

Group 9 Project Report

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A Social Media Strategy For Tech Talk

I. Introduction

At about five years of age, Tech Talk has a relatively small social media presence. Dr. Khare, one of Tech Talk's founding members, wants to change that current status, understanding that growth in social media presence is necessary for increasing traffic to Tech Talk. The aim of this project is to apply a strong social media strategy to help Tech Talk gain ample traffic directed from numerous social media platforms. Our objective is to create, perfect, and implement the social media strategy in 5 months within a budget of \$100,000 for the consultant's salary, advertisements, and influencer cooperation (with 10% of budget for unexpected expenses included).

Project execution details are as follows: Tech talk will issue a proposal request for an outsourced social media marketing consultant to be chosen for this project to work with our internal marketing team. After a social media marketing consultant is chosen the consultant will collaborate closely with our internal marketing team to produce a marketing plan for advertisements and influencer collaborations. There will be different levels of influencer contracts – reposting our advertisements/existing promotive material and creating original content of the influencers choice from Tech Talk's content. Social media influencer proposals will be drafted, sent out, and their contract negotiations will be finalized. Simultaneously, advertisements will be reviewed and finalized before posting on Tech Talk's social media accounts. Additionally, at the marketing team's discretion, methods for increasing content

engagement will be employed (e.g. – content created about hot topics such as AI search engines). Content integration will be planned and executed across all platforms. Finally, content maintenance and analytics will be produced, with in-depth evaluations produced monthly for the first 6 months, then quarterly.

The expected benefits of this project include an increase in followers across all Tech Talk social media accounts. Consequently, “like” counts will grow and retweets, reposts, advertisements, and posts will increase to assist in follower growth. The expected successful outcome of this project will be 10% Increase in Tech Talk website audience via Social Media and 10,000 increase in the number of followers on each platform by the end of 6-month period after the implementation. In addition, 6 months post-project implementation, the team will evaluate the project outcome to determine success. The minimum acceptance criteria of this project is a 6% minimum increase in Tech Talk website audience via Social Media and 5,000 minimum increase in the number of followers on each platform. In addition, all advertisement, post content, and activities will be legal, moral, and approved before deployment.

Deliverables include an increase in followers on social media, the creation of a TikTok account, and reports following the conclusion of the project. Working in conjunction with the contractor, the marketing team will execute the social media strategy to increase followers across social media platforms: Facebook, Twitter, LinkedIn, and Tiktok. Existing social media accounts will be revitalized and a TikTok account will be created. Metric reports monitoring social media growth will be created across the course of the project. An analytical report addressing the positive impact of social media directed traffic to the Tech Talk website will be delivered upon project completion.

Key milestones to be achieved beginning with establishing a contract with, and onboarding the social media marketing consultant:

<u>Milestone Number</u>	<u>Milestone Description</u>	<u>Completion Date</u>
1	Hiring a Social Media Consultant	10/09/2023
2	Market Data Analysis	11/06/2023
3	Contract with Social Media Influencers	11/23/2023
4	Advertisement Strategy	12/07/2023
5	Content Development	12/27/2023
6	Advertisement & Influencer Content Deployment	01/22/2024
7	Evaluation & Review of Social Media Implementation	02/26/2024

Figure 1: Milestone Schedule

The milestones outlined above in *Figure 1* serve as a high-level overview of key tasks that will be broken down into further detail in the Planning section of this report.

The assumptions of this project are the contractor will work with pre-existing Tech Talk accounts on Facebook, Twitter, and LinkedIn. For Tiktok, a new account will be created where video content will be uploaded. Also, there are social media influencers in our existing audience for the team to begin sending collaboration proposals. The constraints of this project include a social media marketing consulting expert will manage this project and work with our internal marketing team. Tech Talk's internal team will provide domain knowledge, social media account information and current performance analytics.

II. Planning

The Work Breakdown Structure (WBS) (as seen below in *Figure 2*) encapsulates the determined and necessary steps for the completion of our Social Media Strategy. The project involves 7 primary activities, with a combined 22 sub-activities, bringing the total to 29 overall.

