

E commerce. group project, mis class

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Speech Presentation/E-Commerce al Affiliation EVALUATION I choose the deployment of social media marketing to publicize the basketball team as well as make the general public aware of the charitable quest being undertaken by the team and its stakeholders. The reason as to why I picked social media marketing is owing to the fact that it is highly accessible to the majority population. A multitude of people are subscribed to just about all social network services. By choosing to advertise this charitable venture on a social media network, we ensure that the message reaches a great deal of people.

On the question of evaluation, it is very simple to gauge the success of the project. In the event that many people log into our site or share our advertisements and updates with their friends, we can safely conclude that the marketing aspect of the project is a success. Success would also be established by the increasing number of online donations or feedbacks. Social networks are bound to bring in plenty of feedback even those that are considerably impertinent. In an effort to isolate the effects of this kind of technology, the only thing that can really be done is actually ignore the irrelevant sort of feedback or response. The entire plan is to collect donations in the promotion of charity for the baseball team; any information pertaining to anything other than the main course is considered to be immaterial in all respects.

There is always a chance of failure in every venture undertaken in business. In other words, there is no guarantee of success in this case. Therefore, in case of failure, the charity group will take to the streets and literally publicize our project to people by word of mouth. Needless to mention, it is much

easier to persuade people on a personal level.

All in all, we do hope that this project will work and that the reception will be worthwhile. It is a good thing what the baseball team is attempting to do for charity and we hope that the public perceives it as so.

References

Zarrella, D. (2010). The social media marketing book. Beijing: OReilly.