

CHAPTER V

CONCLUSIONS AND FUTURE WORKS

5.1. Conclusions

Seven Continents Council is a humanitarian project pioneered by Stephanie Woollard. Three main problems that the client raised for both organisations were popularity, time constraint and marketing. After researching both of the organisation's current state of the art, we finalised the marketing strategies for both organisations to apply. The devised strategy consists of formulating marketing strategies, designing wireframes and creating manuals. All the strategies primarily used to increase the engagement, audience reach and return visitors. In addition, we created manuals for product launch and podcast to improve Seven Continents Council's podcast creation and documentary launch.

The strategies devised for Seven Continent Council used within three months. However, despite having the marketing strategies for the three months, it is always good to constantly update and revise the strategy based on customer feedback and follow the current trend whenever possible.

There are some limitations and restriction that encountered while developing the marketing strategy. There might be a delay for the strategies outcomes; for example, it might take longer than expected to see successful results. The wireframes are limited to the website structure, so it may not change drastically to the current website and the time constraint we have to deeply discuss and have feedback from the client. Therefore, the marketing strategies and manuals are only

acting as a guideline, and it is essential for the organisations to be adaptable and flexible to cope with any unforeseeable circumstances.

5.2. Future Works

For the improvement of current works, some of the other analysis methods and goals creation can be used; for example, another approach called the FAST (Frequently discussed, Ambitious, Specific, Transparent) framework for determining objectives rather than the current framework. Another thing to consider is that the three months can be extended into six months and review the result by analysing the statistic once a month.