

MELINIA ACADEMY



SOCIAL MEDIA MARKETING & PERSONAL BRANDING

**ASSIGNMENT / PRACTICAL
PROJECT**

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Rules:

- No copy-paste theory
- Use real platforms, real profiles, and real observations
- Every task must connect to business, career, or personal growth
- Think like a strategist, not just a content creator

TASK 1: UNDERSTANDING SOCIAL MEDIA MARKETING

Practical Understanding Task:

Choose **one brand or creator** you actively follow.



Explain:

- Why this brand/creator uses social media
- What business or career goal social media supports
- Difference between entertainment content and marketing content
- How social media helps in trust, visibility, and sales

Explain social media marketing as a **relationship-building system**, not a posting activity.

TASK 2: HOW SOCIAL MEDIA ALGORITHMS WORK (Practical View)

Observation Task:

Choose **one platform**:

- Instagram
- YouTube
- LinkedIn
- Facebook

Analyze:

- What type of content gets more reach
- Role of watch time, engagement, consistency, and saves
- Why some posts perform better than others
- Why followers do not guarantee reach

Explain algorithm behavior using **real examples** from your feed.

TASK 3: SOCIAL MEDIA FUNNEL CONCEPT

Concept + Application Task:

Explain:

- What a social media funnel is
- Difference between awareness, engagement, and conversion content
- Why selling directly on social media often fails

Practical Task:

Create a simple funnel for:

- Personal brand
 - Business brand
- OR



Show stages clearly from content to conversion.

TASK 4: FUNNEL-BASED CONTENT STRATEGY

Strategy Task:

Choose **one niche**:

- Education
- Fitness
- Fashion
- Finance
- Business / Marketing

Create content ideas for:

- Top of the funnel (awareness)
- Middle of the funnel (trust and engagement)
- Bottom of the funnel (leads or sales)

Explain the purpose of each content type.

TASK 5: CONTENT PLANNING & CONTENT CALENDAR

Planning Task:

Create a **14-day or 30-day content calendar** for one platform.

Include:

- Content type (reel, post, carousel, story)
- Content goal
- Funnel stage
- CTA
- Posting frequency



Explain why planning is better than random posting.

TASK 6: PERSONAL BRANDING (Core Concept)

Understanding Task:

Explain:

- What personal branding really means
- Difference between personal branding and being famous
- Why people trust people more than companies
- Long-term value of personal brand in career and business

Support your explanation with real examples.

TASK 7: PERSONAL BRANDING FOR STUDENTS & PROFESSIONALS

Practical Task:

Choose **one** profile type:

- Student
- Job seeker
- Freelancer
- Working professional
- Entrepreneur

Define:

- Your niche or expertise
- Content themes you would post
- Platform selection and reason
- Tone of communication

Explain how personal branding helps in opportunities and growth.



TASK 8: INFLUENCER MARKETING (Conceptual Understanding)

Understanding Task:

Explain:

- What influencer marketing is
- Difference between influencer, creator, and brand ambassador
- Why micro-influencers often perform better than celebrities
- Types of influencer collaborations

Use real influencer examples.

TASK 9: INFLUENCER COLLABORATION STRATEGY

Strategy Task:

Choose one brand (real or imaginary).

Create a collaboration plan:

- Type of influencer to target
- Platform selection
- Content format
- Message alignment
- Expected outcome (reach, leads, sales)



Explain how to measure success of influencer campaigns.

TASK 10: TOOLS FOR SOCIAL MEDIA MARKETING

Tool Familiarization Task:

Choose any four tools from below:

- Meta Business Suite
- Hootsuite
- Buffer
- Canva
- CapCut
- Google Trends
- Instagram Insights

Explain:

- Purpose of each tool
- When and why marketers use it
- How it supports strategy or execution

TASK 11: COMMON SOCIAL MEDIA MISTAKES

Critical Analysis Task:

Identify and explain at least 10 common mistakes, such as:

- Posting without a goal
- Copying trending content blindly
- Inconsistent branding
- No CTA
- Ignoring analytics
- Focusing only on followers
- Selling too early
- Not engaging with audience
- Overposting or underposting
- No niche clarity



Explain how each mistake affects growth and trust.

TASK 12: FINAL REFLECTION – MARKETER’S MINDSET SHIFT

Reflection Writing (Minimum 300 words):

Answer:

- How your view of social media marketing has changed
- Why strategy matters more than virality
- How funnels help in sustainable growth
- How personal branding can shape long-term career or business success
- How you will approach social media differently after this assignment

This task evaluates whether you think like a **social media strategist** or just a content poster.

Submission Guidelines

- Format: PDF, DOC, or PPT
 - Clear task-wise headings
 - Screenshots, sample calendars, or content ideas encouraged
 - Original thinking and analysis required
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