatives regarding developing visual identity of the organisation (due to understand more detailed company expectations, possibilities, etc.).
Results to be achieved	<p>List of questions for the first meeting with the company due to get essential information for creating organisation’s visual identity strategy.</p> <p>Create 3 proposals of organisation’s visual identity.</p>
Guidance and suggestions	<p>Analyse what information you can find about the organisation on internet.</p> <p>Find at least 3 the newest/most effective visual identity elements that were used by other companies. Think about “Menų kambarys” visual identity strategy, what can be used in it.</p> <p>Be creative and think for unique proposals.</p>
Mistakes to avoid	Old fashion, ineffective proposals.

## REAL CASE SCENARIO LEARNING OBJECT\_CAFÉ KREGŽDUTĚ

Title of the learning object	<i>Create new attractive, delicious website for café (Company is interested on proposals – internship/potential working place)</i>
Thematic area	<input checked="" 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 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=6ZjP-Q8OaTM&amp;t=134s">https://www.youtube.com/watch?v=6ZjP-Q8OaTM&amp;t=134s</a>
Description of the context	<i>Café Kregždutě has history from 1986, at the moment there are few more cafés and the confectioner's shop. The company concentrates to food supply in their cafés and also fulfill customer's needs on ordered dishes, snacks, confectioner on various celebrations (weddings, conferences etc.) at customers place. On interview it is presented website, Facebook that are using now on customer attraction and inform about menu news, etc. Regarding old version of website there is a plan to make it more attractive and modern.</i>
Practical activity to be performed	<i>Go through and analyse the Video interview and understand its expectations. Imagine and plan 3 different examples of new website for the company as you would have to discuss them with the management board.</i>
Results to be achieved	<i>3 proposals for improving website</i>
Guidance and suggestions	<i>Analyse the existing website in order to integrate its message in the new one</i> <i>Analyse at least 3 similar existing examples of similar companies</i> <i>Listen very carefully to the expectations of the company</i>
Mistakes to avoid	<i>Don't get too complicated, the company is a small one and the resources they have are limited</i>

## REAL CASE SCENARIO LEARNING OBJECT\_CONTACTUS

Title of the learning object	<i>Improvements of website for employment and HR related services company website (Company is interested on proposals – internship places are open)</i>
Thematic area	<input checked="" type="checkbox"/> Development or improvement of the company website <input type="checkbox"/> Development or improvement of the visual identity of the company <input type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	<a href="https://www.youtube.com/watch?v=nt5JyZPDUM8">https://www.youtube.com/watch?v=nt5JyZPDUM8</a>
Description of the context	<p><i>Contactus brand company director Jurgita Jankuvienė briefly describes services that company is offering and expectations that she is willing to get from the new website.</i></p> <p><i>There are things in website that are good but the amount of visitors is low.</i></p> <p><i>The company is willing to get offers, suggestions how to improve the promotions of the website and generate bigger amounts of visitors.</i></p>
Practical activity to be performed	<p><i>After listening the video, working in groups prepare for the meeting with this company regarding to find the solutions for its problem solving.</i></p> <p><i>Gather information on internet about the company, think about:</i></p> <ul style="list-style-type: none"> <li>- <i>What questions should be asked for the company due to get more clear view about its situation?</i></li> <li>- <i>What tools could increase website visitors amounts?</i></li> <li>- <i>What first ideas (from the information that you have) can be offered for the company?</i></li> </ul> <p><i>Simulate the situation of the meeting with the company in front of the class. 2-3 students can play as company representatives and 2-3 students as the marketing and IT consulting company.</i></p>
Results to be achieved	<i>Preparation for the first meeting with the client, find the solutions which could be offered.</i>
Guidance and suggestions	<i>Listen the video, gather information about the company, think about the aim of the website for this company, what tools could be useful for its situation, which of them would be most effective</i>
Mistakes to avoid	<i>Be aware of the target audience and the aims of the company regarding promoting its services</i>

## REAL CASE SCENARIO LEARNING OBJECT \_FINANCES FOR FAMILIES .

Title of the learning object	<i>Make marketing campaign of organisation regarding capturing potential customers attention. Organisation is interested on any creative proposals. Internship or other paid agreements can be arranged depending on the offer (marketing campaign, unique, effective marketing content, tools, ways, format, etc.).</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=GFXdwhCuOXU">https://www.youtube.com/watch?v=GFXdwhCuOXU</a>
Description of the context	<i>Author and Founder of Project "Finansai šeimai" (Finances for Family) Mindaugas Grajauskas explained his company profile, services and shared some opinions and tips regarding companies marketing. Mindaugas emphasized that every company and especially his, are open for creative offers, ideas which was not implemented yet.</i>
Practical activity to be performed	<i>Go through and analyse the Video interview, understand company expectations. Think how company of finances consultations can capture potential clients through social marketing or other creative ways using ICT.</i>
Results to be achieved	<i>Marketing campaign offer for the company. Prepared presentation as it would be for the company which is considering to take the offer.</i>
Guidance and suggestions	<i>Analyse great marketing campaigns of small companies. Think carefully what else should be analysed, considered before preparing marketing campaign. The company is expecting ideas which would be unique.</i>
Mistakes to avoid	<i>Marketing ideas dublicates.</i>



## REAL CASE SCENARIO LEARNING OBJECT\_JSC TOMEGRIS

Title of the learning object	<i>Social Media Marketing for transport company (B2B) (Company is interested on proposals – internship/potential working place)</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=bL0LooX2SnM&amp;t=5s">https://www.youtube.com/watch?v=bL0LooX2SnM&amp;t=5s</a>
Description of the context	<i>JSC Tomegris is a transport and logistics services provider successfully operating since 2003. The company makes it's marketing by itself but there is no person directly in charged on this. The majority of company services are given B2B. The company has Facebook account and raised question in interview: is it possible to attract customers (companies) regarding Facebook.</i>
Practical activity to be performed	<i>Go through and analyse the Video interview and understand is expectations. Imagine and plan Social Media Marketing Strategy for the company as you would have to discuss it with the management board.</i>
Results to be achieved	<i>Prepare Social Media Marketing Strategy for the company, be prepared to introduce it with arguments</i>
Guidance and suggestions	<i>Analyse the existing social media of the company.</i> <i>Analyse at least 3 similar existing examples of similar companies</i> <i>Listen very carefully to the expectations of the company</i>
Mistakes to avoid	<i>Think if there is possible to attract clients regarding social media when company's services are B2B. What could be alternatives or any unusual proposals could be offered for the company.</i>

