

IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	Exponent
Thematic area	<input type="checkbox"/> <i>Development or improvement of the company website</i> <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=wGFglG2ORDs
Description of the context	<p><i>About the 90% of the activities run by the Exponent deal with counselling in the sector of insurance and finance sector. Besides that, the company provides additional specific services, like:</i></p> <ol style="list-style-type: none"> <i>1. Innovación Aseguradora (Security Innovation): a forum about innovation and studies related to technological solutions and social media in the financial and insurance sector</i> <i>2. Two technological solutions: Aimfri that is an e-commerce platform for insurance and Weanalyze, a platform for the analysis of open data.</i> <p><i>The company has different web pages, one for each activity. Exponent Website summarizes all services and activities. Furthermore, specific webpages are available for specific services; Innovación Aseguradora has an its own page which displays analytical reports, as well as Weanalyze which provide through its page the marketing of the services of the analytical platform. From an architecture point of view, all three pages have been set up by Wordpress.</i></p> <p><i>The company also works with different types of architectures, for example the analytical solution which is not a real web page, being platforms which are not available to the public.</i></p> <p><i>The company is willing to keep improving the branding and visual identity, differentiating the strategies according to the 3 different typologies of services offered (3 brands above mentioned). Company do not invest much in Social Media Marketing (i.e. does not run online adverts campaigns) and not use SEO or SEM as it considers more relevant to develop an efficient networking strategy, considering the most part of their work is a Business-to-Business type. That is why the social media most used by Exponent is LinkedIn.</i></p>
Practical activity to be performed	<i>Design a social media strategy suitable to increase business relationships and networking with new customers, in the framework of the B2B context</i>
Results to be	<i>1 Social Media Strategy plan for networking and reaching out new customers</i>



Project Number: 2016-1-ES01-KA202-025441

achieved	
Guidance and suggestions Mistakes to avoid	<i>When designing the Social Media Strategy plans, please, take in mind the expectations of the company, the type of business it runs (B2B) in order to select the most suitable social networks and create an adequate plan.</i>



Co-funded by the
Erasmus+ Programme
of the European Union

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