Final Group Assignment: Develop a Social Media Campaign

For the final group assignment of the semester, you will work together to develop a social media campaign. The goal of this assignment is to apply the learnings from our readings, class discussions and guest speakers to determine how to best develop a campaign that meets a brand's objectives.

Each group will be responsible for preparing three items, all due April 17th by 5:00 PM ET:
1. A Word document that will detail each element of the campaign.
2. An Excel document that will serve as your editorial calendar with draft social media posts.
3. A PowerPoint presentation that will highlight the major components of the campaign, to be delivered in 15 minutes during class.

Groups will be required to share their PowerPoint presentations in our April 19th and April 26th class meetings. Groups will be selected at random to present.

There will be a participation credit assignment for each class—so if your group is selected to present April 19th, do not assume that you can skip class April 26th without penalty.

Brands and Objectives
Each group randomly selected to determine their assignment from among one of three brand categories:
- Business to Business
- Business to Consumer
- Non-Profit or Government Agency

Groups proposed three brands within that category for the professor to consider for that group's assignment. Following is the final selection of brands and business objectives for each group's campaign.

Group	Category	Brand & Objective
1	B2C	*Amazon:* Launch the new robot delivery service option in New York, Philadelphia and Washington, D.C. markets.
2	Non-Profit	*Girls Rock Philly:* Increase ticket sales for a benefit concert.
3	B2B	*Mailchimp:* Increase usage among U.S.-based clothing retailers.
4	B2B	*SAP:* Increase number of qualified female applicants to hi-tech jobs in the U.S.
5	B2B	*Microsoft:* Increase HoloLens sales in the University/Education segment.
6	Non-Profit	*ASPCA:* Increase adoption rate of senior pets nationwide.
7	B2B	*FedEx:* Increase usage among small business owners in the U.S.
8	B2C	*Southwest:* Introduce new flight route from LAX to HNL
9	B2C	*Target:* Introduce in-store hot food/salad bar connected to grocery sections of mid-Atlantic stores.
10	Non-Profit	*Red Cross:* Increase number of student volunteers from East Coast universities
11	Non-profit	*Planned Parenthood:* Introduce a new, non-invasive cervical cancer screening nationwide.
12	B2C	*Uber (Uber Eats):* Increase breakfast delivery orders in New York, Philadelphia and Washington, D.C. markets.

Deliverable Details

Word Document / PDF
This document should detail each of the six steps to campaign planning. More complete answers that address each of the supporting questions will earn your team a better grade. The Word document may use a combination of numbered sections; bullets and complete sentences; and charts, figures or illustrations.

1. ***Establish the Situation***
   - Define the problem or opportunity facing your organization. Where does this fall within the marketing funnel/customer cycle? Is this driven by current events? Is it ongoing or time-bound?

2. ***Do Your Research***
   - Analyze your target audience—and create personas if possible. Analyze your current followers. Analyze your competitors. Analyze your industry. Where are target audiences spending time online? Offline? What are they responding to? Why might they want to follow you? What language/keywords are they using? What strategies/tactics are working/not working among your competitors? What recent campaigns have resonated in your industry? What lessons can you learn from them?

3. ***Define Goals, Objectives and Messages***
   - Translate the problem/opportunity into SMART goals and objectives—define success. Align your goals and objectives with target audiences and key messages. Consider what you want your audiences to know/think/do. What information/content will compel them to do so? NOTE: Be sure to include your KPIs here and consider whether your goals are about reach/awareness; traffic/leads/conversions; engagement/loyalty.

4. ***Determine Budget & Resources Needed***
   - Evaluate required people, process, tools and applications. Decide where and how you will use paid amplification. Outline specific roles and responsibilities for your team.

5. ***Develop a Content/Editorial Calendar and Overall Timeline/Roll-out Plan***
   - Explain how you will introduce the campaign to your audiences. Explain which social networks you will use and why. Use the provided Excel template to address the other considerations in this step.

6. ***Measure, Adjust, Repeat!***
   - Outline how you will know whether your campaign was successful. Include quantitative and qualitative measures you will share with leadership.

Excel Editorial Calendar
Use a template that will be provided on the course site to complete one week's worth of social media posts associated with your campaign. Be sure to complete every column. Refer to course readings to select the best targeting parameters for any paid amplification planned.

PowerPoint Presentation
Presentations should last a minimum of 15 minutes in duration. This should be a highlights summary of the Word document, following the six-step process to social media campaign planning. Be sure to include images that illustrate your points and sample social media posts. Use the Notes section to include relevant details from your Word document.

Each person in the group will be responsible for presenting at least one slide.