

## REAL CASE SCENARIO LEARNING OBJECT \_THE GIN FEST

Title of the learning object	<i>Social Media Planning – The Gin Fest</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 type="checkbox"/> <b><i>Development or improvement of the Social Media Marketing strategy</i></b>
Link to the Video	<a href="https://youtu.be/7GRTW9rYLNu">https://youtu.be/7GRTW9rYLNu</a>
Description of the context	<i>The Gin Fest are a new start-up events management business in Scotland whose main product is a travelling Gin Festival which moves around Scotland showcasing Scottish Gins to customers. As a start-up, the company is being efficient with their available investment funding but needs to continue to generate awareness about their product and events. In order to reduce the cost of this awareness, the use of social media is going to be key for the company to generate a strong foothold in this sector.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <li>1. <i>Review the video to find out more about the company and their requirements</i></li> <li>2. <i>Check out the website at <a href="http://theginfest.co.uk/">http://theginfest.co.uk/</a></i></li> <li>3. <i>Develop a Social Media Marketing strategy for the company utilising the networks and channels available.</i></li> </ol>
Results to be achieved	<i>Social Media Strategy outlining channels, message, target demographics and recommendations for most effective use of social media and customer engagement.</i>
Guidance and suggestions	<i>The company already uses social media therefore don't move too far away from what they already do else you risk alienating the existing audience.</i>
Mistakes to avoid	<i>Be different. Think of some interesting uses of social media in the events sector and specifically for a business showcasing local products (in this case, Gin).</i>