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Work Plan

Digital Marketing for Relevo

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# Background

The project, which is to make work experience in a company, will be done as a part of the second year of school. I plan to do a digital marketing campaign for the company Relevo. This mainly includes the Faskiavaha massage wax.

# Mission

My primary mission is to create a digital marketing campaign for the Faskiavaha massage wax from the company Relevo. I will aim for a campaign that fits the theme and general look of the company, while challenging myself to think outside of the box.

Mainly I will focus on getting the task done of making a successful social media marketing campaign for the product with the goal of increasing sales for the product.

While I’m not entirely sure yet, if I have any time left after the main task, then I could look into moving www.relevo.fi/commerce to a purely subdomain webshop.relevo.fi.

# Goals

The goal of the project is to create good and effective ads that push the sales of the advertised product.

At the end I want to have made a good social media campaign, mainly through Facebook, but I might end up using other social media services too.

# Restrictions

As of now, there aren’t any visibly big restrictions, because I’m allowed to create my own ads.

Of course, I need to get on a good level of understanding with my boss and see if he approves of my ideas or has suggestions for changes and so on.

The personal skill level could pose a problem, but luckily, I think I have a pretty good understanding of digital marketing and I’m confident that I can do a good job and the internet has great learning resources, which will be useful in this project.

# Environment

The environment is made up of myself, my boss and the teacher. The work environment also includes the resources for creating ads, for example Photoshop, Sony Vegas and Microsoft Office, as well as information sources like the internet.

The software that will be used includes the Microsoft office package for documentation and project management and for design programs I will use Photoshop and maybe also a program that creates vector images. For videos I will use the program Sony Vegas, because it fits with my video editing skills and isn’t too hard to learn.

# Work phases

The work starts on 21.10.2019 and will last the winter of 2019.

At first, we will have the beginning stage to see, which tools to use and will make extensive research to learn different kinds of social media marketing tools for each of the social media that we will use.

On the next phase we will start posting actual ads on the Facebook and possibly on other social media. The research will probably not stop, because the internet is a useful tool and has a lot of knowledge that might help.

In the end phase we will see which ads accomplished the best results for the product sales.

# Expenses

The project will cause expenses, but I can’t say for sure yet, because I need to see how high the budget will be that my boss is willing to use for this social media campaign.

# Work methods, documentation and informing

## Documents

The work is created and stored in electronic form.

The project management is done beforehand, and the project is being documented at every step. Every planned and invested time needs to be recorded inside an excel table.

## Saving

Documents will be saved on my computer and taken with me, when I need the files at school.

# Risks and criteria for cancelling

## Skill level risks

As already described, the skill level could become a risk.

If the skill level is too low, it could hold back the progression of the project, though I know that I am very good at collecting information online and that will help me to prevent the risk of having a too low skill level.

## Equipment risks

Equipment-related risks are non-existent in this project, as this project doesn’t require any heavy equipment that can’t be easily found.

## Management risks

Management risks could be time risks.

If the time is not managed and planned properly, then it could cause time problems later on, but this can be prevented by good planning.

## Cancellation

The project will most likely not be canceled, as it’s needed for school, but whenever problems come up, they should be focused on immediately, so that it doesn’t become an even bigger problem later on.

# Quality

The invested time and plans are documented at all times, as it is essential for success, and regular checkups with the set milestone should keep the project on track.

If possible, I need to seek out feedback from others to see what others think of the blog.