

REAL CASE SCENARIO LEARNING OBJECT _DARK DUNDEE

Title of the learning object	<i>Social Media Marketing Strategy – Dark Dundee</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	https://youtu.be/5o0tzP4RY7o
Description of the context	<i>Dark Dundee are a small business who provide walking tours to both locals and tourists around the city of Dundee, concentrating on the darker elements of the cities history. They concentrate of the murders, the disease and the parts of history that may well get glossed over.</i>
Practical activity to be performed	<ol style="list-style-type: none"> 1. <i>Review the video to find out more about the company and their requirements</i> 2. <i>Consider the current social media strategy of the company</i> 3. <i>Identify and create a brief of how you would develop an updated social media marketing campaign/strategy for the next 12 months.</i>
Results to be achieved	<i>One brief detailing a 12 month social media marketing strategy to scale the business. Include a visual timeline to assist with presentation of the strategy to the clients.</i>
Guidance and suggestions	<i>Bear in mind that Dundee is about to receive an extra 250,000 annual tourists in 2018 (after this interview took place) when the V&A Museum opens up and the redevelopment of it's waterfront is completed. Consider the demographics of potential customers, links to existing and new tourism locations and the marketing channels such customers would likely use.</i>
Mistakes to avoid	<i>Consider all potential channels across social media, not just concentrating on Twitter and/or Facebook advertising. Consider the client charges £10 per person per tour when establishing the acquisition costs per customer.</i>

