**Promotional Campaign Project**

Working in small groups, you will design a promotional campaign for The Computer Lab, a web series created by UCM students and faculty. You will have the chance to interview your client in class. I strongly recommend that you have a list of questions prepared in advance, such as:

* What does the client hope to accomplish with this campaign?
* Whom does the client see as the target audience?

After meeting with the client, each group will devise a strategy that accomplishes the client's aims by the promoting the organization across at least three platforms. The groups will then pitch the campaigns to the class on **December 4th.** The pitches will be 15-minute presentations consisting of the following elements:

* **Campaign goal (5 points)**
* Provide a brief history of the client's organization.
* What is the client's overall goal? This will be determined, in large part, from your meeting with your client.
* The goal should be **specific** and include a timetable by which you will achieve the goal. For instance, your goal might be to have 50 people attend the organizations first meeting or to raise online engagement by 15 % by the end of Spring semester.
* **Case Studies (10 points)**
* What are some trends that have influenced the promotion of this type of organization? For instance, if you're promoting a radio station, what other notable promotional strategies have been attempted in the past?
* You must cite at least three case studies.
* **Target audience (10 points)**
* Who is the target audience of the campaign?
* Identify three separate audience groups, such as elderly men who play golf, single moms, and millennials that like hip-hop.
* Create a specific marketing persona (or profile) for each audience group.
* I have posted a link to a blog post that discusses creating marketing personas
* The three personas you create should contain **all** the information discussed in the blog post.
* What's your overall strategy for targeting these audience groups?
* **Social Media (10 points)**
* You need to devise **separate** content marketing strategies for Facebook, Twitter, and either Instagram or Snapchat.
* In other words, each social media platform should have a **unique focus** as well as serve as a resource to the target audience in some way.
* Make sure to address how each platform's focus relates to the marketing personas you created. In other words, how will your unique approach on Twitter enable you to reach one or more of your personas? How will your unique approach on Facebook enable you to reach one or more of your personas?
* **Gamification (10 points)**
* Design a gaming experience that encourages a desirable behavior (as identified by the client) and promotes the UCM organization.
* **Viral Marketing (5 points)**
* Come up with an idea for a promotional video that is designed to go viral.
* **Social Media Storytelling (5 points)**
* Create a story that would be shared on social media.
* The story should be tied to the organization. For instance, the story could be a behind-the-scenes story involving some of the people in the organization or a funny story about the organization.
* **Transmedia Storytelling (10 points)**
* Pitch us a story that could be told on a platform other than online video.
* For example, you might create a story that could be told using radio, a podcast, print, comic book, or even a real-world space.
* You should summarize the story **and** discuss how this story will function as a promotional device. In other words, how will this story create interest in The Computer Lab?
* **Client Blog (10 points)**
* Pitch an idea for a blog that would promote the organization through content marketing strategies.
* You don't have to actually create the blog, though.
* What is the name of the blog?
* What is the blog's focus?
* Keep in mind that the focus cannot be overtly promotional. once **Write Tow 500-word** blog posts submitted to me by email.
* Each blog should contain an effective title and at least two "scannable"
* Albeit occasionally, how will the blog overtly promote the organization?
* **Synergy (5 points)**
* Come up with a strategy for partnering with an existing UCM organization in a way that **promotes both organizations**
* You should specifically address what the partnering organization stands to gain through this collaboration.

**The Promotional Campaign assignment is worth a total of 100 points.**

**Promotional Campaign: 80 points**

**Peer Evaluation Rubric: 20 points**

Using the link on Blackboard, a representative from your group needs to submit the file containing your presentation by 3:30pm on **December 4th**

Each member of the group also needs to submit the attached **Peer Evaluation rubric** in class on December 4th n class.