Social Media Strategy Work Breakdown Structure (List)

































		Task Mode	WBS	Task Name	Duration	Start	Finish	Predecessors
1			1	▲ A Social Media Strategy For TechTalk		Mon 9/25/23		
2			1.1	▲ Hiring a Social Media Consultant	11 days	Mon 9/25/23	Mon 10/9/23	
3			1.1.1	Screening Social Media Consultants	3 days	Mon 9/25/23	Wed 9/27/23	
4			1.1.2	Contract with Consultant	3 days	Thu 9/28/23	Mon 10/2/23	3
5			1.1.3	Consultant Onboarding	5 days	Tue 10/3/23	Mon 10/9/23	4
6			1.2	▲ Market Data Analysis	20 days	Tue 10/10/23	Mon 11/6/23	
7			1.2.1	Establish Measurement Criteria	5 days	Tue 10/10/23	Mon 10/16/23	5
8			1.2.2	Gather Market Baseline Data	10 days	Tue 10/17/23	Mon 10/30/23	7
9			1.2.3	Evaluate Current Social Media Metrics	5 days	Tue 10/31/23	Mon 11/6/23	8
10			1.3	▲ Advertisement Strategy	23 days	Tue 11/7/23	Thu 12/7/23	
11			1.3.1	Establish Guidelines	3 days	Tue 11/7/23	Thu 11/9/23	9
12			1.3.2	▲ Design Advertisements	15 days	Fri 11/10/23	Thu 11/30/23	
13			1.3.2.1	Graphic or Film Plan/Design	15 days	Fri 11/10/23	Thu 11/30/23	11
14			1.3.3	Advertisement Review and Approval	5 days	Fri 12/1/23	Thu 12/7/23	13
15			1.4	▲ Contract with Social Media Influencers	13 days	Tue 11/7/23	Thu 11/23/23	
16			1.4.1	Influencer Screening	5 days	Tue 11/7/23	Mon 11/13/23	9
17			1.4.2	Send Proposals	3 days	Tue 11/14/23	Thu 11/16/23	16
18			1.4.3	Draft & Finalize Contracts	5 days	Fri 11/17/23	Thu 11/23/23	17
19			1.5	▲ Content Development	37 days	Tue 11/7/23	Wed 12/27/23	
20			1.5.1	Revamp Content Development Strategy	5 days	Tue 11/7/23	Mon 11/13/23	9
21			1.5.2	Data Analysis Incorporation	5 days	Tue 11/14/23	Mon 11/20/23	20
22			1.5.3	Create Media Drafts	20 days	Tue 11/21/23	Mon 12/18/23	21
23			1.5.4	Finalize Content	7 days	Tue 12/19/23	Wed 12/27/23	22
24			1.6	▲ Advertisement & Influencer Content Deployment	18 days	Thu 12/28/23	Mon 1/22/24	
25			1.6.1	Content Recommendation	5 days	Thu 12/28/23	Wed 1/3/24	23,18,14
26			1.6.2	Campaign Planning	8 days	Thu 1/4/24	Mon 1/15/24	25
27			1.6.3	Deployment	5 days	Tue 1/16/24	Mon 1/22/24	26
28			1.7	▲ Evaluation & Review of Social Media Implementation	25 days	Tue 1/23/24	Mon 2/26/24	
29			1.7.1	Gather End Metrics/Data	10 days	Tue 1/23/24	Mon 2/5/24	27
30			1.7.2	Evaluate Performance/Success	5 days	Tue 2/6/24	Mon 2/12/24	29
31			1.7.3	Finalize Report	10 days	Tue 2/13/24	Mon 2/26/24	30

Figure 2: Work Breakdown Structure

Step 1 is hiring a social media consultant, which will involve a thorough recruiting process (screening, contract, and onboarding), to get the individual situated for the role. Step 2 involves analysis of market data, inclusive of preparing and metrics to utilize in evaluation of present opportunities. Step 3 focuses on designing advertisements, inclusive of review & approval for use. Step 4 is contracting social media influencers, a process that has similarities

with step 1 for the consultant hiring process. Step 5 is content development, which involves revamping the current strategy through use of analyzed market data, and then a standard review/approval process. Step 6 develops advertisements for social media, with planning and deployment of content, a critical aspect of the plan. Step 7 is content review and evaluation, where end metrics will be evaluated per our success and acceptance criteria and any opportunities (weaknesses/problems) will be addressed. Should the deliverables of the project meet or exceed expectations, our focus will shift to the closing phase of the project lifecycle, where documentation and data will be collected and archived.

