

Week 1 Scenario: Pitch to Your Boss

In this scenario, you are the new Social Media Manager for a sandwich company named “Maple Grove Subs”. This position was recently created and you have been on the job for about two months. The company is located about 20-minutes west of the Twin Cities in Minnesota. There are two other sandwich chains in the area which include Subway and Jimmy Johns. Maple Grove Subs is a smaller shop but has comparable pricing, products and offerings. They offer in-store and drive up purchasing as well as delivery. Their competition does not offer delivery.

Your boss the Executive of Advertising, Todd Stephens, does not think social media is a viable source of advertising and promotion. He is a little “old school” when it comes to marketing and thinks traditional media is the only media needed to reach customers. He invests much of the advertising budget on radio, television and print media. Maple Grove Subs started a Facebook fan page about three months ago but only posts once or twice a month. Customers are using this page to post pictures and positive and negative feedback. There are about four to five User-Generated Content posts a month.

As the Social Media Manager, you need to educate your boss, Todd, on the advantages to using social media to promote Maple Grove Subs. You are **not** creating a campaign or strategy for the sandwich company; it’s more about educating and informing your boss on benefits of social and traditional media. This is something social media managers have to do on a weekly basis.

This assignment has several parts:

1. Email to Your Boss
2. Presentation for Your Boss
3. Post your email and video on the discussion board
4. Review at least two other posts and respond

Part One: Email to Your Boss

First draft an email to your boss to request a meeting to discuss the future of social and traditional media based on the scenario. Keep in mind the email should be focused, brief and to the point. You might include a short bullet list of the topics you will address in the meeting.

Part Two: Recorded Presentation for Your Boss

Next create a short PowerPoint presentation based off your email in which you educate and convince your boss to use both social and traditional media to spread awareness on the sandwich company.

Here are a few things you should include in your presentation:

- Make a strong connection between your presentation with this week’s readings/lectures. You must use at **least two examples** from this week’s readings/lectures in your presentation. Don’t forget to cite your source.
- Explain the difference between social media and traditional media. What makes them different? What makes them the same? How have you seen other similar



companies/organizations use both for marketing? In your presentation please provide **one example**.

- Describe ways or techniques your company could integrate social and traditional media together.
- Describe ways or techniques your company could integrate more than social media channel together.
- Explain why it's important for your brand to use both social and traditional media.

Next, record this presentation. It should not be more than 10 minutes long. It's more about the quality, content and message than how long the video is that is important.

There are several ways you can record this presentation. I find Screencast-O-Matic to be the easiest software to use to capture both your PowerPoint presentation and your web camera. This is a free software program that runs on both the PC and Mac. Instructions on how to download and use the program are posted in the course in the discussion board. Or you can use any software program you would be familiar with just make sure to include both the PowerPoint presentation and your web camera.

Part Three and Four: Discussion Board Post

Post your email and video on the discussion board.

Next review at least two other posts and respond. Your response should further the discussion. You might ask your peer questions about their post or comment on the strengths of the email and video and why they are strengths.

