

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	https://www.youtube.com/watch?v=ZuuqwJj1JTQ
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>Activities</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>Results</p> <p>1 proposal of Social Media Marketing strategy</p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> • Have a look at the company social media pages • Set up an integral social media marketing strategy to promote the company services and products • Take in mind that managers have not so much time to spend on it, so make it clear, easy to run and effective.