

IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the Learning object	<i>Marina Rizzini weaves its future</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	https://www.youtube.com/watch?v=oNiRuKF2hNY
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"> 1. <i>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> 2. <i>Identify a social media marketing strategy that allows the company to show in the best way its seasonal collections to their clients.</i>
Results to be achieved	<p><i>One database of reliable and updated fashion websites that could give inspiration to Bice & Berta.</i></p> <p><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></p>
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>