

# Example of term paper on sales pitch

[Business](#), [Marketing](#)



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## **Part 1**

Answer

Opening

Hi Michael, this is Alfred Stevens calling from National Kidney Foundation.

You have been one of our best supporters in our bid to continue helping people with kidney problems by making donations.

I recognize that you are a really busy man especially during these hours of the day, have you got a minute?

## **Introduction**

We are a charity organization that helps people with Kidney problem by financing dialysis and kidney transplants. We have put smiles on faces of more than one thousand persons who had lost hope in life after developing different kidney conditions.

## **Quick next step**

I sought to extend an invitation to you for our 24th Annual Casino Night 12th December this year at Royal Spring hotel from 7 pm to Midnight. Tickets for the event are already retailing at all our offices countrywide.

The cash that will be raised during the event will be used to finance the noble cause of helping in the treatment of the people with kidney problems worldwide.

## **Benefit statement**

Among the guests in the Casino Night is the President of the United States of America, his Excellency Barrack Obama, and his wife Michelle Obama.

Individuals attending the event will have a chance to mingle with the presidency during the cause of the event.

## **Would you be interested in attending the Casino night?**

Setting the next steps

Thank you very Much Michael for your time. It was my pleasure speaking to you. Can I get your email so that I can send the ticketing details to you so that you can select the plan that suits you most? Please feel free to call me once you make up your mind on the ticket plan that you will decide, and I will have it reserved for you.

## **Signing out**

Thank you for your time and your continued support of National Kidney foundation. Have a nice time my Michael.

Answer

2015 Boston marathon

2015 Boston Marathon fundraising campaign is an event that will be held on April 20, 2015 and it is hosted in crowdwise. com, an online platform for hosting fundraising campaign. The URL of the specific campaign is: <https://www.crowdrise.com/2015BostonMarathon> . The campaign has so far has raised US\$ 1, 037, 331, and still has more than four months before he event starts. The campaign is a success as it has already received donations exceeding the one million dollar mark.

2015 Boston Marathon fundraiser has attracted various fundraisers and the most high profile fundraiser is Boston Children’s Hospital having raised US\$ 219, 949. Other top fundraisers are Norman Levy, Tom Thimot, Kiran Patwardhan and Brigitte Spillane.

The campaign can however achieve more success if more efforts are made in popularizing it on social media sites such as Facebook and Twitter.

Currently, the main campaign is has ignored social media platforms in its bid to raise awareness of the cause and hence get donations. The event has not attracted much publicity on google. com although this can be attributed to the fact that the event is still more than four months away.

## **PART 3**

### Answers

The position I picked in sports marketing industry is that of social media manager. The peer reviewed article that I decided to analyze is on social media and sports marketing, specifically focusing on examining the motivations and constraints of Twitter users. The paper examines motives and constrains that influences sports twitter consumption (STC) in regards to following athletes. It also tried to build a reliable and valid model through

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which researchers and practitioners can measure Twitter consumption-related motivations and limits.

The paper analyses various literatures in its bid to prove that twitter can be applied as a medium in sports marketing. The study analyses the social media growth from 1950s to the era when high speed internet access in early 2000s led to creation of social media networks. The paper also looks into relationship marketing and how social media provides the opportunity to focus on two of the main components that is communication and interaction. Motivation in sports consumption was also looked at by the paper and factors such as entertainment and fans feel of affiliation ranked among the motivations.

Methodology used in collecting and analyzing data in for the purpose of this paper was convenience of the undergraduate sampling of undergraduate students in Midwest University. Both male and female respondents were involved in the online survey and the measured items are entertainment, skills, economic and social. The data collected was analyzed using descriptive statistics, regression analysis and measurement model for it to give meaningful information.

The study concluded that social media sites like twitter can be used by sports firms to achieve fast and direct end consumer contacts at low financial costs. The study also found that information on ticketing of sports events and details of a sports activity can be passed through social media. The study is relevant to the job of a social media Manager as it gives a detailed advantages that an organization will accrue by using social media platforms in marketing. It indicates that social media can be used in

performing various tasks at very considerate rates compared to the traditional media. These includes passing of general information about the firm to the general public, advertising for tickets to sports event, and also receiving consumer feedback instantly. Social media also presents the chance of marketing sporting brands internationally to a diverse audience. Therefore, as a social media manager, use of social media in marketing the firm is an indispensable chance to let the firm have global reach.