## REAL CASE SCENARIO LEARNING OBJECT \_JSC WEB

Title of the learning object	<i>Make strategy of your as future specialist personal marketing (Company is interested on proposals – internship/potential working place)</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=XrKWPy1yZzQ">https://www.youtube.com/watch?v=XrKWPy1yZzQ</a>
Description of the context	<p><i>Mindaugas Juodaitis, CEO at JSC WEB Partner , presents company services: create strategy to attract clients on internet due to increase sales, get more requests , build the e-shop, website or any system and work together on the clients' benefit, improve results.</i></p> <p><i>Mindaugas Juodaitis helps and makes trainings for companies but also for CEO and experts about personal marketing. On this interview Mindaugas Juodaitis gives main theory about personal marketing and the task for students to make strategy of their own personal marketing, keeping in mind that they are future CEO, professional experts of their field.</i></p>
Practical activity to be performed	<i>Go through and analyse the information on Video interview.</i>
Results to be achieved	<p><i>Make your personal marketing strategy and be prepared to present it for the teacher</i></p> <p><i>OR</i></p> <p><i>Make 3 creative proposals for others to make their personal marketing strategy more attractive, interesting, linked to the field of their profession, more seen on internet, etc.</i></p>
Guidance and suggestions	<i>Analyse various professional people (better from your study field) profiles and information on internet. Use your imagination on best proposals/activities.</i>
Mistakes to avoid	<i>Be creative and think for unique proposals.</i>

## REAL CASE SCENARIO LEARNING OBJECT\_KARTU

Title of the learning object	<i>Additional options for design studio e-shop (<a href="http://www.kartustudio.com">www.kartustudio.com</a>) (Company is interested on proposals – internship/potential working place)</i>
Thematic area	<input checked="" 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 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=6tSBDhSz1SI">https://www.youtube.com/watch?v=6tSBDhSz1SI</a>
Description of the context	<i>Ingrida Jasinskė, CEO, Founder and Designer of the products presents her company in few words: “kARTu is the name of Lithuanian handbags”. The aim of the company is to create high quality Lithuanian product for local and abroad markets. kARTu studio gives opportunity to create your personal leather handbag according the needs on every detail. At the moment that is possible for customer who can visit kARTu studio and choose the material, right color, agree on specific details. The vision of Ingrida Jasinskė is to develop website with opportunities for customers to do that online (<a href="http://www.kartustudio.com">www.kartustudio.com</a>).</i>
Practical activity to be performed	<i>Go through and analyse the Video interview and understand its expectations. Imagine and plan an example of additional options on e-shop <a href="http://www.kartustudio.com">www.kartustudio.com</a>, make it as an official proposal for the company as you would have to discuss it with the management board.</i>
Results to be achieved	<i>The official proposal of additional options on e-shop <a href="http://www.kartustudio.com">www.kartustudio.com</a>, which could be performed for the company (with visuals, terms and plans of implementing, needed material/information from company, estimated outlay).</i>
Guidance and suggestions	<i>Analyse the existing website, also at least 3 similar existing examples of similar e-shops. Listen very carefully to the expectations of the company</i>
Mistakes to avoid	<i>Studio clients are sophisticated people from all over the world, product which they would be able to create on this e-shop platform will be unique and with appropriate price. That is why all details and whole picture of created product should reflect as much real (in shape, colours, material etc.) as it is possible.</i>

## REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	Marketing conditions and possibilities by Viber programme. Internship vacancies are open.
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input type="checkbox"/> Development or improvement of the visual identity of the company <input checked="" type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	<a href="https://www.youtube.com/watch?v=yA-Z64OdrG4">https://www.youtube.com/watch?v=yA-Z64OdrG4</a>
Description of the context	<p>Head of Sales Department of Kaunas Credit Union Linas Dabulskis briefly presents the company, distribution of works in organisation regarding marketing and tools that they use due to attract new clients.</p> <p>The company is interested in advertising opportunities by Viber programme. Kaunas Credit Union would like to get gathered information, practical situations what are the conditions, troubles, effectiveness to reach target group by Viber programme.</p>
Practical activity to be performed	Gather information about marketing solutions using Viber programme (features, pricing, term, etc.), search for practical information, experience of other companies, reviews about effectiveness of this solution. Prepare 3 different kind of proposals of Social Media Marketing Strategy for the company using Viber and other optional programmes.
Results to be achieved	<p>3 optional proposals of Social Media Marketing Strategy for the company (including Viber and other options).</p> <p>Present Viber and 2 other programmes features and effectiveness for organisation marketing strategy.</p>
Guidance and suggestions	Listen the video, gather information about the company, marketing solution experience of other companies and prepare creative proposals.
Mistakes to avoid	Be creative and think for unique proposals.

## REAL CASE SCENARIO LEARNING OBJECT\_ ORDER OF MALTA RELIEF ORGANIZATION

Title of the learning object	<i>Marketing strategy for Order of Malta Relief Organization Kaunas Group (Company is interested on proposals – internship places are open)</i>
Thematic area	<input type="checkbox"/> <i>Development or improvement of the company website</i> <input checked="" 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	<a href="https://www.youtube.com/watch?v=3HQWvHAn5tU">https://www.youtube.com/watch?v=3HQWvHAn5tU</a>
Description of the context	<p><i>Rūta Lukianskytė (Head of Order of Malta Relief Organization Kaunas Group) describes main social and charitable support activities that organization provides for neediest citizens of Kaunas region (Lithuania).</i></p> <p><i>In her opinion, promotions about organization (Kaunas Group) activities are not so active as those could be.</i></p> <p><i>Prepare marketing strategy for the organization. Present it for auditorium.</i></p>
Practical activity to be performed	<i>After listening the video, in groups think about marketing tools that could be used for organization activities promotions.</i>
Results to be achieved	<i>Developed marketing strategy, presented in front of the class</i>
Guidance and suggestions	<i>Check the ways that other social activities organisation spreading the word about themselves, think about more creative ways which would increase volunteering staff.</i>
Mistakes to avoid	<i>Be aware of the target audience and the aims of the company regarding promoting its services</i>

