

Social media marketing Project
420 marketing
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1. Selected organization (or activity) will be assigned to the groups including: Entrepreneurship Association, International License of Entrepreneurship (ILFEN), and Tire Recycling company. All are in Riyadh.
2. Set up official pages of the organization (or activity) on the leading social network websites like facebook, twitter, and blogs.
However, ILFEN and Entre. Association have their own site.
3. Information on those organizations will be given to the groups.
4. Feed those pages with full information about organization (profile, activities, contact, pictures, news, etc).
5. You need to build up fan pages on facebook, Twitter.
6. Keep a dialogue with customers to keep them engaged. This will help building brand awareness.
7. Keep constantly updating and uploading relevant information.
8. Attract other professional networks (follow fellow partners, and industry players) to keep them in touch and develop positive relations.
9. It is recommended to create a blog with the name the organization's activity (Entrepreneurship for example). The blog will not only inform the public about the activity and various service offerings but will also work as a teaching platform for the market.

Evaluation:

1. Social Media site Establishment.
2. site design.
2. Site information and contents.
3. following up and updating.
4. number of followers and respondents.
5. an external examiner will evaluate the site and give feedback.
6. A periodic report is required to be presented every two weeks which should include the development, timetable, duty assignment to the group member, and details on the evaluation points mentioned above.