# Microblogging Marketing

Post Secondary-Management, Marketing

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<th><strong>Overview</strong></th>
<th>Marketing a product, idea, or organization with the aid of the Web 2.0 tool HootSuite</th>
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<td><strong>Objectives</strong></td>
<td>The teacher will have students come up with a product, idea, or organization and then use HootSuite to market it—at the end of the semester students will have learned what works and what doesn’t for marketing with microblogging and social networking tools.</td>
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| **Materials** | • Computer  
• Internet Access  
• HootSuite Account (visit hootsuite.com)  
• Twitter, Facebook, LinkedIn, Ping.fm, WordPress, MySpace, and Foursquare accounts (twitter.com, facebook.com, linkedin.com, ping.fm, wordpress.com, myspace.com, foursquare.com)  

*I would suggest that students start from scratch and create “classroom accounts” for this exercise, accounts that they are specifically using for school purposes only. That way, exposure for everyone’s product, brand, ideas, etc. will begin at the same level and the number of friends a student has on their existing personal accounts can’t affect their product’s exposure level, which would put some people at an advantage over others. |
| **Procedure** | 1. On the first day, the teacher should discuss this project and introduce it to the class because it is something that will be ongoing the whole semester (it should take place over 15 weeks of the semester). **30 minutes**  
2. By the end of the first week, the teacher will have the students set up accounts to HootSuite and to the corresponding microblogging and social networking tools listed above in the materials section—the teacher should have a list of these accounts as well so they can monitor what students are doing. The student will be managing these accounts through their HootSuite account. **15 minutes**  
3. At the beginning of the second week of class, the teacher will have the students come up with an original product, idea, or organization and create a name, brand, and purpose around it. **50 minutes (or to be done as homework depending on when you would like it turned in)**  
4. The teacher will have the students create a written initial strategy to promote this product through their HootSuite account (and therefore, through the corresponding microblogging and social networking sites). This strategy should |
Lesson plan developed by Sarah Thompson

1. The students are divided into teams of three or four and must come up with an idea, product, organization, etc. It should be something that they are passionate about. They should discuss what they will sell, how they will sell it, what type of market they are entering, and what they need to do to be successful in that market. 1-2 hours as homework

2. Each team will then come up with their own account strategy. They should consider what type of content they will post, how often they will post, how they will engage with their followers, and what types of interactions they will have with their followers. 1-2 hours as homework

3. Each team will then be assigned a social media platform to use for their marketing strategy. They will need to research and understand the platform they will be using in order to be successful. They may choose Facebook, Instagram, Twitter, Youtube, or another platform. 1-2 hours as homework

4. The teacher will then assign each team a marketing strategy, which will be based on the platform they are using and the type of content they are posting. For example, if a team is using Facebook, they may be assigned a strategy to increase their followers, increase engagement, or increase sales. The teacher will provide each team with a list of strategies to choose from. 1-2 hours as homework

5. At the beginning of week three, the teacher will have the students begin to carry out their strategy—they will write tweets, schedule when they go out, and monitor who is reading the tweets through the statistics section of HootSuite (much of the work in this step will be done outside of class time). 1-3 hours per week out of class

6. The teacher will have the students keep a weekly log of what they have sent out through HootSuite, and what the current response is from followers. 15 minutes per week

7. The whole class will have a weekly discussion led by the teacher on how each person is marketing his or her product, idea or organization—they will discuss what is working, what isn’t working, and what improvements they could make. 20 minutes each week

8. The teacher should make sure the students are responding to their followers and updating their sites frequently. They should be updating at least three times a week.

9. At the end of the semester, the teacher will require the students to write a 2-3 page paper on what they have learned about marketing through using HootSuite—what worked, what didn’t work, what they would do differently, etc. 1-2 hours as homework

10. After the papers are turned in, the teacher will hold a class discussion to wrap up the project and talk about what the students wrote in their papers. This will be a major project for the students, so it needs to have a strong emphasis at the end of the semester. Another possibility (depending on class size) would be to have students give a presentation on their product, idea, or organization and the results of their marketing through HootSuite. 50 minute discussion, 5-7 minutes presentations

Rubric

The following is a breakdown of the points:

- 10 pts-Setting up each account correctly and on time
- 25 pts-Develop creative original product, idea, organization, etc.
- 50 pts- Two to three page initial strategy completed
- 10 pts each (13 weeks of analysis)-Weekly logs
- 5 pts each (13 weeks of discussion)-Participation in weekly discussion
- 5 pts each (13 weeks of updating)-Three updates per week
- 50 pts- Two to three page paper on what the student has learned about marketing through using HootSuite
- 5 pts- Participation in final discussion

This project will be a total of 400 points.

*A suggestion for motivation would be to give extra credit to those who reach a certain number of followers, reach a certain region, or something along those lines. Another way to motivate students would be to allow the student with the most successful outcome (as determined according to the teacher) to get full credit for the final.

*Image courtesy of the Microsoft 2007 Clip Art Collection