

Student Innovation Projects - Client Brief

Project Title: Social Media Marketing Strategy

Business Issue or Need (please contextualise this if appropriate):

Our target market is university students studying in Russel Group universities with a passion for languages and education. Currently, our marketing strategy focuses on advertising through university career services, a small number of society sponsorships, refer-a-friend promotions, and listings on international study websites such as GoOverseas. However, we would like to develop our social media presence, for which we need a more robust social media marketing strategy in order to reach our target audience through both organic growth and paid advertising.

This project would involve researching and summarising popular social media platforms for our target market, particularly focusing on those platforms which are rapidly growing (e.g. Tiktok). Key strategies and techniques for increasing reach and engagement would be identified, and a proposal put together for a long-term social media marketing strategy (e.g. post schedules, calls to action and use of paid promotions).

Project Aims (please be mindful that the expected student outcomes are a set of recommendations, not to implement their suggested solutions):

1. Analyse current and upcoming social media platforms to identify where best to reach our target market and how to engage with them
2. Propose strategies and techniques to increase organic/ paid reach and engagement
3. Put together a proposed longer-term social media marketing strategy

Skills you think the students will require to complete the project:

- Awareness of popular social media platforms for university students, and ideally experience managing “business” pages/ profiles e.g. university society social media accounts
- Creativity and the ability to come up with innovative new ideas to engage with our audience
- Strong analytical skills, particularly the ability to use social media engagement statistics to plan content and scheduling

Students are expected to arrange a client meeting with yourself during the first week of their 4-week project, ideally as early as possible.

Please detail any dates or times that are not suitable for an initial client meeting during week 1.

Dates unavailable for initial meeting:

Please return to employ@southampton.ac.uk