

IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	New Website for FyG Consultores
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	https://www.youtube.com/watch?v=xmQWzFX4Tfs
Description of the context	<p>FyG Consultants is a strategic consultancy based in Valencia, specialized in internationalization and innovation for companies. FyG provides several kinds of services to companies, on one hand, to support them throughout their internationalization process, and on the other hand, to help them implement some innovation. The company also takes part in several EU projects, and orientates other entities on how to participate and to apply for the most suitable programs. Due to the diversity of the activities developed, (advisory services for internationalization, participation in EU projects, etc.), the amount of information is quite big and demands a constant updating of the website as well as a strategic use of social media, each of them aiming at reaching specific target group and goal.</p> <p>The most used are Facebook, Twitter and LinkedIn. Facebook is mainly used to target young people, LinkedIn has a more extensive use in professional field, and Twitter is being used as an additional tool, with no specific target. Due to the dynamism of the company, the CEO stresses the need to adjusting both website and the brand to the continuous evolution of the company. He also mentions the challenge to clearly explain what the company is about to a new public.</p>
Practical activity to be performed Results to be achieved	<p>Activities Go through and analyse the Video interview to FyG Consultores CEO and understand his expectations</p> <p>Imagine and design a proposal to update the website according to the needs expressed by the company</p> <p>Results 1 plan to improve the website</p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> • Analyse the existing website of the company and pay attention to the different services it offers and the activities it carries out • Have a look at 3 similar companies' website • Come up with ideas to organize contents and sections in a very accessible way • Think about some solutions to facilitate the ongoing updating



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