Social Media Strategy Network Diagram

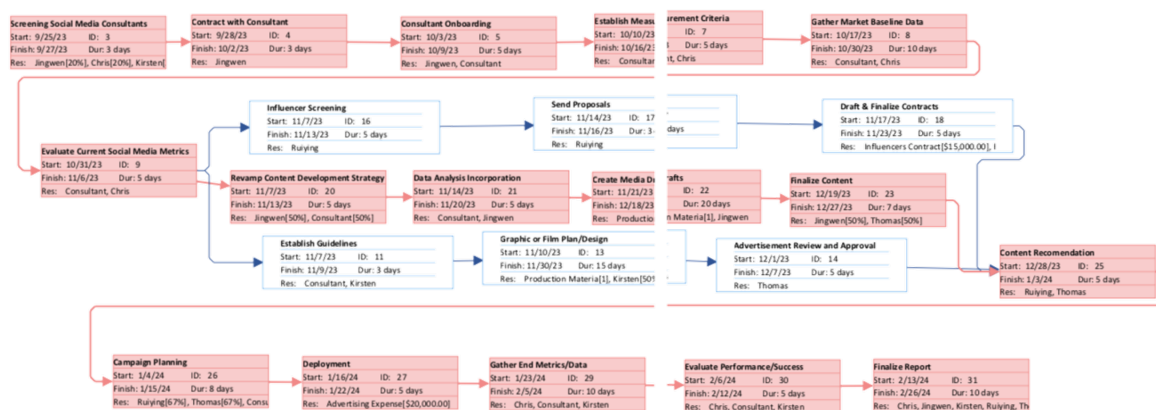


Figure 3: The Network Diagram

The Network Diagram in *Figure 3* above displays the timeline for our Social Media Strategy with all major tasks and subtasks accounted for. We see that the critical path, which is the path that will take the longest time (and thereby setting the time frame for our project), is highlighted in red while other non-critical tasks are presented in white task boxes. The project path we take here is pretty straightforward with only a couple of offshoots. The benefits of this are that we can locate and resolve any conflict or unforeseen delays with relative ease. With 22 total tasks/subtasks the Network Diagram is a useful tool to split a 5 month project into smaller

more digestible parts so that we can better track our progress throughout. With no delays, we estimate that the project will take 111 working days, where each task's duration and order are depicted and can be found by looking at the network diagram.

The critical path for this project involves completion of 16 separate activities. Please refer to the tasks highlighted in red above in *Figure 3: The Network Diagram*. The tasks in sequential order are: Screening Social Media Consultants, Contract with Consultants, Consultant Onboarding, Establish Measurement Criteria, Gather Market Baseflow Data, Evaluate Current Social Media Markets, Revamp Content Development Strategy, Data Analysis Incorporation, Create Media Drafts, Finalize Content, Content Recommendation, Campaign Planning, Deployment, Gather End Metrics/Data, Evaluate Performance/Success, and Finalize Report.

The first fork in the path occurs after completion of task 14 (Advertisement Review & Approval). At this point in the project, there are three milestones that can be completed simultaneously: contract with Social Media Influencers (13 days), Content Development (37 days), and Advertisement Strategy (23 days). As Content Development requires the longest amount of time needed for completion (primarily due to 20 days needed to create media drafts), this milestone falls within the critical path. Upon reaching the milestone of Advertisement & Influencer Content Deployment, the pathway resumes its linear format until project completion. Per the critical path, the estimated completion of this project is 111 days.

The customer's required finish time is 120 working days. Our proposed project has a timeline of around 111 days or just under 5 months. This gives us 9 days of slack to work around with, which will be important in the event of an unforeseen delay or any other possible issues that may derail the project timeline. We see through our Schedule (*Figure 4*) that tasks along the critical path have a universal slack of 9 days while other non-critical tasks have more slack and

have free slack as well. These non critical tasks, while important to the project, are less important to keep on a tight schedule as we have a little more leeway with their timing. *Figure 4*, below, is the Schedule table with our Earliest Start/Finish and Latest Start/Finish times written in terms of days.

