

REAL CASE SCENARIO LEARNING OBJECT _WEELGO

Title of the Learning object	<i>Weelgo Srl needs an updated Website</i>
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=CPo5dvOTWVs
Description of the context	<i>Weelgo Srl's Website is not updated. The account manager and the technician and consultant do not have time to keep updating it with new activities and plans.</i>
Practical activity to be performed	<i>Try to find an easy way to create on a website a menu list where to add "progress and activities carried out by the enterprise"</i>
Results to be achieved	<i>Create for the manager a part of the website easy to access where it is possible to upload short summaries of developments made by Weelgo Srl</i>
Guidance and suggestions	<i>Keep the page creative, use words that interest customers</i>
Mistakes to avoid	<i>Do not add too many little parts in the website: it will mess clients' aim on the website, making it difficult to reach</i>

