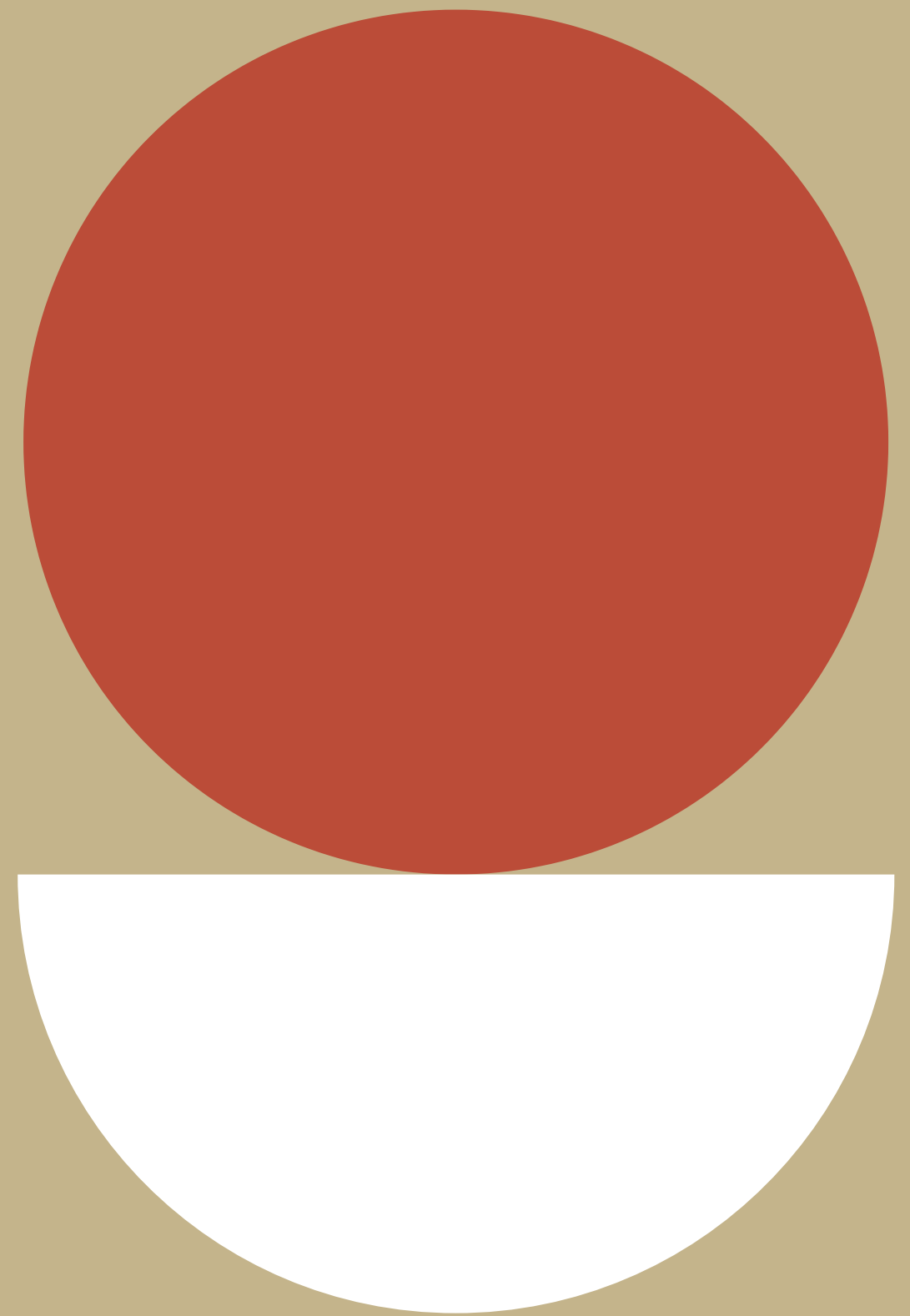


SOCIAL MEDIA COMMUNITY MANAGER

KEITH SANGO



SECTION A

TASK 1

Content Creation



Do you trust Artificial Intelligence

One of the most transformations technologies of our age is artificial intelligence (AI), Security risks and pertinent questions should be foreseen and elucidated before the technology takes over the world.

Like any other innovation Artificial Intelligence has its pros and cons but the big issue is whether we should trust it or not, and why?



Physical Car Keys to disappear!