Social Media Strategy Schedule

	Activity #	Durations	ES	EF	LS	LF	Total Slack	Free Slack	
	3	3	0	3	9	12	9	0	
	4	3	3	6	12	15	9	0	
	5	5	6	11	15	20	9	0	
	7	5	11	16	20	25	9	0	
	8	10	16	26	25	35	9	0	
	9	5	26	31	35	40	9	0	
	11	3	31	34	54	57	23	0	
	13	15	34	49	57	72	23	0	
	14	5	49	54	72	77	23	14	
	16	5	31	36	64	69	33	0	
	17	3	36	39	69	72	33	0	
	18	5	39	44	72	77	33	24	
	20	5	31	36	40	45	9	0	
	21	5	36	41	45	50	9	0	
	22	20	41	61	50	70	9	0	
	23	7	61	68	70	77	9	0	
	25	5	68	73	77	82	9	0	
	26	8	73	81	82	90	9	0	
	27	5	81	86	90	95	9	0	
	29	10	86	96	95	105	9	0	
	30	5	96	101	105	110	9	0	
	31	10	101	111	110	120	9	0	

Figure 4: Schedule

The cost for this project is estimated to be just short of \$100,000. Per *Figure 5* (seen below), each milestone has its cost projection, with milestone 1 (Hiring a Social Media Consultant) having the lowest cost of \$2,760, while milestone 6 (Advertisement & Influencer Content Deployment) has the highest cost of \$24,373.33. As the project continues into further milestones, the costs generally increase through milestone 6, then decrease by ~38% in the final milestone of Evaluation & Review of Social Media Implementation. As the duration of the

project continues, costs will be regularly evaluated between projects and real-time figures, with deviations and updates provided to the stakeholder team to determine navigation through such situations.

