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**Competitive Scan (30 marks – see detailed breakdown in table below the form submission).**

You may recognize this from an earlier assignment! This time you will identify three peers from the class and list their implemented social media site. Provide a two-to-three sentence analysis for each of what they are doing well on and what needs improvement (also known as – lessons you can learn from them!).

Be sure to base your evaluation criteria on creativity, audience engagement, evidence of ethical campaigning, and overall campaign effectiveness.

After completing this part of the assignment, you should implement the observations you made here into your own campaign to make it more effective before it is graded. You will submit this document via Blackboard once complete.

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| Peer Name | Social Media #1  (Name of site and specific handle or page)  99 Bottles Brewing Company @99BottlesBC |
| unknown |
| What they are doing well: | Taking advantage of up[coming events like St.Patrick’s day is a great business and marketing idea. The logo is also very creative; between the colours and it’s simplicity, it catches the eye immediately |
| What needs improvement: | The company does not have a website which would be very nice to view more information about them. I would have also liked to have seen a dialog to interact with their customers more, which I should implement in my own business page. |

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| Peer Name | Social Media #1  (Name of site and specific handle or page)  Institute for Creative Thinking @ICTwindsor |
| unknown |
| What they are doing well: | I really enjoyed the use of Facebook event son this page, booking a public creative writing event at their institute is a great idea to get new people interested in their business. |
| What needs improvement: | Their lack of posts left me looking for more content that was not there. I wish I could have seen more about the business so I could recommend it to friends that would enjoy it. I should implement more posts on my own page to increase engagement. |

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| Peer Name | Social Media #1  (Name of site and specific handle or page) | |
| unknown | MK Maquillage @MKmaquillage123 |
| What they are doing well: | Seeing a chatbot open up immediately was extremely clever and very insightful, especially with the prompts that they had created. Also, seeing a launch giveaway dragged me in to read more about this company even though I have no use for the product myself. | |
| What needs improvement: | Although their business model seems very nice, they have not made any comments on other sites, which has in my opinion limited their reach. They also did not respond to a question commented on one of their 2 posts which does make the business to look friendly at all. I need to keep in mind that responding to customers outputs a great image of your company. | |

How this section is marked:

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| Peer Name  1 mark – appropriate and clearly identified | Social Media #1  (Name of site and specific handle or page)  .5 mark – platform identified  .5 mark – hand/userID |
| What they are doing well: | Up to 3 marks are available for a response that is clear, accurate, relevant and genuinely insightful. |
| What needs improvement: | Up to 3 marks are available for a response that is clear, accurate, relevant and genuinely insightful. |