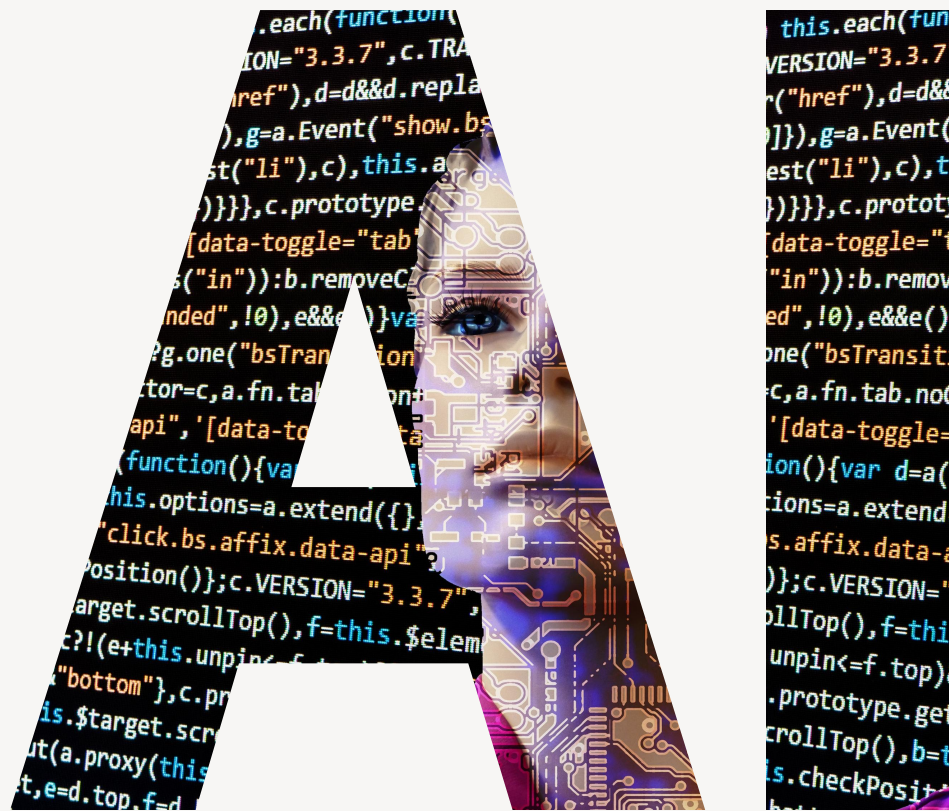
With keyless entry and ignition prevalent on modern vehicles, physical car keys are quickly becoming antiquated. And in a world in which we carry portable devices that allows instant access to our bank accounts or our vehicles via a mobile app, automakers and some suppliers are looking to ditch even key fobs.

What are the advantages and disadvantages of this technological advancement, And how will it impact the society?

SECTION A

TASK 2

Targeted Messaging



Hi Alice,

Do you trust Artificial Intelligence?

In the last 10 years we have seen a huge development and implementation in AI systems in various fields from customer service, automotive, retail, manufacturing etc. Due to the rapid technological advancement AI systems are bound to be part of our daily lives and the growing concern is whether we should trust Artificial Intelligence?

In your opinion, how has Artificial Intelligence impacted you and do you trust AI systems? : [LINK](#)

Much appreciated,

Keith Sango

ITS Congresses - Community Manager



Hi Alice,

Physical Keys to disappear!

With keyless entry and ignition prevalent on modern vehicles, physical car keys are quickly becoming antiquated. The use of smart phones and devices are slowly replacing physical car keys. A few factors to consider are security risks, how one can access their car if they lost their phone, protection from hacking and a lot more.

What are your thoughts on the replacement of physical car keys, advantages and disadvantages? : [LINK](#)

Much appreciated,

Keith Sango

ITS Congresses - Community Manager

SECTION A

TASK 3

Commenting

- **Ayesha comments:** Good question! The definition of Smart Cities keeps changing from time to time and there's nothing wrong with that. It's actually an encouraging sign because it reflects the progress we make with technology in shaping our world and our lives.

Response: I agree Ayesha, in your opinion what technological features and implementations need improvement in the world and our daily lives?

- **Barend comments:** The concept of smart city is pretty simple. Smart city will help people lead a safe, technologically advanced life.

Response: Thank you Barend but they are safety concerns with technology advancement like privacy and hacking which has resulted in people not using modern technology in their daily lives and how can this issue be resolved ?

- **Matt comments:** A city equipped with basic infrastructure to give a decent quality of life, a clean and sustainable environment through application of some smart solutions.

Response: Great point Matt! In most Smart Cities we often have a demographic of people not having a decent quality of life and how can some of these smart solutions be made available to everyone

SECTION B

TASK 1

Social Media Audit

Brand

The Social Effect comes across as a very engaging and top tier digital marketing agency. All social media platforms have intriguing and quality graphics that entice a visitor.

TSE is not just like an other agency, you are innovative and provide quality services. The reviews speak highly of the agency with a lot of good clientele feedback from internationally recognised brands, companies and people.

