

SEM/SMM project checklist

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Week	Task Name	Start date	Due date	Complete (Y/N)	Description/notes
(4 wks preparation)	S1: Local businesses				Send out call for participation
					Short list applicants and send a screening question letter.
					Finalize partners
1					
2	S1: Local businesses				Introduce partners to students
3	S1: Local businesses				Students meet with partners
	S2: Google Ads				Partner account handover; Create the Google Ads account/Karoooya
4					
5					
6	S3: BP and PPC ad				HubSpot Academy BP template and videos
	S4: Simulation1				Mimic Pro Introduction
7	S4: Simulation2				
8	S5: SMM				AdParlor Ad Mockup Generator
	S4: Simulation3				
9	S4: Simulation4				
	S6: Campaign implementation				Google Ads and Analytics accounts ready; Install web tracking code
	S4: Simulation5				Start 2-week campaigns
11	S6: Campaign implementation				
12	S7: Report and presentation				Invite partners to the presentation

(Call for community partner participation letter)

Good morning,

We are seeking one community partner for a fourth year/MBA “Social Media & Search Engine Marketing” course that is running this term.

The project is completed in two parts. Every group will work on either a Google Ads campaign or social media marketing campaign and one other internet and social media activity (e.g., search engine optimization, website design, email marketing) based on a discussion between the partner and the student team.

While experiential projects typically do not have a dollar amount attached to them, **in order to be eligible for this part of the project you must be able to commit a minimum of \$100 dollars** so that your group can run a Google Ads campaign or social media marketing campaign for two weeks.

Other things to keep in mind:

1. It is beneficial to have a Google Ads or social media account set up and active. (If you do not have one, you must agree to have the student team to create an account on behalf of your organization.)
2. You must have an active website and social media channels.
3. You must be able to provide access to your Google Ads or social media account so that the students can run and analyze the campaigns.
4. You must be able to provide or manage access to your website in a timely manner so that the students can install tracking code on the webpages to obtain insightful web browsing activities.

If you are interested in this opportunity, please respond to me directly. The turnaround time for this is short, and projects will need be confirmed by the end of the week.

Best,
xxx

Note: Questions to ask in the participation form:

1. Please brief introduce your business/organization
2. Please brief describe your digital marketing challenges.
3. Do you have an active website?
4. Do you have active social media accounts?
5. Do you have an active Google Ads account? (If not, are you open to allowing students to create and manage one?)
6. Budget you are able to allocate to a Google Ads or Social Media Marketing campaign (\$100 minimum)

(Screening community partner letter)

Good Morning,

Thank you for your interest in our Social Media & Search Engine Marketing projects. We received quite a large number of applications and we have been reviewing them over the past two weeks. The good news is that your application has been shortlisted. We are still looking to finalize our partners and we need some additional information from you that will determine if your project is matched with this course.

If you could please answer the questions below by (date), that would be great. We will let you know by (date) if your project has been selected.

1. What are your main digital marketing goals for this project? (Ex. increase website traffic, increase brand awareness, increase leads/conversions (transactions), increase followers in social media, increase volunteers/donations.)
2. Do you currently have a Google Ads account up and running?
3. Are you more interested in social media marketing campaigns or Google Ads? Are you OK to split the budget between the two? (Ex. \$100 for Facebook advertising, \$100 for Google Ads):
4. Total amount you are able to provide to the students:

Thank you so much for your interest, I look forward to receiving your responses!

Best,
xxx