## **Statement of Work (SOW): Social Media Marketing Campaign for Naz University**

### **1. Project Overview**

This Statement of Work (SOW) outlines the scope, objectives, and deliverables of the Social Media Marketing Campaign for Naz University. The campaign aims to increase student enrollment and enhance the university's reputation through effective social media strategies.

### **2. Project Objectives**

The primary objectives of this project are as follows:

* 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.

### **3. Project Scope**

**In Scope:**

* Social media platform management (selection, optimization, content creation)
* Content creation and distribution (development and scheduling of engaging content)
* Social media advertising (creation, implementation, and optimization)
* Lead generation (capturing and converting leads through social media)
* Analytics and reporting (tracking, measuring, and analyzing campaign performance)

**Out of Scope:**

* Website development or redesign
* Traditional marketing campaigns
* Student recruitment events (planning and execution)
* Social media crisis management
* Public relations activities

### **4. Key Milestones**

The following milestones have been established for the project:

* **Milestone 1:** Social media platform selection and optimization
* **Milestone 2:** Content creation and scheduling
* **Milestone 3:** Social media advertising campaign launch
* **Milestone 4:** Lead generation strategy implementation
* **Milestone 5:** Campaign performance analysis and reporting

### **5. Budget Estimate**

The estimated budget for this project is $160,000, distributed as follows:

* Personnel Costs: $110,000
* Advertising and Promotion: $25,000
* Tools and Software: $10,000
* Contingency: $15,000

### **6. Project Team**

The project team includes key roles responsible for project execution:

* Project Manager: Maheswar Barrenkala
* Marketing Manager/Director: Tong (Amanda) Liu
* Digital Marketing Specialist: Yi Chen

**7. Key Stakeholders**

Key stakeholders for this project include:

* University Administration (President, Provost, Deans, Department Heads)
* Marketing Department (Marketing Director, Marketing Managers, Team Members)
* Academic Departments (Faculty, Program Coordinators)
* IT Department
* Student Affairs
* Alumni Relations
* Students (current and prospective)
* Parents/Guardians
* Alumni
* Donors
* Community Members
* Media

### **8. Risks**

Potential risks associated with this project include:

* Insufficient budget allocation
* Inadequate target audience research
* Negative social media comments

### **9. Approval Signatures**

Project Sponsor: Naz University Project Manager: Maheswar Barrenkala, Tong (Amanda) Liu, Yi Chen

### **10. Review and Acceptance Criteria**

The project will be considered a success if:

* The marketing strategy aligns with the university's objectives. - increase application amount YoY 10%
* The marketing campaign is implemented as planned.
* The project is completed within the allocated budget and timeframe.
* Key Performance Indicators (KPIs) are achieved or exceeded.
* There is a measurable increase in target audience engagement and awareness. - Follower increased 20% before campian
* The marketing efforts contribute to achieving the university's enrollment goals.- increase application amount YoY 10% , enrollment increase accordingly.
* Stakeholders are satisfied with the project outcomes.