**Apprentice Project Brief**

Client: Frank’s Jewellers

Date: November 19, 2018

Prepared By: Eleni Zaptses

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| Company Background | For almost 100 years, the Frank family has been Uptown Waterloo’s finest jeweller with a wide selection of classic and contemporary engagement rings, wedding bands, diamond and gold jewellery, watches, and sterling silver fashion pieces. Whether you are looking with a design in mind or looking for something unique, Frank’s Jewellers can take your idea and make it a stunning reality with their on-site goldsmith. |
| Client Main Point of Contact | Devon joined the Frank’s Jewellers team after graduating from Wilfrid Laurier University. While she manages corporate orders, watch repairs, and insurance replacements, she has steadily been building Frank’s online presence with a website and Facebook page. Devon will be a main point of contact with the team throughout the project and will have access to all accounts that will later be transferred to her control once the project is completed. |
| The Challenge | The main challenge facing Frank’s Jewellers is building and sustaining an online social community that can bring in a new generation of clients who now search for retailers online. While Frank’s has an esteemed reputation built upon years of providing quality products and services, it does not have an interactive relationship between their online community and company. This challenge is an opportunity to bring in first time customers who are looking primarily for engagement and or wedding bands to build business and relationships that can lead them becoming loyal, life-long customers. |
| Project Objectives | By building a social community, Frank’s can leverage its esteemed and reputable brand to target a new generation of internet-savvy clients who are looking for the perfect engagement and/or wedding rings. With Christmas season followed by engagement season over the next three months, there is opportunity to target and encourage people to visit the brick and mortar store, make a purchase, and be welcomed to the family with their excellent customer service for future purchases. |
| Project Scope | In Scope:   * Build an Instagram account with business settings * Update and refurbish the Facebook page * Explore benefits and possibly creating a Pinterest account * Manage both social media accounts for 4 months with 5-10 posts/week based on a variety of posts with videos, images, text * Create and manage weekly content in Trello * Monthly community report including # of follower engagement, customer feedback, competitive review, contribution to website traffic and sales   Out of Scope:   * Building any new features on the existing website |
| Target Audience | The target audience for this project are social media savvy millennial couples who are searching for engagement and wedding rings. |
| Project Start Date | Client Briefing - November 21, 2018  Research and Planning - December 3, 2018 |
| Timeline of Key Assets/Deliverables | **Phase 1:** Research and Planning (December 5, 2018)   * In this phase, Scope will create a digital marketing strategy that adheres to the customer persona * Scope will research relevant mediums and content strategies that can be used and create a calendar of content   **Phase 2**: Launch calendar of posts for content following Christmas holidays (Beginning January 5th)   * Scope will post and monitor weekly content calendars for the month of December * Will create community report to show what has been successful and what needs to be assessed and improved   **Phase 3**: In two week sprint cycles, continue to evaluate and readjust posting schedule (January 5st 2019-March 30th 2019)   * Continue creating content that aims to capture target persona in the New Year when engagement ring season begins while leading up to Valentine’s Day * Will weave in content that builds brand prestige with 100 year anniversary. |
| Program Sponsorship Fee | The program sponsorship fee for this project amounts to $2500.  \*NOTE: This does not include incremental costs related to the project such as: Licensing fees for technology (ex. Shopify, Hubspot) or assets (ex. Images), Advertising Budget, Cost of Upgrades as Indicated in the Project Catalogue. Any additional costs are the responsibility of the Client. Apprentices will not purchase anything on behalf of the Client without your written, explicit approval. |
| Incremental Project Budget | *(Applicable for Paid Social and AdWords campaigns)*  Currently, there is no interest for paid social ad campaign for this project. The main goal is to create and sustain social communities organically for the three month duration. |

The Client and Digital Trades School both agree to the scope of work in this Project Brief and acknowledge this Brief as ‘Appendix A’ of the Digital Trades School Service Agreement.

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CLIENT NAME PROGRAM DIRECTOR

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