The digital footprint is well established with good content, each platform is tailored to engage a specific audience that uses that platform. Its not repetitive and monotonous across Facebook, LinkedIn and Twitter.

Improvements

Instagram

Use motion graphics to engage users. Include weekly weekly videos or podcasts on various topics and have guest speakers from various occupation fields and demographics to have a wide audience audience being directed to the page.

Facebook

Include video and motion graphics. Add posts relating to peoples daily lives and businesses to engage and drive conversations and audience engagement on the platform as well as to make people reshare the post helping us to reach a wider audience.

Twitter

More engaging tweets, threads and use of trending hashtags to reach a wider audience, get people retweeting and commenting. Interacting with other users and tags on relevant topics that will get users interested and interating with us.

LinkedIn

The only improvement would be post informative posts on our services and how we can help businesses as this is a platform we are likely to have a lot of potential clients.

SECTION B

TASK 2

Content Strategy



PERSONA NAME: Automotive Industry

AGE: No under 16

Gender: Male & Female

LOCATION: Birmingham, UK

JOB TITLE: CEO, Show room supervisor, Manager.
Purchasing officer, Sales Manager, Mechanical Engineer,
Automobile engineer, Manufacturer, Director

● Back Story

Automechanika Birmingham is the UK's leading exhibition for the automotive aftermarket, supply chain and vehicle production sectors.

● Values, fears and frustations

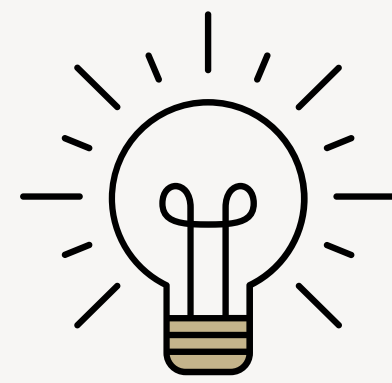
Satisfaction. Finding new suppliers with innovation. Visitors with purchasing authorities

● Goals and challenges

Driving business growth across the industry. Network with rest of the UK automotive industry, learn and showcase solutions.

● Marketing Message

Network and connect with quality buyers and top distributors from the UK aftermarket in one place.



CONTENT PILLAR

- 1. Body and paint world championship**
- 2. Booking an exhibition stand**
- 3. Automechanica 2019**
- 4. The big UK Garage Event**
- 5. Automotive aftermarket webinar series**

FACEBOOK

1. WORLD CHAMPIONSHIP

Are you one of the best in the body and paint industry? Join the body and paint World Championship and stand a chance to display at our upcoming Automachanica 2021 event in Birmingham! (Link)

2. BOOKING A STAND

Book today to exhibit at our 2021 event. Limited spots available! (Graphic + Link)

3. AUTOMECHANICA 2019

A video post of the 2019 event , with a call to action encouraging people to get tickets for the 2021 event..

TWITTER

4. UK Garage Event

The Big UK Garage Event at Automechanica Birmingham is the industry's leading exhibition for tools and equipment used in the workshop. Join over 500 exhibiting companies who take the opportunity to meet and educate garages. (Graphic + Link)

5. WEBINAR SERIES

In the first episode of our webinar our panel discuss the "new normal" for the UK Aftermarket looks like, what are the challenges and opportunities for the sector. Click the link below to watch! (Link)

SECTION C

TASK 1

Landing page copy

HEADING

SMART CITIES WEEK

2020 Washington, D,C / Sept. 21 - Oct 1

COMPELLING PARAGRAPH

A smart cities event convening leaders from cities, municipalities, states and countries from around the world, together with solution providers to architect the next generation of smart cities.

FURTHER EXPLANATION PARAGRAPH

You'll network with peers and smart cities experts, uncover solutions to common challenges, be among the first to see new technologies and approaches from solution providers, and tour some of the DC region's smart infrastructure projects that are delivering meaningful results with innovative programming created for city leaders who want to create more liveable, workable, and sustainable communities.

BENEFIT 1

Due to the extensive data we maintain on our Readiness Cities, we are able to match your organisation with a city that is "ready" in terms of decision-making, capability, budgets, and identified projects.

BENEFIT 2

Attend off-site workshops that allow you to see smart city projects in practice.

BENEFIT3

Based on your marketing goals and a city's state of Readiness, we create a customised experience that puts you at the table with the right cities

SECTION C

TASK 2

Adwords copy

2020 Smart Cities Week | Washington, D.C
Sept.21–Oct.1 | Buy tickets online now.

Convening leaders and groups together to architect the next generation of smart cities. Network with peers and smart city experts, uncover solutions and explore new technologies

