

# Creative Brief: Socially Optimized Landing Page

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## ASSIGNMENT \*

For this project, we are creating a socially optimized landing page for Facebook, Instagram, LinkedIn, Twitter and TikTok channels for the edX consumer brand.

## DELIVERABLES \*

The deliverables required for this project include:

- Site itself: Wire frame and execution of SEO optimized, mobile landing page for the five primary edX channels
- Video animation: Explainer video of what edX does to provide access to high quality education for users across the globe
- Consumer insight analysis: Platform specific social strategy as outlined in social playbook. Qualitative persona data roundup.
- Unique UTM parameters
- Website content: Copy for 4-5 sections of social landing page + Call to action

## BACKGROUND \*

### What is the problem we're trying to solve?

As social media managers, we are hyper focused on reaching new users to engage with our content, growing our following across channels and building a brand awareness that resonates. However, through customer feedback and data analysis, we're finding that 1) Prospective learners on social are not having the best possible experience on the edX landing page when they click the link in bio 2) Internally, we don't have an effective way of knowing which clicks, registrations and interested leads are coming from social referral.

### What is the goal outcome of this project?

The goal of this project is to develop a multichannel socially optimized landing page that move visitors in the funnel from awareness to consideration and conversion. With this landing page, we'll intuitively gain data about our consumer's behavior and preferences. This landing page will be a place for users to learn about edX in a human centered approach, get FAQs answered and relate and react to other learner stories.

### What is the projected business/revenue impact?

This initiative will allow us to move more users through the funnel and build a more actionable awareness for the edX brand and its offerings. We will be able to track and report on the following KPIs via the GA dashboard as a result of standing these pages up.

### KPIs to Measure

- Link Clicks
- CTR/Behavior on landing page
- Lead generation
- Course enrollment

*\* Items marked with an asterisk are required in all brief types unless otherwise noted \**

## Stakeholders to Include

- Josh Rudley, Digital media specialist
- Edward Elwell, Leader of the Marketing Operations and Web Content Publishing
- Video production team in Cape Town for animations and/or short form multimedia video
- Creative marketing group wireframing, design, brand style guidance, copywriting, etc.
- Wep Ops/Dev
- Compliance?

## TARGET AUDIENCE \*

### Where are they in the funnel? What is their current mindset?

They are in the brand awareness/discovery stage of the funnel. They might be aware of edX or learning about edX for the first time via social channels. They show interest in the offerings, subject matter, or the content itself, and may engage in order to learn or interact more. These users usually need more information to commit to trying out the product. They are seeking information, reviews, and indicators that edX is a trustworthy education provider.

### What action do we want them to take?

We want users to spend time on this landing page gaining information about edX offerings and the solutions we provide for their educational needs. We want them to view testimonials of previous learners and build a level of trust for the brand with hopes of eventually continuing on to the main website to view/register for courses or leave their information on the registration form.

## WIREFRAME SECTIONS

**1) Opening:** Bold text, short description, imagery + direction to hit play or autoplay animation

- CTA: Become an edX learner OR  
Access 15% off your first edX course

*Page break*

**2) Interactive product discovery:** Breakdown of edX most popular offerings in an interactive format – users are able to click on the product/icon they are drawn to and access a short summary of the product in an expanded view on the same page.

- CTA: Discover your academic edge with edX

*Page break*

**3) Testimonials evergreen reel:** ‘Newsreel’ of popular learner stories/testimonials, ~~most recent PR announcements~~ and evergreen resources from the blog.

- CTA: Learn more about edX

*Page break*

**4) Frequently asked questions:** Answer the questions and topics that our users have most questions about, per reddit threads, TikTok comments, and comment moderation tags etc.

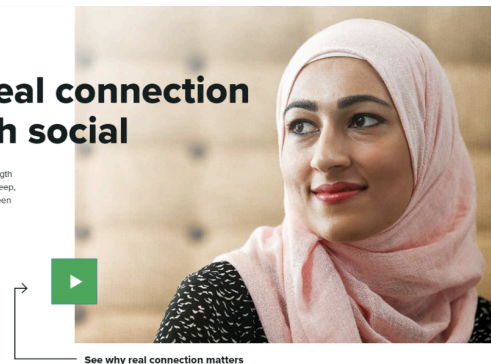
- CTA: Get 15% off your first edX course

*Page break*

Why Sprout Social?

### Build real connection through social

At Sprout, we believe the strength of social is its ability to foster deep, meaningful relationships between people and the communities, organizations and brands that matter to them.



See why real connection matters

**5) (Optional) Social Hour:** Here we'll highlight our most recent activity from the platform the user has come from. Underneath this, we'll plug links/icons for the user to navigate to our other social media platforms as well (including YouTube shorts?).

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## CONTENT + CREATIVE CONSIDERATIONS

- Layout and Design
  - Less is more
  - Built specifically for mobile, but also optimized for desktop. Include optimizations for viewing on mobile with sound off.
  - Feature a friendly, human face and bold lettering. Approachable/easy going copy.
  - [TikTok landing page](#) example (2022)
- Content
  - Video animation: Autoplay explainer video of what edX is and what we do to provide access to high quality education for users across the globe (creative brief to come for video team)
  - Testimonials or preview quotes of learner stories (redirect to main edX landing page)
  - Consider: Where are our CTAs leading to? edX website or [registration page](#)?
- Testing
  - SEO Considerations – Frequently asked questions
  - A/B Testing with varying user segments across platforms
- Qualitative data and consumer insights
  - Animated results from consumer insight gathering over last 60 days – Include: Where are our learners from, popular verticals, courses, elements of user personas.
  - Quote our online users using UGC from consumer insight gathering. Can be used for testimonials on landing page
  - Include this stats, outcomes, testimonials in the animated 'welcome' video on