Social Media Content Marketing – The Big Pitch

This is an assignment developed for a social media content and community management class at Nanyang Technological University, Wee Kim Wee School of Communication in Singapore.

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The Task:

Your agency is pitching for a new business account and you are the go-to person to help the team win the account. You will propose a insight-driven social media strategy after the completion of the following 3-part exercise.

After you select the **consumer brand** you want to work on, you need to complete the following 3-part exercise. Doing so will inform the final presentation for 'The Big Pitch' to your client at the end of the semester. Students are free to choose the brand they want to work on, but it has to have a significant number of followers on their social media platforms and must operate in an environment where there is healthy competition.

Part 1 - Conduct a social media and brand inventory audit
Part 2 - Provide strategic analysis and inputs based on the media research and insights gathered
Part 3 - Propose recommendations, mock solutions and improvements to their content marketing strategy

Learning Objectives:

To be able to handle the social media strategy and pitch for new (or incumbent) business, you need to be skillful at:

a. Structuring the evaluation framework for content analysis through social listening, content analysis of different brands, personas.
b. Critiquing methodically the different types of content for different brands, the personas the brand adopts and the way it is marketed and positioned.
c. Identifying how brands engage, amplify, distribute their content for each brand.
d. Thinking critically, analyzing and understanding the industry, brand positioning, brand voice, brand personality and how this relates to the brand's content strategy.
e. Planning strategically and presenting the information credibly,
f. Using tools for social listening to generate insights on engagement, likes and audience sentiments.

Deliverable: You will present this at the end of the semester in a presentation. You should limit the slide deck to 60 slides for the submission. There is also a 20-minute presentation where you will present to the class.

Please submit this with your matriculation number on the front cover of each document. There is no need to indicate your name. This is an individual effort.

Tools:

You will have access to Sprout Social and Social Baker software to ease your research where you can create an allocated number of brand profiles. If you exceed your quota, you will need to conduct the research manually or sign up for trial versions of the software.

Scope:

Part 1 – Content Audit

1) Choose ONE Asian consumer brand that you are pitching for. The recommended minimum number of fans for the chosen brand should exceed 10K with a steady fan growth rate. There is no upper limit on the number of fans. The brand can originate from any country in Asia.
2) Determine the industry and TWO direct competitors.
3) We will be comparing the social media execution with a brand that has a best-in-class strategy/execution. Choose ONE additional brand that has similar target audience/segments/brand personality/industry as your chosen brand for its best-in-class social media execution. For the best-in-class examples, please refrain from choosing brands that are competitors of the brand you chose unless you can rationalize why it qualifies as best practices of content marketing over your client's brand. Why? Clients usually zero in when they see a competitor case study, get defensive, question the tactics and eventually forget the bigger purpose of learning from brands who exemplify the best way to engage and market content on social and digital media.
4) Conduct a social media strategy and content audit for the four selected brands. Make sure the audit links to your final strategic analysis and recommendations. Else you are just doing research in silos.
5) Avoid showing overused or old examples of cool social media campaigns found on internet or case studies that others have already written about e.g. KLM, Oreo or Kit Kat. Even if you do, I expect you to do work on the social media platforms that the brand is using with your own audit. Else you will be plagiarizing the work of others and making that idea/insight yours. I want you to learn how to do this audit and develop your own insights. It is helpful to you in the long run.
6) This exercise requires you to deconstruct the content and their brand architecture. Your audit of each brand should include the following components:
a. Social listening
b. Target audience
c. Brand voice
d. Brand positioning and overall strategy
e. Brand personality
f. Content Pillars – e,g. inspirational, educational, informative etc.
g. Types of content (Examples of Owned, Paid & Earned)
- What are some of the least engaging content types?
- What are some of the most used and relevant hashtags?
- Have they earned any PR coverage recently?
- What partnerships have they struck?
h. Amplification (Do you know how these brands amplify and distribute their content? optional)
i. Engagement (how they engaged their target audience)
j. Campaign examples and screen shots

Part 2 – Strategic Inputs on Best Practices

1) This exercise requires you to complete the designated readings from the recommended book list and pay attention to guest lectures. In this section, you will advise your client on what the best practices are. Using the brand audit from Part 1 for the best-in-class brand, you will transition to part 2 where you take on the role of educating the client on principles that the best-in-class brand example followed to achieve these best practices. In a pitch, this part helps you establish credibility since the client is looking towards the agency to advise them on principles of content marketing.

2) You need to aggregate your insights from at least **TWO books and ONE guest lecture**. Please do not data-dump. Clients rarely have time for a book summary. Make sure what you present is relevant and builds up your case for the strategy that you recommend in Part 3. Do quote the page and author of the book you are using next to the point you are making.

Part 3 – Recommendations
1) State the opportunity or problem areas for the brand, gaps in the current social media strategy after you compared it with their competitors and best-in-class examples.

2) Provide a recommendation summary that can help inform the chosen organization's content and brand architecture strategy going forward. The sections prior on the content marketing best practices and brand audit will help you substantiate your recommendations.

3) Make suggestions on conversation calendar, types of content, amplification and distribution, paid media, earned media, owned media, segmentation, community management and/or social media strategy. These are suggested areas for your consideration.

4) Show mock-ups of social media posts and the types of content you plan to propose from gifs to videos.

5) Visual presentation of information is considered in the final grade but style must be accompanied by substance. Your recommendations should be precise help the brand increase brand interactions, brand love and engagement. Make it smart and make it beautiful.

END.