**HW #1: Project Charter**

**Project Name**

**1. Project Title: *Social Media Marketing Campaign***

Title: Marketing for an Education Sector Company ( Naz University )

**2. Project Start Date:** 13/07/2024

**3. Project End Date (Estimated):** 24/08/2024

**4. Project Manager (optional):**

* Maheswar Barrenkala
* Tong (Amanda) Liu
* Yi Chen

**5. Project Objective:**

To significantly increase student enrollment and enhance Naz University's reputation as a leading educational institution through a comprehensive social media marketing campaign.

Key Objectives

Increase student enrollment for both undergraduate and graduate programs.

Enhance Naz University's reputation as an accredited, high-quality institution.

Drive website traffic and generate leads through effective social media campaigns.

Build a strong and engaged online community of prospective students, current students, alumni, and faculty.

**6. Project Scope:**

* **In Scope:**
  + **Social media platform management:** Selection, optimization, and content creation for targeted platforms.
  + **Content creation and distribution:** Development and scheduling of engaging content aligned with university goals.
  + **Social media advertising:** Creation, implementation, and optimization of paid advertising campaigns.
  + **Lead generation:** Implementing strategies to capture and convert leads through social media.
  + **Analytics and reporting:** Tracking, measuring, and analyzing campaign performance.
* **Out of Scope:**
  + **Website development or redesign:** Focus is on social media platforms, not the website itself.
  + **Traditional marketing campaigns:** This project is specifically focused on social media marketing.
  + **Student recruitment events:** While social media can promote these events, the project will not include the planning or execution of physical events.
  + **Social media crisis management:** This project focuses on proactive marketing, not reactive crisis response.
  + **Public relations activities:** While social media can support PR efforts, this project's primary focus is on enrollment and brand enhancement.

**7. Milestones:**

1. Maheswar 27/07/2024

**8. Budget Estimate:** **$160,000 Total Project**

Estimated Time to complete the Project: 2 Months

**The below costs are for the 2 months**

#### **Personnel Costs (40%)**

* Project Manager: $30,000
* Marketing Manager/Director: $35,000
* Marketing Analyst/Strategist: $25,000
* Digital Marketing Specialist: $20,000
* **Total:** $110,000

#### **Advertising and Promotion (30%)**

* Social media advertising: $15,000
* Influencer marketing: $5,000
* Content promotion: $5,000
* **Total:** $25,000

#### **Tools and Software (15%)**

* Social media management tools: $5,000
* Design software: $3,000
* Analytics tools: $2,000
* **Total:** $10,000

#### **Contingency (15%)**

* Unexpected costs or changes in project scope: $15,000

Budget V 2.0

1. Strategy and Planning

- Market Research and Strategy Development: $3,000

- Includes target market analysis, competitor analysis, strategy planning, and content planning.

2. Content Creation

- Video Production: $5,000

- Educational promotional videos, student interviews, campus event videos, etc.

- Image Design: $2,000

- Social media images, ad banners, infographics, etc.

- Copywriting: $1,500

- Social media posts, blog articles, ad copy, etc.

3. Social Media Management

- Social Media Management Tools: $1,200

- Annual subscription costs for tools like Hootsuite, Buffer, etc.

- Content Scheduling and Management: $2,000

- Managing and publishing content, ensuring content is posted as planned.

4. Advertising Spend

- Facebook Ads: $3,000

- Promoting courses, event notifications, enrollment ads, etc.

- Instagram Ads: $2,500

- Visual content promotion, story ads, etc.

- LinkedIn Ads: $2,000

- Professional ads targeting the education sector, attracting potential students and partners.

- YouTube Ads: $2,500

- Video ads promoting university promotional videos and events.

5. Social Media Interaction and Customer Service

- Social Media Interaction Management: $1,500

- Responding to comments and messages, engaging in social discussions, handling customer service issues.

6. Data Analysis and Reporting

- Data Analysis Tools: $1,000

- Using tools like Google Analytics, Sprout Social, etc., to monitor and analyze campaign performance.

- Monthly Reporting and Optimization: $2,000

- Generating monthly reports, analyzing campaign performance, adjusting, and optimizing strategies.

