

IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the Learning object	<i>Step3D is performing its visual identity through the Social Media</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=WZ8xRe09RDI
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"> 1. <i>Review the video to find out more about the company and its requirements</i> 2. <i>Review the current Facebook and Instagram pages and try to understand if there are any obvious improvements that could be made</i> 3. <i>Identify a solution that would allow the company to improve its business and its professional network</i>
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	