



*Scope of Work*  
*Fall 2020*

# Client Briefing Summary

The main objective is to get Sago in a position of growth. Sago's brand needs to be communicated and so does the members of Sago. The target audience is current and potential clients, future employers, and USF community.

## Organizational/Communication Goals

1. Establishing Sago name and brand
2. Communicate with our target audience via website and social media platforms.
3. Communicate who the members of Sago are and client work.

## Semester Deliverables

### 1. Branding Guidelines

*Objective:*

- To determine the elements of the Sago brand, that we can properly communicate with our all target audiences for Sago and for clients of Sago.

*Strategies:*

- Establish logo
- Establish primary and secondary colors
- Establish Mission statement, visions statements, and tagline
- Establish Tone of voice
- Establish fonts and what tone of voice goes with each
- Establish social badges and mail signatures
- Review
- Finalize Brand Guideline

### 2. Launch and Enhanced Social Media Presence

*Objectives:*

- Ensure consistency in branding across social media platforms
- Begin generating and creating content in addition to the curated content
- Grow following and engagement on social media platforms
- To reach all audiences across all social media platforms with geared

personalized content

*Strategies:*

- Verify that profile photos, display names, headers, and bios are the same on both LinkedIn, Instagram and Facebook
- Create staff/client profiles with the creative team to post on all social media
- Create profile post on all clients
- Keep viewers updated on what we have accomplished with clients
- Ensure that social media tag be placed on all materials such newsletters, emails, posters, brochures, etc.

## ***Social Media Campaigns for Semester***

### **Agency Biography Social Media Campaign**

*Objectives:*

- Introduce agency students (members).
- Get current and potential clients and future employers to see who Sago hires.
- Get USF community see who Sago lets into the agency and set bar for future members.

*Strategies:*

- Talk to agency members and get their bios
- Create a template for how each bio will look
- Create copy for specific social outlet
- Set dates and schedule each bio post

### **Client Biography Social Media Campaign**

*Objectives:*

- Introduce clients.
- Get potential clients and future employers to see what Sago is working on
- Get USF students see what they can be working on if they join Sago

*Strategies:*

- Talk to account supervisors to give a Bio on the Client and some goals they have for semester
- Create a template for client bios
- Get updates throughout the semester
- Create copy for specific social outlet
- Set dates and schedule each bio post

### **Members Work Social Media Campaign**

*Objectives:*

- To show target audience what members have been working on during semester other than client work

*Strategy:*

- Gather members new work.
- Create post and copy
- Set date and schedule post

## **Sharing Articles: A Social Media Campaign**

*Objectives:*

- For Audience to see that we are keeping up with current communication news and start a conversation.
- Reshare industry post in Instagram Stories

*Strategy:*

- To find 2-3 post a week and share them to Facebook and LinkedIn and Instagram
- Post includes copy that starts a conversation.
- Tag companies mentioned in the article

## **Holiday Posts**

*Objective:*

- To show all audiences that we care and appreciate them during the holiday

*Strategy:*

- Create posts (graphic and caption content)
- Set dates and schedule

## **3. Establish Website**

*Objective:*

- Create a website that includes and enhances all projects that we have done with clients.

*Strategies:*

- Create an about page
- Create a portfolio page with all clients information and what we did for them
- Create students page with bio and portfolio information (Team Fall 2020)
- Create contact page

## **Potential Website Add-on**

### **Sago Blog**

*Objective:*

- To create blogs about current and new trends, events, and break throughs in the communications industry.

*Strategy:*

- Pre-Research

- Ideas pitch
- Research
- Draft
- Final Draft
- Set date and schedule post

## Timeline

Agency Biography Social Media Campaign - (October 12, 2020 - October 23, 2020)

Client Biography Social Media Campaign - (October 12, 2020 - December 18, 2020)

Members Work Social Media Campaign - October 23, 2020 - December 18, 2020)

Sharing Articles: Facebook and LinkedIn Campaign - (October 19, 2020 - December 18, 2020)

Holiday Posts - (Halloween October 31,2020 & Thanksgiving November 26,2020)

Sago Website - (October 12, 2020 - December 18, 2020)

Sago Blog - (TBD)

## Budget

Out-of-pocket expenses: TBD