

IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	Analysis of ASEPRI'S Social Media Marketing Strategy
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=VXcdw9CqSq4
Description of the context	<p>Spanish National Association for Children's Fashion and Childcare, (ASEPRI), located in Valencia, gathers 300 brands for kids fashion, footwear and childcare.</p> <p>The main mission of the association is supporting its members to operate internationally, also providing them with tools and orientation to foster innovation. ASEPRI'S clients are Spanish manufacturers of children's fashion and footwear, childcare or international manufacturers with headquarter in Spain.</p> <p>On February 2017, the association opened a new-brand website that led to increasing a 50% the number of visits. It also manages another website, aimed at promoting its members' products on the international markets, and through which members are also informed about business opportunities. From September 2017 the association is also working more on SEO to improve the effectiveness of the website.</p> <p>Currently ASEPRI outsources the services of a Community Manager and is active on Instagram, Facebook, LinkedIn, YouTube and Twitter page. Each page has its target market.</p>
Practical activity to be performed Results to be achieved	<p>Activities</p> <p>Go through and analyse the Video interview to ASEPRI director</p> <p>Make an Analysis of the Social Media Marketing strategy</p> <p>Results</p> <p>1 Analysis of the Social Media Marketing strategy</p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> • Have a look to the association's social media pages • Analyse the way the Community Manager is managing the pages • Find out strengths and come up with at least 3 suggestions on new measures to introduce