



## 2023 Challenge Puzzle: Marketing/Social Media

Thank you for your interest in joining us this summer! TCEC has been a cornerstone of the small Mississippi Delta town of Tutwiler since the mid-1980s. It is now in a turnaround phase. Its programs, fundraising, and marketing need to be evaluated. Does a different story need to be told now, versus the story that a major media outlet told at TCEC's founding? There have not been dedicated marketing efforts (staff, planning, etc.) for TCEC since its creation.

### Research and Challenge

Familiarize yourself with our history and work by going to our website: <https://www.tutwilercommunityeducationcenter.org/> and through a Google search of national and local media related to TCEC (e.g., Sun Sentinel). Identify similar programs in the Mississippi Delta.

- Identify obvious branding assets that TCEC is currently using.
- Do the same with similar programs in the surrounding counties.
- Quantitatively rank and rate assets on their ability to generate revenue or brand awareness.
- Benchmark these assets against similar ones you would consider best-of-class.
- Identify gaps in assets that would increase brand awareness and revenue/donations.

### Alternatively - either of the following:

1. Research the founding, mission, and values of TCEC. Create a top 100 list of short and longtail keywords that can be used to prioritize content for client audiences and funding audiences. Draft a content plan in Google Sheets or Microsoft Excel, including a schedule. Craft a blog post based on keyword research and current gaps in the website's content.
2. Develop a social media strategy relating to TCEC's turnaround. What should be our goals in posting? The strategy should point to the future but also honor its past. Create a posting schedule for Facebook and Instagram (are there other places we should post - Twitter, LinkedIn, YouTube, TikTok?), that includes visual assets or possible interactive content (e.g. quizzes, polls, surveys, etc.). Create customer avatars for each platform. How will client/donor/customer engagement be tracked? What are some possible "calls to action"? What metrics will define a successful campaign?