Social Media Strategy Budget

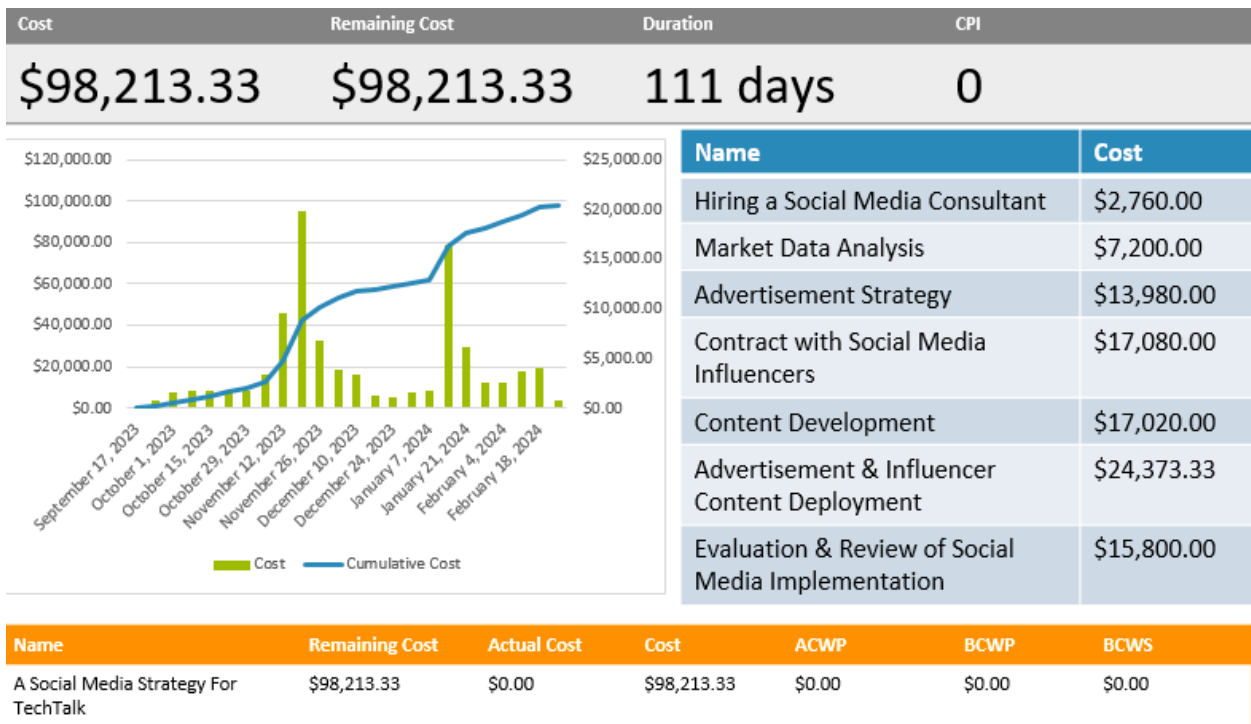


Figure 5: Budget

III. Performing - Controlling & Monitoring

After the baseline schedule was established, the team started to enact the plan into reality. The team members report to the consultant and marketing manager daily and deliverables of each activity will be evaluated before starting the next task. All of the project monitoring will be carried out with the assistance of Microsoft Project. The actual schedule was compared to the baseline plan weekly to make sure everything was on a good track. Communications with the management team were weekly and stakeholders were communicated with bi-weekly. The

activity Gathering Market Baseline Data was completed two days before the early finish time and we took action to extend the duration of Creating Content Drafts. Another activity, Influencer Screening, was delayed one day after early finish time and we took action to reduce one day for Finalize Report in the evaluation.

We used cumulative actual cost (CAC), cumulative budgeted cost (CBC), cumulative earned value (CEV) and cost performance index (CPI) as the methods to compare the actual cost to the estimated budget. The measures were shown in Microsoft Project when the schedule and cost for activities was updated daily. The graph that contains CBC, CEV and CAC was reported to the manager team and stakeholders every week to reveal any trends toward improving or deteriorating cost performance.

The delay in Screening Influencers caused an increase of CAC and consequently reduced the CPI to 0.9. If the remainder of the project continues to perform at this efficiency rate with an initial estimated budget of \$100,000, the forecasted cost at completion (FCAC) will be \$111,111.11; causing the total cost to exceed the budget by \$11,111.11. Therefore, the team modified the timeline for the schedule going onwards to improve the cost efficiency. The trend of CPI was monitored every week, when the index was less than 1.0 for that week or the trend gradually decreased, corrective actions were taken. The Total Cash Flow Report containing actual costs and Task Cost Overview Report were generated in Microsoft Project and given to the manager and stakeholders at the end of the performance.

IV. Closing

Finally, after six months of hard work, we successfully completed the project. The project's final cost was performed within budget for a total of \$97,500. The payments to the

social media consultant and influencers were made on March 20th, 2024. The financial analysis was produced, and we saved \$713 compared to the total budget cost. The accounting records were closed on April 15, 2024. All the team members performed well during the project. To recognize the social media consultant, our management team wrote a recommendation letter on LinkedIn. In addition, the marketing team received a trophy commemorating their outstanding performance and performance evaluations from the project manager.

An evaluation meeting was conducted on March 31st, 2024, and it was emphasized that the project was completed in 111 days, which was within the required duration and saved costs by \$713. By completing the project, we increased the percentage of traffic received from social media by 12%, which represents we not only met, but also surpassed, the defined success criteria. In addition, the accounts on each platform increased by an average of 15,000 followers. The management team highly praised our excellent performance. During the project performing phase, the baseline plan was followed and saved two days on gathering the baseline data, and the duration of creating media drafts was extended by two days. Also, influencer screening was delayed one day and the duration of the final report was cut by one day. In addition, marketing team members reported to the project manager daily, meetings with the management team were conducted weekly, and the stakeholders were communicated with bi-weekly.

By learning from this project, when planning projects in the future, the main activities should be generated first and then sub-activities. This can save a lot of planning time and prevent the team from losing sight of the goal when creating activities. Our recommendation for future Tech Talk marketing is that telling good brand stories must be given top priority because what consumers care about is not the product but how it will benefit them. The project related

documents have been filed both digitally (management system) and physically (company archives) where they can be referred to when working on similar projects.