

IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	Strengthening the Social Media Marketing for Pixelarte
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=C_R3ry4y0Ww
Description of the context	<p>Pixelarte is a design studio, located in Valencia, dealing with web and graphic design. The studio is mainly engaged in designing all the items related to the identity of a company, from the logo, the website, the dossiers and any type of catalogue and digital or print assets.</p> <p>The main objective of the studio is supporting companies and professionals in communicating and promoting themselves. The studio team is composed of young and very dynamic people. Being a design studio, a lot of attention is paid to the website in terms of quality of the contents and images as well as to the care of the visual identity, aiming at transmitting clear messages (like trust) to the target audience.</p> <p>Social media are also a key element for the company that is strategically using them according to each specific purpose and target groups. Pixelarte has online presence in Facebook, Twitter, Instagram, Pinterest and Behance. Accordingly to the identity of the company and its professional sector, Pixelarte make a more intensive use of Behance and Instagram.</p>
Practical activity to be performed Results to be achieved	<p>Activities</p> <p>Go through and analyse the Video Interview to Pixelarte Creative Director and make a proposal on how to improve the social media marketing strategy as you should present it to the creative director.</p> <p>Results</p> <p>1 Proposal of Social Media Marketing containing suggestions to improve the existing strategy.</p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> • Analyse the existing PIXELARTE social media marketing strategy, pointing out both strengths and aspect to be improved • Search for 3 innovative marketing measures for design studios • Keep in mind that the studio has a lot of expertise in communication, so try to find very innovative and new solution to strengthen their social media marketing