

## 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>