

CHAPTER I

INTRODUCTION

1.1. Background

From the early analysis from the documents provided by the client, we found that our client wants to discuss marketing strategy and website design to help promote her organisations. This research will analyse all the theories and method to analyse the current state of the company and help them tackle all the problem that currently faced by Seven Continent Council

Seven Continents Council (SCC) is a new initiative established by Stephanie Woollard in Australia on October 13, 2020 (Seven Continent Council, 2021). SCC aims to become a global network of like-minded people who want to make the world a better place (Home | Our Global Vision, 2021). SCC is where people can be part of a community that allows them to join different programs to help progress them down a specific path. The ultimate vision is to help bring people's ideas and dreams to fruition(Home | Our Global Vision, 2021). This is done through online challenges, events, and a podcast for people to begin their chase for their passions.

1.2. Problem Statement

Based on the research, three main problems have been identified:

1. Popularity
2. Marketing
3. Time Constraint

1.2.1 Popularity

The client would like to build and enhance both organisation's brand awareness. Especially, Seven Continent Council is in its primitive stage with little acknowledgement from the media and the target audience. According to its vision of interconnectivity, Seven Continent Council must ensure a substantial market share to ensure its long-term growth.

1.2.2 Marketing

From a marketing standpoint, Seven Continent Council has yet to define clear goals or SMART (Specific, Measurable, Attainable, Realistic, Time-Bound) objectives. Furthermore, as Seven Continent Council is a new project, there is little data or information regarding any successes or failures. Thus, the client's goal is to establish a concrete foundation for the development of the Seven Continent Council.

1.2.3 Time Constraint

As the client is highly involved in her current organisation, she does not have the luxury of monitoring seven Continent Council performance closely. Additionally, as the project duration is less than three months, it will prevent the team from accessing and modifying the plans accordingly for the project to thrive.

1.3. Problem Scope

The scope of the problem and objectives that will thrive for this project will be described as:

1. A report is consisting of SCC's marketing strategies and research findings of product (documentary) launches.

2. The SCC launch investigation will heavily be focused on an activity or product launch and social media campaign.
3. Analytic tools implemented in the SCC's Facebook page to observe the engagement and target audience.
4. The team also will conduct the podcast research for SCC to deliver a successful podcast based on a similar popular podcast.
5. A website wireframe will be designed using a prototype tool, and there will be a guide to maintain and increase website traffic.
6. The website wireframe created is a company profile type of website consisting of five main pages: home, about, challenges, contact, and blog.
7. The client will provide the website's content from the start of the project until the project is finished.
8. The website design will be limited to wireframing for client references during the website creation.

1.4. Project Objectives

1. To collect valuable quantitative and qualitative knowledge via data analysis of the organisations' current database and subsequently discover customer insights, such as the target audience's demographic, interests, brand touchpoints, communication channels, etc.
2. To research and assist the client in choosing the most suitable target audiences for Seven Continent Council and in creating specific customer personas for marketing insight generation processes
3. To create suitable three-month marketing strategies for Seven Continent Council, with a focus on digital marketing and social media platforms

4. To research successful product launches, guide the organisations in future launches for the upcoming launches Facebook page for Seven Continent Council.
5. Develop detailed manuals on high-quality posts (such as podcasts, blogs, etc.) for content marketing strategies. Target audience segmentation and specific organisational objectives are considered to achieve the highest reach and engagement.
6. To design new and improved website wireframes to replace or modify the existing website, with specific goals and objectives considered
7. To execute and achieve short-term objectives, monitor SCC's performance and make relevant adjustments within three months to point SCC in the correct direction for the long-term future.

1.5. Research Benefits

By formulating digital marketing strategies for Seven Continent Council will help increase brand awareness for the digital footprint, boost audience engagement in social media and website, and improve content creation. Furthermore, the wireframe design proposed might improve the audience touchpoints and improve the website so that it will more accessible and improving the traffic for website visitors. Finally, the manuals created to consist of documentary launch and website maintenance will help the Seven Continent Council after the project finished and provide guidelines for documentary launch.

1.6. Writing Systematics

The writing systematics will be consist of five chapters, background, theoretical basis, research methodology, result and discussion and conclusions. First, the background will depict all the steps and the idea behind the project. Next, the

theoretical basis will discuss the theory and terms used for analysing the data. Then, the research methodology will explain all the steps used to achieve the result and discussion. After that, the result and discussion will present all the findings and analysis investigated during this research. Finally, the conclusions and future work will clarify all the work done and recommend for the future project.