

Student Competition: FACEBOOK for your business

If you think that social networks are very close to you, if you're interested in how the FACEBOOK platform works for business development, take part in our challenge and uncover your hidden skills and receive prizes

- Nomination "The Most Relevant" - After the graduation of the Bachelor's Degree Program, Employment in a successful digital marketing agency and a 20% discount on university fee within one year;
- Nomination "The Most Creative" - Two-days vacation in Kachreti Amassador for two persons.

The goal of the challenge is to find students to see the power of social media for the success of any business, to see the content of the brand positioning in Facebook, How important is the selection of correct communication and visual style in the social network.

If you have a challenge then,

1) Create a company, taking into consideration your interests and desires (beauty salons, cafe-restaurants, construction, toys, music or radio programs, audit company, blog etc.)

Forbidden content: 18+, Gambling (casinos and night clubs), alcohol and tobacco

2) Establish the company's goals, mission and products

3) Develop and plan a desire for a suitable business company, Facebook - Strategy that includes:

- FB-strategy development, selecting the communication style (communications tone and calendar (number of posts and schedule))
- Communication tone and content

- Selection of unique visual styles (colors, logo, design) that makes brands memorable
 - Select a desired audience
- 4) Create your first Facebook post for your company (maximally relevant, with your business company)

If you can develop a design of your post (not mandatory)

5) Send your challenge in PDF file at: ltddcapalyservice@gmail.com

Selection criteria:

- Maximum harmony of business idea and Facebook strategy;
- properly selected Facebook strategy;
- Creative part.

The deadline for submitting works: May 15; 12:00.

For additional information please contact: 5 (68) 41 84 13