MARK-2081: SOCIAL MEDIA CONTENT STRATEGIES AND ANALYTICS

Cuyahoga Community College

Viewing: MARK-2081 : Social Media Content Strategies and Analytics

Board of Trustees:

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Academic Term:

Fall 2021

Subject Code

MARK - Marketing

Course Number:

2081

Title:

Social Media Content Strategies and Analytics

Catalog Description:

Generate targeted digital content messages linked to marketing objectives and brand voice while developing and measuring appropriate social media analytics. This course focuses on optimizing social media platforms to market to and communicate with customers creating engagement and increasing brand awareness.

Credit Hour(s):

4

Lecture Hour(s):

4

Requisites

Prerequisite and Corequisite

MARK-1080 Social Media Marketing.

Outcomes

Course Outcome(s):

Utilize research, social media listening and monitoring to create and evaluate content and build processes for finding and acting on customer and industry conversations.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Recognize meaningful data within social media platforms that will inform marketing strategies and the development of targeted content.
2. Generate social media listening strategies that will provide research into consumer interests used to develop customer-centric content.
3. Analyze market research to create processes used to create content strategies.
4. Utilize various metrics and data to track and measure content strategies to review whether an initiative is successful, and make changes and improvement when needed.

Course Outcome(s):

Develop scalable, repeatable digital content strategies using brand voice and style, tailored to a specific marketing segment that will assist in brand awareness and convert leads into new customers.

Objective(s):
1. Assess the importance of content marketing, purpose, and intended audience.
2. Explain the importance of storytelling, and how it applies to a marketing strategy.
3. Generate tools that help research, and assess content for a specific target market.
4. Analyze different forms of content to match the needs of a target audience.
5. Design marketing content targeted to a specific, researched audience to promote a product or service through digital marketing.

Course Outcome(s):
Create compelling, platform-relevant imagery using platform specific resources, basic photo and video editing, graphic design software and applications.

Objective(s):
1. Transform images and videos using editing software, tailored to a marketing platform.
2. Assess apps and graphic design software for usage in improving video and images used in social media marketing.
3. Evaluate images and videos for the likelihood of success on a social media platform.
4. Identify imagery that will be effective on different digital platforms.

Course Outcome(s):
Assess social media tools and platforms to design, manage, and optimize marketing campaigns to promote growth and brand awareness, developing targeted content to spark dialogue with various social communities.

Objective(s):
1. Assess the different ways to promote content on each platform and how this effects an overall market strategy.
2. Identify how a content strategy relates to the goals and objectives of a marketing plan and business mission.
3. Explain how a content strategy will be sustainable for a business.
4. Create content-rich social media strategies that support a business's overall marketing objectives while engaging customers and building brand awareness.

Course Outcome(s):
Identify appropriate analytical platforms, gather data, and perform digital marketing analysis to measure efficiency and inform planning and content development.

Objective(s):
1. Interpret social media strategies to identify KPIs, and develop measurable and impactful content strategies.
2. Analyze social media return on investment (ROI), and methods for improving using digital marketing.
3. Assess the effectiveness of data and analytical tools (Hootsuite, Google Analytics, Platform analytics).
4. Generate and process analytical reports and process for tracking results.
5. Analyze social media return on investment (ROI), and methods for improving the use of digital marketing.

Methods of Evaluation:
1. Case Study
2. Test
3. Quiz
4. Research Project
5. Simulations
6. Discussions
7. Blogs

Course Content Outline:
1. Research
   a. Social Listening
   b. Social Trends
   c. Customer Profiling
   d. Primary and Secondary Research
   e. Key Word Analysis

     f. Evaluate search trends
     g. Hashtags
     h. What does your audience talk about
     i. Finding optimum target audience
     j. Search Engine Optimization (SEO) Research
2. Written Communication
     a. Social Media Storytelling
     b. Editing content
     c. Writing grammatically correct content
     d. Writing for a specific social media platform
     e. Writing for a specific audience
     f. Characteristics of good content
     g. Why writing for the Web is different
     h. Get audience engaged in content
     i. Email Marketing
3. Video and Imagery
     a. Adobe
     b. Photoshop
     c. What appeals visually to a target audience
     d. Review relevant applications
     e. Create targeted photos and videos
     f. Graphic design / sizing
     g. Basic video recording and editing
     h. Basic photo editing
     i. Photography and basic editing
     j. Podcasts
4. Digital Marketing Strategy
     a. KPI (key performance indicators)
     b. Crisis response plans
     c. Develop goals and objectives
     d. Content calendar
     e. Combining digital strategy with overall marketing strategy

Resources

Ann Handley. *Everybody Writes.* 1. New York, 2016.

Jeremy Harris Lipschultz. *Social Media Communication: Concepts, Practices, Data, Law and Ethics.* 1. 2017.

Erik Bean and Emily Waszak. *Social Media Writing Lesson Plans for YouTube, Facebook, NaNoWriMo, CreateSpace: Bonus Intro to Blogger.* 1. 2015.

Creative Commons. *Mail Chimp Style Writing Guide.* {ts '2016-12-31 00:00:00'}.

Resources Other

expresswriters.com
socialmediaexaminer.com
http://socialmarketingwriting.com/
https://contentmarketinginstitute.com/

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