Creating a Social Media Marketing Campaign

Directions*:*

For this *Project*, you will be creating a social media marketing campaign with three components for a company.

1. Your instructor will assign a company and product or service as well as a target audience in which to create and focus the campaign.

2. On a separate sheet of paper write a paragraph which develops the following:
    - Profile of the company and the product or service the company provides: explain the vibe of the company, the benefits of the product or service and the challenges of selling the project or service
    - Profile of the target audience: explain their interests, average income and any challenges the company may face getting them to purchase the product or service

3. Based on the information from the two profiles, begin planning three components to advertise the product or service to your audience:
    - A logo for the product or service
    - A 10-second video to go on Instagram® or Snapchat®
    - An image to be promoted as an advertisement on Instagram® or Twitter®

4. Decide on color scheme, typeface and any images you will use, then complete the following:
    - Sketch three options for your logo and create your best version in a vector-based design program
    - Sketch three layouts for your advertisement and create your best version in a photo-editing design program
    - Storyboard your 10-second video, then record and edit your video using the video editing software of your choice

5. Once all components are finished, write a one-page description of how you have implemented the five design principles into your marketing materials (proportion, balance, emphasis, repetition and harmony).

6. In groups of three or four, share your *Projects* and complete a review answering the following questions:
    - Does this meet basic design principles
    - Does this communicate the intended message
    - Does this appeal to the intended audience
    - Does this effectively represent the company, brand, product or author
    - Does the utilize the medium effectively

9. Based on feedback, make any necessary changes and turn in your *Project*.