## REAL CASE SCENARIO LEARNING OBJECT\_RUBBEE

Title of the learning object	<i>Ideas to create attractive website for portable electric engines for bicycles (Company is interested on proposals – internship/potential working place)</i>
Thematic area	<input checked="" 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 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=Ya8DEyd3YDc">https://www.youtube.com/watch?v=Ya8DEyd3YDc</a>
Description of the context	<i>CEO and Founder of JSC Rubbee Gediminas Nemanis briefly presents the company, product (portable electric engines for bicycles) and plans for development, marketing strategy (website, social media, target group).</i>
Practical activity to be performed	<i>Go through and analyse the Video interview and understand its expectations. Imagine and plan 3 different examples of new website for the company as you would have to discuss them with the management board.</i>
Results to be achieved	<i>3 proposals for improving website</i>
Guidance and suggestions	<i>Analyse the existing website in order to integrate its message in the new one</i> <i>Analyse at least 3 similar existing examples of similar companies</i> <i>Listen very carefully to the expectations of the company</i>
Mistakes to avoid	<i>The company wants to develop and build the website that brings the most newsletters subscriptions, to convert old version of the website into a new one. In the past they already changed website several times, now they want to make one which could be edited with additional options in the future and avoid changing whole website.</i>

## REAL CASE SCENARIO LEARNING OBJECT \_STARFLIX

Title of the learning object	<i>Create the website for the new company service (Company is interested on proposals – internship places are open)</i>
Thematic area	<input checked="" 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 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=8ocxzdQ-WI8">https://www.youtube.com/watch?v=8ocxzdQ-WI8</a>
Description of the context	<p><i>Chief Operation Officer in the company Starflix Vytautas Bernotas presents the company and services that offers for the customers: programming and design, digital marketing and cloud decisions.</i></p> <p><i>Company is preparing for the new service promotion - service of websites hosting. Provide your ideas for building the website: how it should look like, what to emphasize, what website features are important.</i></p>
Practical activity to be performed	<i>After listening the video, check on internet information about the company, it's works, plan the website, think about the design, make 2-3 versions that could be presented for the company.</i>
Results to be achieved	<i>Proposal of website display (at least 2 versions), features and ideas due to effectively present service for the customers.</i>
Guidance and suggestions	<i>The company works with building websites. So, it must be something unique, catchy and targeted to reach target audience.</i>
Mistakes to avoid	<i>Website duplicates</i>



## REAL CASE SCENARIO LEARNING OBJECT\_VILEIŠIAI SCHOOL OF KAUNAS

Title of the learning object	<i>Social media strategy Internship vacancies are open.</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=pHoFhRADgFU">https://www.youtube.com/watch?v=pHoFhRADgFU</a>
Description of the context	<p><i>Teacher Gediminas Grėsius, who is responsible for J. and P. Vileišiai School of Kaunas social media, presents activities, partnership and uniqueness of the school. He emphasizes what social media they are using and for what purpose, describes the target audience.</i></p> <p><i>As the school does not have specialist of marketing or social media, suggestions, remarks of what is now and more clear social media strategy prepared by professional would be helpful for the school.</i></p>
Practical activity to be performed	<p><i>After familiarized with information in the video, analyse the social media that the school is using (Facebook, Twitter, Youtube).</i></p> <p><i>In groups of 4-5 students, discuss about current social media information that the school is presenting, think what should be amended, what suggestions you would offer for the school.</i></p> <p><i>Imagine that your team is marketing company and prepare social media strategy offer for the school.</i></p>
Results to be achieved	<p><i>Social media strategy offer for the school.</i></p> <p><i>Present that for the class as class audience would be school staff who is deciding whether to take your offer or not.</i></p>
Guidance and suggestions	<i>Listen the video, gather information about the school on social media, find the examples of social media strategy offers and prepare creative proposals.</i>
Mistakes to avoid	<i>Be aware of the target audience, privacy law and the aim of using the social media</i>



## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	A new website for ACICOM
Thematic area	<input checked="" 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 type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	<a href="https://youtu.be/wJkzWmdz16Y">https://youtu.be/wJkzWmdz16Y</a>
Description of the context	<p>ACICOM, Citizenship and Communication Association, was born in 2009 in Valencia with the aim to protect the citizens' right to access information, free expression and communication. The association works on improving the quality of the citizens' digital media diet, also trying to reduce the digital gap through workshops on communication techniques for both individuals and civic association, debates, conferences, press initiatives, etc.</p> <p>ACICOM is also officially recognized as a Consumers' Association.</p> <p>The association has a 1.0 website and is planning to set up a new 3.0 website, which will integrate some technical solutions, like electronic newsletter, etc.</p> <p>The aim is to structure all the information in a simpler way and to reach out segmented audiences. It should also be more interactive and, at the same time, user-friendly.</p> <p>Although the available resources are not many, the association cares a lot about "social marketing" and try to reach out new audiences using social media, especially Facebook. Social media usage is quite limited to Facebook as this is the simplest channel that the majority of the board members are familiar with the most.</p>
Practical activity to be performed Results to be achieved	<p><b>Activities</b></p> <p><i>Go through and analyse the Video interview to ACICOM President and understand its expectations</i></p> <p><i>Imagine and design a new website proposal as you should present it to the association board members.</i></p> <p><b>Results</b></p> <p><i>1 new website proposal</i></p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> <li>Analyse the existing website to keep in mind the elements that association is happy with in order to integrate them in the new proposal</li> <li>Search for 3 similar associations' websites and keep note of some innovative elements</li> <li>Listen very carefully to the needs expressed in the video</li> <li>Get it interactive and modern but not too sophisticated.</li> </ul>

## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

*Project partners will have to produce real life case scenario learning objects, related to the video interviews*

*Each learning object will start from interesting inputs coming from the interview with entrepreneurs/company manager.*

*Each learning object will aim to enrich VET teachers classroom activities by challenging students with practical activities to consolidate their specific knowledge, competences and skills.*

Title of the learning object	Improving the company website for Ascensión Latorre
Thematic area	<p><input checked="" type="checkbox"/> Development or improvement of the company website</p> <p><input type="checkbox"/> Development or improvement of the visual identity of the company</p> <p><input type="checkbox"/> Development or improvement of the Social Media Marketing strategy</p>
Link to the Video	<a href="https://youtu.be/AlxkDa0P3DI">https://youtu.be/AlxkDa0P3DI</a>
Description of the context	<p>Ascensión Latorre is a family company with 42 years of experience in manufacturing medium and high standard design furniture. The target of the company are medium-high buying and wealthy power customers, that search for tasteful luxury products.</p> <p>Since the very beginning of the business, the company has been paying a lot attention to the brand and visual identity, managed and supervised by a graphic designer with expertise in premium lifestyle. The brand of the company well transmits the originality and singularity of its products, and is considered one of the most valuable asset of the company.</p> <p>The company has a person, responsible to manage social media profiles, that aim to transmit values and vision of the company through the items, rather than simply showing commercial products.</p> <p>The company webiste has been created by a famous graphic designer, and staff is satisfied with it, as it is modern, fresh and original. Nevertheless, the company would like to improve it, adding new functionalities like a 3D gallery section, to let customers better create their projects, or integrating a simpler and more updated payment platform.</p>
Practical activity to be performed	<p><b>Activities</b></p> <p>Go through and analyse the Video Interview to the financial manager of Ascensión</p>

