**SMM Course Assessment**

**(Case Study)**

***(Version as at 16 February 2020)***

Please input your name before beginning the assessment

**Name:** HARDEEP SINGH\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Once you have completed your assessment and the assessor has verified your work, you may upload it into the learning portal at the following link:

<https://learningportal.equinetacademy.net/smm-assessment-submission/>

**Remember to save your work regularly!**

## Case Study: Build a Social Media Marketing Strategy

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| **ASSESSMENT CASE STUDY (PLEASE READ AND USE THE INFORMATION HERE FOR THE ASSESSMENT)** |
| Baby Palace is a fictitious maternity, baby and toddler fashion retail company with a brick and mortar shop in Jurong. The company currently generates most of its business from Word Of Mouth (WOM) of its loyal customers. However, business has been severely affected in recent months by online competitors like Taobao, Zalora and others. Thus, they have tried to embark on social media marketing to improve their business.  **Products**   1. Baby and toddler’s clothes (5 years and below) 2. Baby care accessories like diapers, milk bottles, toys 3. Baby food products like milk powder, pureed food and others 4. Pregnancy and maternity products like breast pumps, maternity clothes, etc   **Target Audiences**  Parents or grandparents of young children, preschool operators, kindergartens, childcare operators, as well as retail shops distributing baby products.  **Interests and Behaviours of customers**  The targeted customers are interested in parenting, childcare, pregnancy, childbirth and related topics. They read parenting magazines like The Asian Parent, Smart Parents, Motherhood and Young Parents, and follow influencers and mummy bloggers like Zoe Raymond Tan, Tammy Tay, Jaime Teo and others.  Potential customers enjoy online shopping, and they spend about $100 per fortnight on baby products. During festive occasions like Christmas, CNY, Deepavali or Hari Raya, they may spend up to $300 or more per trip. Convenience is important to them.  **Concerns of Customers**  Nutritional food, maid, confinement lady, childcare needs, cost of baby products, hygiene and safety of products, baby fashion, travelling with baby, and other related areas.  **Company’s Offline and Online Properties**:  Baby Palace’s flagship store is located at Jurong Point #02-11/12   * Website address: <https://www.babypalace.com> * Facebook: <https://facebook.com/babypalace> * Instagram: <https://instagram.com/babypalace> (or @babypalace) * YouTube: <https://youtube.com/channel/babypalace> * Email address (enquiries): [sales@babypalace.com](mailto:sales@babypalace.com)   **Social Media Marketing Goals**   1. To build brand awareness among new consumers, especially in the Jurong/West area of Singapore, through a promotion or contest (details below); 2. To improve both consumer and trade partner’s consideration and build brand trust through educating them.   If you wish, you can use these sample images available in Learning Portal: <https://learningportal.equinetacademy.net/wp-content/uploads/2019/02/SMM-Assessment-Case-Study-Photos.zip>  However, candidates are free to choose or design their own images.  https://lh6.googleusercontent.com/xU1HkyzGO_hG8LHloQbDAU3VCFZPVcICei8XD2qZ0gl20R7Vv6lXEeZYAgXKW6ouVkMWm1HvTrARIYdmRTGu2kxVBtGr4Ep3deBQiCCvsD-CUZ7Z7J7YZg1Sh-eORtuEfByszHGe      https://lh3.googleusercontent.com/clM3aYswQW7AaSnHiN69k1FmxsE2TJqkerf3cnE4VyzT4x7ySNlnNxsQjPPaVkme1k1zSNPAAADjguwExhXVqyQXqnxA2kGDGSDPAgUJXS4A3reeqdWl9Ps5HpLzTBq8GOYs8Vak    https://lh4.googleusercontent.com/reSNznum-Vmmnosg9vLmumEKkIJWFR_7v1zHZbRpSSO3o459Cy7BdD_qL07fSrhJ_A2NRRD-wNvPOrKxdPgaMEQ45rjgU0jdzQQodozQdwdP2_2oGTELnOC5npAl5Yf3mvx2AiZL   https://lh4.googleusercontent.com/AY48kb9_2C9e-cqonENU6YpIlj2Hg1o1qGThMXdG00z70aPvmdW0x-Ahop7-la_QnyeYTrcoZJIP1RX8pNSo9u6029BG0TEa-smQ5djaTngDwWB_2HwO0aNcc_j9CkWwcU1aM9kd |

Instruction:

Submit the answers and designs via the assessment submission page at <https://learningportal.equinetacademy.net/smm-assessment-submission/>

Please insert screenshots or images in the section highlighted in blue.

