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/](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?