



Real World Problem Scenario

Scenario:

Social Media Traffic

Business:

Marietta and Beyond

Business Participant:

Christiane Marshall - Editor

Career Cluster(s):

Marketing

Grade Level:

6-12

Standards & Skills:

W.8.5 With some guidance and support from peers and adults, develop and strengthen writing as needed by planning, revising, editing, rewriting or trying a new approach, focusing on how well purpose and audience have been addressed

W.8.6 Use technology, including the internet, to produce and publish writing and present the relationships between information and ideas effectively, as well as to interact and collaborate with others

Problem Description:

Marietta and Beyond uses social media to drive traffic to the website. This marketing effort seems to work. How could social media traffic leading to Marietta and Beyond be increased.

Things to be considered or defined for the solution:

- More income could be generated if the public could go directly to the website for online magazine subscriptions