**Brief for Live Project Spring 2014**

**TSM09907 Live Project (Hong Kong)**

**Project Title: A digital marketing strategy and plan for Organisation Y**

**Participating Organisation:** Organisation Y

**Organisation Contact:** Person P

**Position:** Marketing Director

**Address:**

**Telephone:**

**Mobile (if available):**

**Fax:** n/a

**email:**

**Web URL:**

**University**

**Module Leader:** John Revuelta

 School of Marketing, Tourism and Languages

 Edinburgh Napier University

 Craiglockhart Campus, Edinburgh EH14 1DJ

**Telephone:** 0131 455 4384

**Fax:** 0131 455 4540

**email:** j.revuelta@napier.ac.uk

**Project Tutor:**  SCOPE to allocate

**email**:

**Student Team:** Student 1 (students TBA)

 Student 2

 Student 3

 Student 4

**Aim:**

To research and prepare a social media marketing strategy and a detailed social media marketing plan for Organisation Y. The strategy should focus primarily on Organisation Y’s business to consumer (B2C) iHK products, with the aim of increasing business from these products.

**Background/rationale:**

Organisation Y is a HK based q that provides s. The company was founded by a and b in 2010. Both are common background. Their interest in s grew when witnessing the rapidly changing city landscapes in Hong Kong, Macau, Indonesia, Vietnam and China to realise the valuable roles that s plays in bringing a variety of benefits to a city.

**Our mission:** Mission, values and business summary

More information about these products, including the iHK press release, and the range of Organisation Y’s other products and services can be found on our website.

**Objectives:**

* To produce an umbrella **digital marketing strategy** for Organisation Y’s B2C products for the period from now until a year later, with strategic elements for the longer term beyond that.
* Using this digital marketing strategy, produce a **detailed digital marketing plan** for Organisation Y’s B2C products for the same period. This should answer the items below, but not be limited to:
	+ **Social Media**
	+ the social media that are most appropriate for Organisation Y (eg Facebook, Pinterest, Youtube etc) and why;
	+ the frequency of using these various social media;
	+ measurement tools and methods to understand the effectiveness of each social medium suggested;
	+ how best to use social media not only to broadcast and promote our own messages and products, but also interact with our customers;
	+ **Other**
	+ recommendations for other s-related (or non-s-related) websites, blogs and online communities on which Org Y should have a presence; and
	+ the best ways to maintain this presence.
	+ **Other digital, but not social, media**
	+ Eg paid advertising, page endorsement, sponsorship etc
	+ This section is secondary to the previous two.
	+ Together, all three of these requirements add up to a digital media strategy within which the social media sit. They will comprise the digital marketing plan.
* An outline costing for the plan should be included. It should take into account that Organisation Y is a recent start-up with limited funding.

**Notes:**

1. Target market: both the products w and x are suited to people who…
2. Given constraints of time and wordcount (6000 words excl appendices), discussion of how the digital marketing plan and strategy should dovetail and complement each other can take place at the Initial Briefing and thereafter.
3. A schedule for future meetings should be arranged at initial Briefing.