Results to be achieved	<p>Latorre and set up a plan to improve the website of the company.</p> <p><b>Results</b></p> <p>1 Proposal for a website</p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> <li>• Analyse the company website, paying attention to the different products</li> <li>• Search for similar companies website who has integrated 3D gallery sections</li> <li>• Set up a plan to integrate this new functionality and other improvement that fits with company's needs.</li> </ul>

## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	Analysis of ASEPRI'S Social Media Marketing Strategy
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=VXcdw9CqSq4">https://www.youtube.com/watch?v=VXcdw9CqSq4</a>
Description of the context	<p>Spanish National Association for Children's Fashion and Childcare, (ASEPRI), located in Valencia, gathers 300 brands for kids fashion, footwear and childcare.</p> <p>The main mission of the association is supporting its members to operate internationally, also providing them with tools and orientation to foster innovation. ASEPRI'S clients are Spanish manufacturers of children's fashion and footwear, childcare or international manufacturers with headquarter in Spain.</p> <p>On February 2017, the association opened a new-brand website that led to increasing a 50% the number of visits. It also manages another website, aimed at promoting its members' products on the international markets, and through which members are also informed about business opportunities. From September 2017 the association is also working more on SEO to improve the effectiveness of the website.</p> <p>Currently ASEPRI outsources the services of a Community Manager and is active on Instagram, Facebook, LinkedIn, YouTube and Twitter page. Each page has its target market.</p>
Practical activity to be performed Results to be achieved	<p><b>Activities</b></p> <p>Go through and analyse the Video interview to ASEPRI director</p> <p>Make an Analysis of the Social Media Marketing strategy</p> <p><b>Results</b></p> <p>1 Analysis of the Social Media Marketing strategy</p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> <li>• Have a look to the association's social media pages</li> <li>• Analyse the way the Community Manager is managing the pages</li> <li>• Find out strengths and come up with at least 3 suggestions on new measures to introduce</li> </ul>

## 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 very 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>

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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## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

*Project partners will have to produce real life case scenario learning objects, related to the video interviews*

*Each learning object will start from interesting inputs coming from the interview with entrepreneurs/company manager.*

*Each learning object will aim to enrich VET teachers classroom activities by challenging students with practical activities to consolidate their specific knowledge, competences and skills.*

Title of the learning object	Improving the webiste of the El Moli Lab
Thematic area	<input checked="" 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 type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	<a href="https://youtu.be/cdaUfmGFXQg">https://youtu.be/cdaUfmGFXQg</a>
Description of the context	<p>EL MOLI LAB is a co-working and collaborative space located in a very natural and farming environment, that promotes sustainable creativity and supports a community of freelancers to develop their own projects and small businesses.</p> <p>It also develops its own agenda of training activities, leisure and cultural events, with the aim to offer development opportunities and to create community.</p> <p>Its webpage is structured accordingly two main purposes: on one hand, to give visibility to the co-workers and their project/ businesses, on the other, to promote the services provided, describing spaces that can be asked for rent by individuals, companies and organizations. The director would like to integrate some functionalities and make it more interactive.</p> <p>Concerning the social media, the co-working has profiles in the main ones, and also has a social media marketing strategies, developing online and payed campaigns through Facebook ads, etc. The co-working is willing to keep working on these campaigns and to integrate new ones in order to achieve a bigger impact.</p> <p>The logo is meant to transmit the double spirit of the project: tradition and innovation.</p>
Practical activity to be performed Results to be achieved	<p><b>Activities</b></p> <p>Go through and analyse the Video Interview to EL MOLI LAB Director and make a proposal on how to improve the co-working webiste, integrated new functionalities.</p>

	<p><b>Results</b></p> <p>1 Proposal of a new Website.</p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> <li>• Analyse the existing webiste</li> <li>• Keep in mind the needs that have been expressed by the director in the video and the eventual suitable functionalities.</li> <li>• Have a look at similar companies webiste to get some inputs.</li> </ul>



## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	Exponent
Thematic area	<input type="checkbox"/> Development or improvement of the company website Development or improvement of the visual identity of the company <input checked="" type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	<a href="https://www.youtube.com/watch?v=wGFglG2ORDs">https://www.youtube.com/watch?v=wGFglG2ORDs</a>
Description of the context	<p>About the 90% of the activities run by the <b>Exponent</b> deal with counselling in the sector of insurance and finance sector. Besides that, the company provides additional specific services, like:</p> <ol style="list-style-type: none"> <li>1. <b>Innovación Aseguradora</b> (Security Innovation): a forum about innovation and studies related to technological solutions and social media in the financial and insurance sector</li> <li>2. Two technological solutions: <b>Aimfri</b> that is an e-commerce platform for insurance and <b>Weanalyze</b>, a platform for the analysis of open data.</li> </ol> <p>The company has different web pages, one for each activity. Exponent Website summarizes all services and activities. Furthermore, specific webpages are available for specific services; Innovación Aseguradora has an its own page which displays analytical reports, as well as Weanalyze which provide through its page the marketing of the services of the analytical platform. From an architecture point of view, all three pages have been set up by Wordpress.</p> <p>The company also works with different types of architectures, for example the analytical solution which is not a real web page, being platforms which are not available to the public.</p> <p>The company is willing to keep improving the branding and visual identity, differentiating the strategies according to the 3 different typologies of services offered (3 brands above mentioned). Company do not invest much in Social Media Marketing (i.e. does not run online adverts campaigns) and not use SEO or SEM as it considers more relevant to develop an efficient networking strategy, considering the most part of their work is a Business-to-Business type. That is why the social media most used by Exponent is LinkedIn.</p>
Practical activity to be performed	Design a social media strategy suitable to increase business relationships and networking with new customers, in the framework of the B2B context
Results to be	1 Social Media Strategy plan for networking and reaching out new customers

achieved	
Guidance and suggestions Mistakes to avoid	<i>When designing the Social Media Strategy plans, please, take in mind the expectations of the company, the type of business it runs (B2B) in order to select the most suitable social networks and create an adequate plan.</i>

## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	New Website for FyG Consultores
Thematic area	<input checked="" 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 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=xmQWzFX4Tfs">https://www.youtube.com/watch?v=xmQWzFX4Tfs</a>
Description of the context	<p>FyG Consultants is a strategic consultancy based in Valencia, specialized in internationalization and innovation for companies. FyG provides several kinds of services to companies, on one hand, to support them throughout their internationalization process, and on the other hand, to help them implement some innovation. The company also takes part in several EU projects, and orientates other entities on how to participate and to apply for the most suitable programs. Due to the diversity of the activities developed, (advisory services for internationalization, participation in EU projects, etc.), the amount of information is quite big and demands a constant updating of the website as well as a strategic use of social media, each of them aiming at reaching specific target group and goal.</p> <p>The most used are Facebook, Twitter and LinkedIn. Facebook is mainly used to target young people, LinkedIn has a more extensive use in professional field, and Twitter is being used as an additional tool, with no specific target. Due to the dynamism of the company, the CEO stresses the need to adjusting both website and the brand to the continuous evolution of the company. He also mentions the challenge to clearly explain what the company is about to a new public.</p>
Practical activity to be performed Results to be achieved	<p><b>Activities</b></p> <p>Go through and analyse the Video interview to FyG Consultores CEO and understand his expectations</p> <p>Imagine and design a proposal to update the website according to the needs expressed by the company</p> <p><b>Results</b></p> <p>1 plan to improve the website</p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> <li>Analyse the existing website of the company and pay attention to the different services it offers and the activities it carries out</li> <li>Have a look at 3 similar companies' website</li> <li>Come up with ideas to organize contents and sections in a very accessible way</li> <li>Think about some solutions to facilitate the ongoing updating</li> </ul>



Project Number: 2016-1-ES01-KA202-025441



Co-funded by the  
Erasmus+ Programme  
of the European Union

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

*Project partners will have to produce real life case scenario learning objects, related to the video interviews*

*Each learning object will start from interesting inputs coming from the interview with entrepreneurs/company manager.*

*Each learning object will aim to enrich VET teachers classroom activities by challenging students with practical activities to consolidate their specific knowledge, competences and skills.*

Title of the learning object	Social Media Marketing Strategy for Márcate Camisetas
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input type="checkbox"/> Development or improvement of the visual identity of the company <input checked="" type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	<a href="https://www.youtube.com/watch?v=ZuuqWJj1JTQ">https://www.youtube.com/watch?v=ZuuqWJj1JTQ</a>
Description of the context	<p>Márcate Camisetas is dedicated to textile printing, on t-shirt, jumpers, bags, hats and any other textile items. Clients are very different, and can be both individuals or companies.</p> <p>The company has a webiste, that is being constantly updated and changed, and through which clients can consult the rich stock of products, send orders and personalize them.</p> <p>Company has also Facebook and Instagram, and is very aware of the importance to exploit the social media potential to reach out new clients. Social media pages are managed by the 2 managers of the company, according to their availability that usually changes depending on the work load.</p>
Practical activity to be performed Results to be achieved	<p><b>Activities</b></p> <p>Go through and analyse the Video interview to Márcate Camisetas Manager and figure out a suitable social media marketing strategy for the company.</p> <p><b>Results</b></p> <p>1 proposal of Social Media Marketing strategy</p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> <li>• Have a look at the company social media pages</li> <li>• Set up an integral social media marketing strategy to promote the company services and products</li> <li>• Take in mind that managers have not so much time to spend on it, so make it clear, easy to run and effective.</li> </ul>

## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

*Project partners will have to produce real life case scenario learning objects, related to the video interviews*

*Each learning object will start from interesting inputs coming from the interview with entrepreneurs/company manager.*

*Each learning object will aim to enrich VET teachers classroom activities by challenging students with practical activities to consolidate their specific knowledge, competences and skills.*

Title of the learning object	Social Media Marketing Strategy for Museo Valencià de la Festa
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input type="checkbox"/> Development or improvement of the visual identity of the company <input checked="" type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	<a href="https://www.youtube.com/watch?v=52Ah2OtHfGE">https://www.youtube.com/watch?v=52Ah2OtHfGE</a>
Description of the context	<p>The Valencian Festivity Museum is a local museum, based in Algemès (Valencia) with an international prominence, and promote the Festivity of the Holy Mother of the Health, officially recognized by UNESCO as cultural heritage of Humanity.</p> <p>Besides the permanent exhibition, the Museum also host temporary exhibitions of modern art, traditional clothing, etc.</p> <p>The Museum has a website that, although attractive, is being constantly under review and need to be improved to be more modern and updated.</p> <p>As to social media, the Museum has a Twitter and Instagram pages. The Museum director is full aware of the key role of social media nowadays, and how appealing and captivating can be working on them. Nevertheless, the Museum has limited resources to invest more in them; they also would like to do more and better in social media, and to exploit their full potential to promote the cultural heritage worldwide.</p>
Practical activity to be performed Results to be achieved	<p><b>Activities</b></p> <p>Go through and analyse the Video interview to the Director of the Museum, and figure out a suitable social media marketing strategy.</p> <p><b>Results</b></p> <p>1 proposal of Social Media Marketing strategy</p>

Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"><li>• Have a look at the Museum Instagram and Twitter pages</li><li>• Have a look at the social media pages of other intangible heritage museums</li><li>• Set up an integral social media marketing strategy to promote the Museum, the festivity and other activities</li><li>• Take in mind that Museum staff have not so much time to spend on it, so make it effective and handy to use.</li></ul>
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## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	Strengthening the Social Media Marketing for Pixelarte
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=C_R3ry4y0Ww">https://www.youtube.com/watch?v=C_R3ry4y0Ww</a>
Description of the context	<p>Pixelarte is a design studio, located in Valencia, dealing with web and graphic design. The studio is mainly engaged in designing all the items related to the identity of a company, from the logo, the website, the dossiers and any type of catalogue and digital or print assets.</p> <p>The main objective of the studio is supporting companies and professionals in communicating and promoting themselves. The studio team is composed of young and very dynamic people. Being a design studio, a lot of attention is paid to the website in terms of quality of the contents and images as well as to the care of the visual identity, aiming at transmitting clear messages (like trust) to the target audience.</p> <p>Social media are also a key element for the company that is strategically using them according to each specific purpose and target groups. Pixelarte has online presence in Facebook, Twitter, Instagram, Pinterest and Behance. Accordingly to the identity of the company and its professional sector, Pixelarte make a more intensive use of Behance and Instagram.</p>
Practical activity to be performed Results to be achieved	<p><b>Activities</b></p> <p>Go through and analyse the Video Interview to Pixelarte Creative Director and make a proposal on how to improve the social media marketing strategy as you should present it to the creative director.</p> <p><b>Results</b></p> <p>1 Proposal of Social Media Marketing containing suggestions to improve the existing strategy.</p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> <li>Analyse the existing PIXELARTE social media marketing strategy, pointing out both strengths and aspect to be improved</li> <li>Search for 3 innovative marketing measures for design studios</li> <li>Keep in mind that the studio has a lot of expertise in communication, so try to find very innovative and new solution to strengthen their social media marketing</li> </ul>



## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	New Website for RuralDev
Thematic area	<input checked="" 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 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=IVZ1mlqp_c">https://www.youtube.com/watch?v=IVZ1mlqp_c</a>
Description of the context	<p>RuralDev is a Social Start-up dealing with NGO management and local farming development. The mission of the start-up is to connect local companies with non-profit organizations in developing countries, offering the latter with technological solutions or other kind of aid to improve their performance.</p> <p>The role of the companies is to fund the project that benefits small NGOs through their CSR policies.</p> <p>To make connections, communication strategy is both directed to the companies (""sponsoring clients'') and the NGOs ( ""beneficiary clients'').</p> <p>As the team is composed by only one permanent person while the rest are volunteers, human resources composition is constantly changing so the manager is the one who deal most with the social media; Facebook, Twitter and Instagram.</p> <p>The manager stresses the need to have a new updated webpage, as the existing one was created at very beginning of the project.</p>
Practical activity to be performed Results to be achieved	<p><b>Activities</b></p> <p>Go through and analyse the Video interview to RuralDev Manager and understand her expectations</p> <p>Design a proposal for a new and more completed webpage</p> <p><b>Results</b></p> <p>1 Proposal for a new webpage</p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> <li>Analyse the existing webpage, taking notes of the key elements to be kept and the shortages to be covered</li> <li>Have a look at 3 similar companies' website to get some inputs</li> <li>Think about innovative and suitable technical solutions to be implemented</li> <li>Keep in mind who are the main target groups the start-up aim to reach out</li> <li>Don't get it too complicated. Remember that, currently, the start-up does not count with fixed human resources to maintain it.</li> </ul>

## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	Proposal for improving Social Media Marketing for The Social Nest
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=XB8Dlhbj_8">https://www.youtube.com/watch?v=XB8Dlhbj_8</a>
Description of the context	<p>Social Nest is an organization founded at the end of 2010 with the aim of generating a positive social and environmental impact through entrepreneurship, supporting people in developing entrepreneurial initiatives with high social impact. The services provided by the Foundation are: support services, training, advice, networking, events, contacts and facilitation to access funding opportunities.</p> <p>The Foundation also runs a co-working space, The Nest space, an innovation and entrepreneurship hub that facilitates collaboration and networking among companies, investors, mentors, etc., also providing workshops and knowledge sharing.</p> <p>The Foundation manages two interlinked webpage; one for the Foundation and the other one for The Nest collaborative space. It is also active in social media, like Facebook, Twitter and LinkedIn and some inversions have been also made to increase the results of the social media strategy.</p> <p>A next step would be open an Instagram account for The Nest space; it would be a first experience in the Instagram. The logo has been recently renewed and the team is very satisfied with it as it well reflects the essence and the spirit of the foundation. The aspiration of the Foundation is growing nationally and internationally, it is already supporting foreign people in developing their entrepreneurial initiatives.</p>
Practical activity to be performed Results to be achieved	<p><b>Activities</b></p> <p>Go through and analyse the Video interview to Social Nest President and understand what the next future steps the foundation would take are.</p> <p>Set up a proposal for strengthening the Social Media Strategy</p> <p><b>Results</b></p> <p>1 proposal for strengthening the Social Media Strategy</p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> <li>Analyse the existing Social media pages of the Foundation and The Nest space</li> <li>Think about how to increase the strategy, especially for The Nest space</li> <li>Do not forget to keep both a local and international approach</li> </ul>

	<ul style="list-style-type: none"><li>• The Foundation is already working on social media, even has invested in them. Try to provide very innovative solutions to give the proposal a real added-value for the foundation.</li></ul>
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## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	New Website for the Valencia Language Club
Thematic area	<input checked="" 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 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=filmBSutoo">https://www.youtube.com/watch?v=filmBSutoo</a>
Description of the context	<p>The Valencia Language Club is an English academy that provides language classes using innovative teaching strategies and very flexible solutions to students, in terms of payment and schedule.</p> <p>For the company the webpage is a key channel to reach out students and to make them actively participate to the planning of their classes and activities. Nevertheless, the company would like to make it more interactive, implementing new solutions like a video chat, a forum for the students, a section where download lessons materials, etc.</p> <p>The company also uses social networks, especially Facebook for advertising, for online marketing and keeping in contact with the students, and the Instagram. As the company has been growing and many other academies have been opened in other places, the logos also need some adjustment; either creating just 1 logo representing all the academies, or changing the existing in colors.</p>
Practical activity to be performed Results to be achieved	<p><b>Activities</b></p> <p>Go through and analyse the Video interview to Valencia Language Club Manager and understand her needs in terms of webpage.</p> <p>Imagine and create a new webpage</p> <p><b>Results</b></p> <p>1 new webpage proposal</p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> <li>Analyse the existing webpage of the company and take notes of the elements to be kept</li> <li>Have a look at 3 webpage of English schools and take notes of some innovative features</li> <li>Include all the technical solutions that cover the company's needs.</li> <li>Make it appealing and in line with the visual identity of the company.</li> </ul>

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*Project partners will have to produce real life case scenario learning objects, related to the video interviews*

*Each learning object will start from interesting inputs coming from the interview with entrepreneurs/company manager.*

*Each learning object will aim to enrich VET teachers classroom activities by challenging students with practical activities to consolidate their specific knowledge, competences and skills.*

Title of the learning object	Improving the webiste of Xarxa Mujeres
Thematic area	<input checked="" 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 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=JG4x6eIXPso">https://www.youtube.com/watch?v=JG4x6eIXPso</a>
Description of the context	<p>Xarxa Association is an organization that provides an integral assistance to women with any kind of disabilities, running programs, services and organizing training and leisure activities. Xarxa operates at national level, although the headquarter is based in Valencia.</p> <p>Through the webiste, the association constantly promotes its activities, publishes news and also receives, through online forms, requests of legal or psychological assistance. On the web, women can also register as member. The association also uses Facebook to promote services and activities, to have an ongoing communication with users and also provide a space where members can get in contact among themselves.</p> <p>The association is quite satisfied with the website, as it ensures a smooth communication with members; nevertheless, there are some adjustments that could improve it.</p> <p>The logo is also a key part of the visual identity and well represents the mission and values of the organization.</p>
Practical activity to be performed	<b>Activities</b>
Results to be achieved	<p>Go through the Video Interview with the Program Technician of Xarxa Mujeres, and make a proposal for improving the website, accordingly to the expressed needs.</p> <p><b>Results</b></p> <p>1 Proposal of a new Website.</p>

Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"><li>• Analyse the existing webiste</li><li>• Keep in mind the needs that have been expressed by the program technician in the video and the correspondent potential changes</li><li>• Have a look at 2 similar companies webiste to get some insights</li><li>• Make it attractive and user-friendly for members and users</li></ul>
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## REAL CASE SCENARIO LEARNING OBJECT \_CALTECH LIFTS

Title of the learning object	<i>Business Case Brief Development – Caltech Lifts</i>
Thematic area	<input type="checkbox"/> <b>Development or improvement of the company website</b> <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	<a href="https://youtu.be/2njlZ7uhbk">https://youtu.be/2njlZ7uhbk</a>
Description of the context	<i>Caltech Lifts are an established family owned company specialising in lifts and with clients throughout the east coast area of Scotland. They understand that the content of their website needs to be updated on a more regular basis, however they are also aware that their business doesn't necessarily prompt 'spur of the moment' purchases!</i>
Practical activity to be performed	<ol style="list-style-type: none"> <li>1. <i>Review the video to find out more about the company and their requirements</i></li> <li>2. <i>Check out the website at <a href="http://caltechlifts.co.uk">caltechlifts.co.uk</a></i></li> <li>3. <i>Create a presentation detailing the business case to the client on how constant content delivery on their website and social media platforms could increase their customer engagement and increase their customer base.</i></li> </ol>
Results to be achieved	<i>One presentation detailing the business case for presentation to the client.</i>
Guidance and suggestions	<i>Remember that when delivering a business case, the aim is to convince the client that the work you propose is worthwhile and can save/earn them money.</i>
Mistakes to avoid	<i>You need to try and determine the cost levels of continually updating web/social media content and align this to potential uplifts in business jobs – the cost has to be smaller than the increase in profit!</i>

## REAL CASE SCENARIO LEARNING OBJECT \_DARK DUNDEE

Title of the learning object	<i>Social Media Marketing Strategy – Dark Dundee</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"/> <b><i>Development or improvement of the Social Media Marketing strategy</i></b>
Link to the Video	<a href="https://youtu.be/5o0tzP4RY7o">https://youtu.be/5o0tzP4RY7o</a>
Description of the context	<i>Dark Dundee are a small business who provide walking tours to both locals and tourists around the city of Dundee, concentrating on the darker elements of the cities history. They concentrate of the murders, the disease and the parts of history that may well get glossed over.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <li><i>1. Review the video to find out more about the company and their requirements</i></li> <li><i>2. Consider the current social media strategy of the company</i></li> <li><i>3. Identify and create a brief of how you would develop an updated social media marketing campaign/strategy for the next 12 months.</i></li> </ol>
Results to be achieved	<i>One brief detailing a 12 month social media marketing strategy to scale the business. Include a visual timeline to assist with presentation of the strategy to the clients.</i>
Guidance and suggestions	<i>Bear in mind that Dundee is about to receive an extra 250,000 annual tourists in 2018 (after this interview took place) when the V&amp;A Museum opens up and the redevelopment of it's waterfront is completed. Consider the demographics of potential customers, links to existing and new tourism locations and the marketing channels such customers would likely use.</i>
Mistakes to avoid	<i>Consider all potential channels across social media, not just concentrating on Twitter and/or Facebook advertising. Consider the client charges £10 per person per tour when establishing the acquisition costs per customer.</i>



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Title of the learning object	<i>Website Development – Deborah Breen</i>
Thematic area	<input type="checkbox"/> <b>Development or improvement of the company website</b> <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	<a href="https://youtu.be/mG5XYFsThqw">https://youtu.be/mG5XYFsThqw</a>
Description of the context	<i>Deborah is starting her own business within the textiles sector, creating products using unique fabric patterns creating by individual designers rather than mass-produced.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <li><i>Review the video to find out more about the company and their requirements</i></li> <li><i>Consider the company is a start-up and looking for advice on how to progress with their online presence</i></li> <li><i>Develop a plan for the company bearing in mind their product and their need to keep costs to a minimum as a small start-up business</i></li> </ol>
Results to be achieved	<i>One plan detailing an online presence recommendation covering the key elements in the interview (storefront, access to third party site for sales and sales processing)</i>
Guidance and suggestions	<i>Remember that start-ups have little additional funding therefore the costs will likely be the defining factor whether the client accepts the plan or not.</i>
Mistakes to avoid	

## REAL CASE SCENARIO LEARNING OBJECT \_DELICIOUSLY DATES

Title of the learning object	<i>Adding a recipe section – Deliciously Dates</i>
Thematic area	<input type="checkbox"/> <b>Development or improvement of the company website</b> <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	<a href="https://youtu.be/BuGAmemXQgk">https://youtu.be/BuGAmemXQgk</a>
Description of the context	<i>Deliciously Dates are a small business selling gourmet dates in the UK. As a new company trying to sell a non-traditional product in the UK, they are using their website to inform potential customers about the benefits of their product. They believe that the addition of a recipe area on their site would inspire potential customers to try out the product and recipes.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <li><i>1. Review the video to find out more about the company and their requirements</i></li> <li><i>2. Check out the website at <a href="https://deliciouslydates.com">deliciouslydates.com</a></i></li> <li><i>3. Identify and create a brief of how you would integrate a recipe section into the site.</i></li> </ol>
Results to be achieved	<i>One brief detailing how the recipe section would fit into the current site, and showing the user journey through the recipe section.</i>
Guidance and suggestions	<i>Consider from both the customer and business perspective. The section needs to be easily updated by the business whilst customers need to be able to search and follow the recipes easily. Consider how customer interact with other food and recipe sites.</i>
Mistakes to avoid	<i>The company has specified a budget for both the technical creation of the site and also some basic maintenance of adding recipes. Try and keep within this estimated budget.</i>