Input answers in the section highlight in yellow.

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| **1. Choose Right Social Media Channel/s** |
| <Recommend 2 social media channels and list down one pro and one con each. >  **Recommended social media channels:**   |  |  | | --- | --- | | Social Media Channel 1  FACEBOOK\_ | Social Media Channel 2  Youtube\_\_\_\_\_\_\_\_\_\_\_\_\_ | | Pros:  1. Over 2.5 billion users | Pros:  1. Include backlinks to your website to help in improving SEO\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | Cons:  1. Advertising is a must on Facebook, due to throttling of organic reach | Cons:  1. Video Production is time consuming, and require expertise\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |   Word |
| **2. Build a Customer Avatar** |
| <Craft a simple customer avatar for BABY PALACE. Describe each item based on the information contained in the case study, and propose reasonable options. Please fill in ALL the blanks.>   |  |  |  | | --- | --- | --- | | Demographics  (One short sentence) | Parents or grandparents of young children, | | | Psychographics  (One short sentence) | Keen interest in parenting | | | Purchase Pattern  (One short sentence) | Spend about $100 per fortnight | | | Pain Point + Solution  (One pain point and solution to address it.) | Pain Point  Safety of products | Solution  Health ministry certified products | | Online Behaviours (Research Tools)  (2 keywords/topics and 2 tools) | Possible search keywords or social media topics?  Keyword/ Topic 1: Baby Food  Keyword/ Topic 2: Healthy Baby | Examples of research tools   * Tool 1: keywordtool.io * Tool 2: Goggle Trends |   Word |

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| **3a. Social Media Marketing Funnel (Storyboard Development)** |
| <Suggest 1 suitable Content Type/ Tactic for each stage of the Social Media Marketing Funnel for BABY PALACE.>     |  | | --- | | Entertaining Videos |  |  | | --- | | How to Videos |  |  | | --- | | Promotion Code |  |  | | --- | | Customer Stories |   Word |
| **3b. Social Media Content Matrix** |
| <Develop one sample social media Goal, KPI, Channel and Content Type for BABY PALACE. Ensure that these are mapped to each other.>   |  |  | | --- | --- | | **Goal** | Increase Reach/impressions/views/visits | | **Key Performance Indicators (KPI)** | Reach, impressions, search ranking, users/visitors | | **Channels** | Ext Facebook | | **Content Types** | Entertaining Videos | |
| **4. Viral Tactics** |
| <Name at least two viral tactics that you can use for the BABY PALACE company.>  Viral Tactics   1. Tactic 1: Social Currency 2. Tactic 2: Emotion\_\_\_\_\_\_\_\_\_ |

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| **5. Social Media Content Plan** |
| <Create **only ONE** social media content plan for the case study:  EITHER a) A YouTube video OR b) Instagram/Facebook post OR c) LinkedIn post.  Please follow all instructions exactly, and ensure that an image is included in your answer.> |
| **5 a. Plan a YouTube video for BABY PALACE and include the relevant elements            OR** |
| |  |  |  | | --- | --- | --- | | VIDEO TITLE:  Thousand Words Smiles \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | HERO IMAGE :  https://lh4.googleusercontent.com/reSNznum-Vmmnosg9vLmumEKkIJWFR_7v1zHZbRpSSO3o459Cy7BdD_qL07fSrhJ_A2NRRD-wNvPOrKxdPgaMEQ45rjgU0jdzQQodozQdwdP2_2oGTELnOC5npAl5Yf3mvx2AiZL | | | VIDEO DESCRIPTION (INCLUDE SEO KEYWORDS, LINKS TO WEBSITE, SOCIAL CHANNELS):  A small smile paints a thousand words. Get great baby food from : <https://www.babypalace.com>.  We stock nutritional baby food products and guarantee the hygiene and safety of products.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | CATEGORY: Nutrition | | | | TAGS:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_#babysmiles\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | **5b. Instagram/Facebook Post                                   *OR*** | | **5c. LinkedIn Post** | | <Create and sketch a Instagram / Facebook post for BABY PALACE here.>   |  | | --- | | TEXT/COPY:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | IMAGE (Upload Image here) : | | HASHTAGS (please include 5 #hashtags):  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |   This is empty | | <Write a short LinkedIn text post to promote BABY PALACE’s expertise to targeted business partners.>   |  | | --- | | HERO IMAGE (Upload Image here): | | TEXT/COPY:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | HASHTAGS (please include 2 #hashtags):  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |

