

## 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>