Assignment Instructions For this exercise, you will do the following: STEP 1 - Develop Personas (for the customer, the influencer, and the fan) To ensure that you understand what differentiates the customer, the influencer, and the fan from one another, develop a persona for each, specific to your organization. In developing your personas, remember: The customer has little to no loyalty toward the brand, so they really don't care to build an ongoing relationship. They just want any specific problems they have addressed. The fan has high levels of loyalty toward the brand and does want to create and sustain an ongoing relationship. The influencer is fine having an ongoing relationship with the brand, provided they are being compensated in some way for that relationship. Please note: Students are expected to create personas specific to their selected company. It is not appropriate for students to copy and paste generic personas available online. This project asks students to practices creating well-developed personas specific to their business including the following elements from the Content Marketing Template at minimum. STEP 2 - Set SMART Marketing Goals Clearly express the SMART goals for your program. Any marketing plan should begin with goals: set yours now, so that you can address how your proposed strategy aims to achieve the organization's unique business goals. Invest time in understanding SMART Goals. Review the week's lecture or conduct independent research to learn of SMART goals. Include the high level business goals of the organization: Identify the broader business goals of the organization. Create 3 Marketing Goals for the Program: Make SMART goals for the program you are creating Explain how each goals supports the organization in achieving its business goals. Include micro and macro conversations as appropriate. STEP 3 - Choose a Strategy for the Week 3 Project Decide which approach you want to use to complete the Week 3 New Media Marketing course project: 1) an Influencer Outreach Campaign or 2) a Brand Ambassador Program. Either approach will involve a mix of new media and traditional channels, as well as a cohesive strategy that aligns with your stated goals. Deliverable Please reference the rubric and live session for a project overview. Create the project file Determine if you would like to submit a detailed presentation (submitted as a PDF) or a narrated video presentations (submitted as a video file). A slide presentation (submitted as a PDF, not as Keynote or PowerPoint) - If you do not submitted a narrated video, ensure your slides thoroughly answer the assignment questions. A video podcast enhanced with slides (submitted as a video file - If you submit your plan as an enhanced podcast, include slides that complement the audio/narration. Full credit will not be awarded for an audio file with no visual element, or for podcasts that only use screenshots, with no slides supporting the narration. Podcasts should be 5 to 7 minutes long: maximum length is 10 minutes. Provide thorough and well-developed explanations on the following topics Introduce the case study company. Provide the three personas specific to your case study company (The Influencer, The Fan, and The Customer) based on the provided template. An explanation of your program goals. Go beyond “increase brand awareness” and make your goals fit the SMART format. For instance “increase traffic to our blog 100% in six months” or “reach 500 downloads for our whitepaper on environmentally friendly office administration within 6 months." Ensure that you use the SMART goal format to earn maximum points. Select the project you will create for Week 3: an Influencer Outreach Campaign or a Brand Ambassador Program. Explain which approach you want to pursue, provide details as to why it presents a better fit for your company or organization at this time. Consider these Notes If you consult outside sources, please cite them using proper APA format . You can do this either on a slide at the end of the presentation, or in a separate Word document. Upload the PDF presentation or enhanced podcast (.mov file) via FSO.