### **Social Media Marketing Campaign**

* **Objective**: Create and execute a social media marketing campaign for a small business or non-profit organization. (Education Sector) Naz University 2020: Bachelors, Masters, Accredited ISO University.
* **University Offerening:**

1. Bachelor's Degree: Computer science , Business Administration.

* Tuition Fee: per credit: 1500$
* 40 credits to get Graduation
* Miscellaneous amount 1500$
* University has Gym, Stadium, etc amenities

1. Master’s Degree: Computer science , Business Administration, Cyber Security, Digital Arts.

* Tuition Fee: per credit: 1000$
* 35 credits to get Graduation
* Miscellaneous amount 1500$
* University has Gym, Stadium, etc amenities

**Client Requirements:**

* Naz University Wants to Get More Students \*\*\*
* University Reputation \*\*``
* Budget 100,000 $\*\*\*

**Basic Requirements after analysis of the Client Requirements**

**Team has analyzed the below:**

**Target audience:**

1. Parent and students \*\*\*
2. Unemployed people \*\*\*
3. Alumni \*
4. International Students \*\*
5. Industry professionals (educational consultants)\*\*

**Marketing platforms:**

1. LinkedIn \*\*\*
2. Facebook \*\*\* ( Paid & Facebook Page )
3. YouTube \*\* ( UGC )
4. Twitter \*\*
5. Instagram \*\*\*( Paid & Insta Page )
6. TikTok \*\*\*
7. Snapchat ( future Improvements )

**Key Tasks:**

1. Campaign goal-setting and strategy development
2. Content creation (posts, graphics, videos)
3. Scheduling and posting
4. Engagement and response management
5. Performance analysis and reporting

**Deliverables**:

Campaign plan, content calendar, engagement metrics, and performance report.