📋In-Class Project Guidelines

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## In-Class Project Overview

For this in-class project, you will take the seat as the Digital Marketer tasked with planning a campaign for your company. As you progress through the day, you will apply what you have learned to build out a campaign plan using the Objective First Framework and the provided [Campaign Plan](https://docs.google.com/presentation/d/1TkCqB5lgmfOLS2cStHHtWDNRCAUPc1suQQXOPplqB3M/edit?usp=sharing) worksheet.

## Prompts

You may use the company you currently work for or one of the provided prompts. Take a moment to read through the options below and make your selection. Once you select the company you’d like to work for, you will then begin to plan your campaign.

## **Option 1: Fitness Now**

**The Business:** *Mobile Fitness App*

Fitness Now is an app that seeks to provide a fitness solution for folks who feel overwhelmed, uncomfortable, or just plain lost in a physical gym. The launch of the app is slated for six months from now.

**The Business Objective:** Fitness Now seeks to become the leading mobile fitness app through accessible and beginner-friendly content.

**The Ask:** Can you help plan a digital marketing campaign that will help drum up interest in the beta version of the app?

## **Option 2: Strut the Runway**

**The Business:** *Shoe Rental/subscription*

Strut the Runway is a niche service targeted to shoe-enthusiasts. From sneakers to stilettos, members can rent and return shoes. Originally, Strut the Runway only had one plan for one price point. Now that they have several years under their laces, they’ve introduced two additional tiers that allow members to spend less and rent fewer pairs throughout the month.

**The Business Objective:** Maintain their status as the leading name of shoe rentals.

**The Ask:** Can you help launch a marketing campaign that promotes one of the new membership tiers to new and existing customers?

## Option 3: Checks and Balances

**The Business:** *Small Business Finance Tool*

The founders of Checks and Balances credit their meticulous yet common-sense financing practices as a major reason they were able to grow their first business from a corner store to a multi-million dollar corporation. Now, they strive to provide those same practices to other small businesses through their finance and education software. The software not only helps business owners track spending, sales, payroll, etc, but it is also so smart it offers tips, suggests reports, and sends alerts about potential risks. They claim it to be a Finance department in a box.

**The Business Objective:** Grow the small business sector of the global economy by providing industry-leading software solutions.

**The Ask:** Checks and Balances has had great success in large cities like New York City, Tokyo, and Paris. Can you help Checks and Balances gather leads in smaller cities?

## Option 4: Your Choice

You can also pick a different custom project based on a topic/brand you’re passionate about. Use the questions below to help create a specific “ask” that will help focus your campaign plan.

* What specific product/service will your campaign focus on?
* Who is the target audience?
* What is the general goal of this campaign? Are you hoping to grow your customer base, increase the activity of your current audience, make sales, etc?