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| **6. Analyse and Interpret Social Media Analytics  (Facebook Insights & Facebook Ads Manager)** | |
| 6.1 | A screenshot of text  Description automatically generated |
| Overview of Facebook Insights. The chart shows results over a period of the last 28 days.   1. What is the Post reach during this period? **71%\_\_\_** 2. Has it increased or decreased compared to the previous period? **Decrease\_** |
|  | |
| 6.2 | https://lh4.googleusercontent.com/p128ZPFBWOOTbyuna4MCXApHdaK590wEnnpKYWSitSllPFtkqXEfCcRW1UFYvduE2p63rpjcP81YVg8NJknqBr3FGcU7kSF4Qc1i1GG3tRPTztINRvBlhvkSLMhuNcnPIPCXWWEMzSvKsOot8A |
| 1. Which Post Type has the lowest **Average Reach**?  **Link** 2. Using the Engagement Rate formula, calculate the Engagement Rate of **this post type**?  **\_\_\_8.6%\_\_** |
|  | |
| 6.3 | A screenshot of a computer  Description automatically generated |
| Posts: When your fans are online  What is the best time to post (limit to one hour)? **\_21:00\_\_\_\_** |
|  | |
| 6.4 | A screenshot of a cell phone  Description automatically generated |
| Posts: Post Impressions/ Engagement Rate   1. Which post has the highest Impressions? **\_\_\_H\_\_** 2. Which post has the lowest Engagement Rate? **\_A** |
|  | |
| 6.5 | A screenshot of a cell phone  Description automatically generated |
|  | 1. Which Gender has a higher Reach? **\_\_\_\_Women\_** 2. What is the Reach Percentage for this Gender? **\_\_55%\_\_\_** |
|  |  |
| 6.6 | A screenshot of a cell phone  Description automatically generated |
| Ad Manager: Campaign  Which campaign has the lowest Cost Per Post Engagement?  **\_\_D\_\_\_** |
|  | |
| 6.7 | A screenshot of a cell phone  Description automatically generated |
| Ad Manager: Ads   1. Which Ad has the best Cost Per Landing Page View? **\_\_\_C\_\_** 2. Which Ads have Below average Engagement Rate Ranking **\_\_\_A\_\_** and **\_\_\_\_B\_** 3. Suggest 2 ways to improve the Engagement rate ranking of these two ads:   i) Offer discounts  ii) Offer samples |

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| **7.  Social Media Content Calendar and Frequency** |
| 7.1   What is the recommended frequency for the content using these channels? Choose all that is applicable.  Facebook: **\_\_\_\_2\_\_\_\_\_\_\_** per week  Instagram: **\_\_\_\_\_\_\_\_\_\_\_** per week  LinkedIn: **\_\_\_\_\_\_\_\_\_\_\_** per week  7.2   Using the Baby Palace case study content that you created above, propose a content calendar. Cut and paste the content you did for either a YouTube, LinkedIn, Instagram/Facebook post or Facebook ad into the calendar below.   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | Day / Time | Channels | Content / Activity | Keywords  + hashtags | CTA & Links | Photo/Video | | Monday 6pm | Facebook | Refresh content | #babyfoods | * Create the baby smile <<https://www.babypalace.com>> | (Upload Image hhttps://lh4.googleusercontent.com/reSNznum-Vmmnosg9vLmumEKkIJWFR_7v1zHZbRpSSO3o459Cy7BdD_qL07fSrhJ_A2NRRD-wNvPOrKxdPgaMEQ45rjgU0jdzQQodozQdwdP2_2oGTELnOC5npAl5Yf3mvx2AiZLere) | |
| **8. Develop Social Media Community Management Plan** |
| <Referring to the Baby Palace case study, include one recommendation for each step to manage your community: RECRUIT, RELATE, RENEW AND RECOMMEND. Make sure that you elaborate and expand upon it based on the case study, eg “Put up posters in Equinet Academy to get more people to join our Facebook page”>   |  |  | | --- | --- | | RECRUIT STRATEGY (name strategy)  Fresh Content | EXAMPLE FOR BABY PALACE  Promote new products regularly \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | RELATE STRATEGY  Give Shout Outsa | Ask customers to submit photos of smiling babies and share this | | RENEW STRATEGY  Develop Membership Benefits | CRM program | | RECOMMEND STRATEGY  Find Right Influencers | Find influencers in pediatrics | |