

REAL CASE SCENARIO LEARNING OBJECT _JSC TOMEGRIS

Title of the learning object	<i>Social Media Marketing for transport company (B2B) (Company is interested on proposals – internship/potential working place)</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://www.youtube.com/watch?v=bL0LooX2SnM&t=5s
Description of the context	<i>JSC Tomegris is a transport and logistics services provider successfully operating since 2003. The company makes it's marketing by itself but there is no person directly in charged on this. The majority of company services are given B2B. The company has Facebook account and raised question in interview: is it possible to attract customers (companies) regarding Facebook.</i>
Practical activity to be performed	<i>Go through and analyse the Video interview and understand is expectations. Imagine and plan Social Media Marketing Strategy for the company as you would have to discuss it with the management board.</i>
Results to be achieved	<i>Prepare Social Media Marketing Strategy for the company, be prepared to introduce it with arguments</i>
Guidance and suggestions	<i>Analyse the existing social media of the company. Analyse at least 3 similar existing examples of similar companies Listen very carefully to the expectations of the company</i>
Mistakes to avoid	<i>Think if there is possible to attract clients regarding social media when company's services are B2B. What could be alternatives or any unusual proposals could be offered for the company.</i>