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Title of the learning object	<i>Website Development – Gamify</i>
Thematic area	<input type="checkbox"/> <b>Development or improvement of the company website</b> <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	<a href="https://youtu.be/_xJtKQe23Gc">https://youtu.be/_xJtKQe23Gc</a>
Description of the context	<i>Gamify is an established consultancy that gets most of it's business through word of mouth rather than through its website.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <li><i>Review the video to find out more about the company and their requirements</i></li> <li><i>Create a Search Engine Optimisation plan for the company to try and ensure businesses looking for gamification expertise are made aware of the company</i></li> </ol>
Results to be achieved	<i>Creation of an SEO plan to boost the company profile in search engines.</i>
Guidance and suggestions	<i>The business is small and doesn't have a lot of money to spend so look for quick fixes that can make a large difference but don't take up too much time.</i>
Mistakes to avoid	<i>Remember that consultancy across global industries can take customers from anywhere around the world – don't just concentrate on local or regional searches.</i>



## REAL CASE SCENARIO LEARNING OBJECT \_THE GIN FEST

Title of the learning object	<i>Social Media Planning – The Gin Fest</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 type="checkbox"/> <b><i>Development or improvement of the Social Media Marketing strategy</i></b>
Link to the Video	<a href="https://youtu.be/7GRTW9rYLNu">https://youtu.be/7GRTW9rYLNu</a>
Description of the context	<i>The Gin Fest are a new start-up events management business in Scotland whose main product is a travelling Gin Festival which moves around Scotland showcasing Scottish Gins to customers. As a start-up, the company is being efficient with their available investment funding but needs to continue to generate awareness about their product and events. In order to reduce the cost of this awareness, the use of social media is going to be key for the company to generate a strong foothold in this sector.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <li><i>1. Review the video to find out more about the company and their requirements</i></li> <li><i>2. Check out the website at <a href="http://theginfest.co.uk/">http://theginfest.co.uk/</a></i></li> <li><i>3. Develop a Social Media Marketing strategy for the company utilising the networks and channels available.</i></li> </ol>
Results to be achieved	<i>Social Media Strategy outlining channels, message, target demographics and recommendations for most effective use of social media and customer engagement.</i>
Guidance and suggestions	<i>The company already uses social media therefore don't move too far away from what they already do else you risk alienating the existing audience.</i>
Mistakes to avoid	<i>Be different. Think of some interesting uses of social media in the events sector and specifically for a business showcasing local products (in this case, Gin).</i>

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Title of the learning object	<i>Website Development – Karen Hamilton Designs</i>
Thematic area	<input type="checkbox"/> <b>Development or improvement of the company website</b> <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	<a href="https://youtu.be/aSjiWcqo_o">https://youtu.be/aSjiWcqo_o</a>
Description of the context	<i>Karen Hamilton is a start-up dressmaker, taking her love of sewing into a new business. She has had a successful start to her business but understands that she needs to develop her website more.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <li><i>Review the video to find out more about the company and their requirements</i></li> <li><i>Consider the current company website</i></li> <li><i>Identify and create a brief of how you would develop an updated website based on Karen's demands of e-commerce, a news section and a blog.</i></li> </ol>
Results to be achieved	<i>One brief detailing a website development timescale to improve the online presence of the business. Include a visual timeline to assist with presentation of the strategy to the clients.</i>
Guidance and suggestions	<i>Consider Karen's point in her interview that she wants to consider the US market at some point. Also consider the recent GDPR requirements should she be handling customer data.</i>
Mistakes to avoid	<i>You need to convince the client that the investment in your time will be beneficial. Identify potential increases in revenue from an updated/improved web presence and detail this in the brief.</i>

REAL CASE SCENARIO LEARNING OBJECT_NINJA KIWI	
Title of the learning object	<i>Amalgamation of user accounts – Ninja Kiwi</i>
Thematic area	<input type="checkbox"/> <b>Development or improvement of the company website</b> <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	<a href="https://youtu.be/AXICDdg7TSY">https://youtu.be/AXICDdg7TSY</a>
Description of the context	<i>Ninja Kiwi are a global game developer with millions of customers worldwide. Currently there is no way for customers to link an account they create to play games on the website, with the account they use to play games on mobile devices. The company would like some suggestions on how they could link user accounts with minimal friction to customers.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <li><i>1. Review the video to find out more about the company and their requirements</i></li> <li><i>2. Review the current account creation and login processes for both the company website and company mobile products</i></li> <li><i>3. Identify three different solutions that would allow the company to bring the two accounts together</i></li> </ol>
Results to be achieved	<i>3 different solutions to merging customer accounts together across platforms</i>
Guidance and suggestions	<i>Consider if there are any solutions that do not require heavy backend database development. Can the users merge their accounts themselves without a large amount of web/code/database development?</i>
Mistakes to avoid	<i>Whilst the company is successful, the merging of the accounts isn't going to increase profitability too much therefore any budget for such a task would be small – bear this in mind. Avoid concentrating all three solutions within a large database development project – it may not be required!</i>

## REAL CASE SCENARIO LEARNING OBJECT\_TAG GAMES

Title of the learning object	<i>Business to Business Website Presence – Tag Games</i>
Thematic area	<input type="checkbox"/> <b>Development or improvement of the company website</b> <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	<a href="https://youtu.be/66OszhgZGg">https://youtu.be/66OszhgZGg</a>
Description of the context	<i>TAG Games are a Dundee based game developer who provide development services to larger publishers. Whilst a lot of their business development is carried out via existing networks of contacts, they believe their website could be doing a lot more in terms of bringing new leads into the company.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <li><i>1. Review the video to find out more about the company and their requirements</i></li> <li><i>2. Review the current website and identify if there are any obvious improvements that could be made for business lead generation</i></li> <li><i>3. Identify three different solutions that would allow the company to improve their business lead generation from their website</i></li> </ol>
Results to be achieved	<i>3 different solutions for increasing business lead generation from the website</i>
Guidance and suggestions	<i>Consider things such as contact details, information provided, portfolio of previous product and work. Also consider the lead generation process – how does a potential client find the website, how do they stand out against their competition.</i>
Mistakes to avoid	<i>Remember that this industry is global and a potential client could commission work anywhere around the globe.</i>

## REAL CASE SCENARIO LEARNING OBJECT\_TIDYGREENCLEAN

Title of the learning object	<i>Full website redesign – TidyGreenClean</i>
Thematic area	<input type="checkbox"/> <b>Development or improvement of the company website</b> <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	<a href="https://youtu.be/cJyB818DnbA">https://youtu.be/cJyB818DnbA</a>
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"> <li><i>1. Review the video to find out more about the company and their requirements</i></li> <li><i>2. Review the companies current website at <a href="http://www.tidygreenclean.co.uk">http://www.tidygreenclean.co.uk</a></i></li> <li><i>3. 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></li> </ol>
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>