7. Influencer Marketing

- Influencer Collaboration Fees: $4,000

- Collaborating with influencers in the education field to promote university courses and events.

Total Budget: $33,200

Budget Breakdown Explanation

1. Strategy and Planning: Market research and strategy development are the foundations of the campaign, ensuring clear goals and effective strategies.

2. Content Creation: High-quality content creation is key to social media marketing, including video, image, and copy production.

3. Social Media Management: Using management tools and a professional team ensures content is published and managed as planned.

4. Advertising Spend: Advertising on various social media platforms to reach a wider target audience.

5. Social Media Interaction and Customer Service: Maintaining interaction with the audience, providing timely customer service, enhancing user experience.

6. Data Analysis and Reporting: Monitoring campaign performance with data analysis tools, generating regular reports, and optimizing marketing strategies.

7. Influencer Marketing: Collaborating with influencers to expand promotional impact and attract more potential students and partners.

This budget can be adjusted based on specific needs and market conditions to ensure maximum return on investment. If more detailed information or budget adjustments are needed, please let me know.

**9. Project Team:**

| **Roles** | **Names** |
| --- | --- |
| **Project Manager** | **Maheswar Barrenkala** |
| **Marketing Manager/Director** | **Tong (Amanda) Liu** |
| **Digital Marketing Specialist** | **Yi Chen** |

**10. Key Stakeholders:**

### **Internal Stakeholders**

* **University Administration:** President, Provost, Deans, Department Heads
* **Marketing Department:** Marketing Director, Marketing Managers, Team Members
* **Academic Departments:** Faculty, Program Coordinators
* **IT Department:** For website and technology support
* **Student Affairs:** For student engagement and feedback
* **Alumni Relations:** For alumni outreach and engagement

### **External Stakeholders**

* **Students:** Current and prospective students
* **Parents/Guardians:** Of prospective students
* **Alumni:** University graduates
* **Donors:** Financial supporters of the university
* **Community Members:** Local businesses, organizations, and residents
* **Media:** Local and regional media outlets

**11. Risks:**

### **Project Management Risks**

* **Scope creep:** The project expands beyond its original boundaries.
* **Resource constraints:** Insufficient budget, personnel, or technology.
* **Timeline delays:** Project milestones are not met due to unforeseen challenges.
* **Communication breakdowns:** Misunderstandings between team members or stakeholders.

### **Marketing Strategy Risks**

* **Ineffective market research:** Incorrect target audience identification or inaccurate market trends.
* **Outdated or irrelevant strategy:** The marketing plan does not align with current market conditions.
* **Poor campaign execution:** Errors in implementation or messaging.
* **Negative publicity:** Crisis management issues or public relations failures.

### **Financial Risks**

* **Budget overruns:** Exceeding allocated funds for the project.
* **Return on investment (ROI) concerns:** Marketing efforts do not generate sufficient returns.

### **Stakeholder Risks**

* **Lack of stakeholder buy-in:** Insufficient support from key stakeholders.
* **Conflicting priorities:** Different departments or individuals have competing goals.

**12. Approval Signatures:**

* **Project Sponsor:** NAZ University Date: 16/07/2024
* **Project Manager:** Maheswar Barrenkala Date: 16/07/2024

**Review and Acceptance Criteria:**

The marketing strategy project will be considered a success if the following criteria are met:

### **Project Delivery**

* The marketing strategy is developed and aligned with the university's overall objectives and goals.
* The marketing strategy is implemented across multiple platforms as planned.
* The project is completed within the allocated budget and timeframe.

### **Performance Metrics**

* Key Performance Indicators (KPIs) are established and tracked effectively.
* The marketing campaign achieves or exceeds the defined KPIs.
* There is a measurable increase in target audience engagement and awareness.
* The marketing efforts contribute to achieving the university's enrollment or fundraising goals (as applicable).

### **Stakeholder Satisfaction**

* Key stakeholders are satisfied with the project outcomes and deliverables.
* The marketing strategy receives positive feedback from target audiences.

### **Long-Term Impact**

* The marketing strategy lays a solid foundation for future marketing efforts.
* The project contributes to building and enhancing the university's brand reputation.