

IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	New Website for RuralDev
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=IVZ1mlqp_c
Description of the context	<p>RuralDev is a Social Start-up dealing with NGO management and local farming development. The mission of the start-up is to connect local companies with non-profit organizations in developing countries, offering the latter with technological solutions or other kind of aid to improve their performance.</p> <p>The role of the companies is to fund the project that benefits small NGOs through their CSR policies.</p> <p>To make connections, communication strategy is both directed to the companies (“sponsoring clients”) and the NGOs (“beneficiary clients”).</p> <p>As the team is composed by only one permanent person while the rest are volunteers, human resources composition is constantly changing so the manager is the one who deal most with the social media; Facebook, Twitter and Instagram.</p> <p>The manager stresses the need to have a new updated webpage, as the existing one was created at very beginning of the project.</p>
Practical activity to be performed Results to be achieved	<p>Activities</p> <p>Go through and analyse the Video interview to RuralDev Manager and understand her expectations</p> <p>Design a proposal for a new and more completed webpage</p> <p>Results</p> <p>1 Proposal for a new webpage</p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> • Analyse the existing webpage, taking notes of the key elements to be kept and the shortages to be covered • Have a look at 3 similar companies’ website to get some inputs • Think about innovative and suitable technical solutions to be implemented • Keep in mind who are the main target groups the start-up aim to reach out • Don’t get it too complicated. Remember that, currently, the start-up does not count with fixed human resources to maintain it.

