**Mohammed Mahin Ibnay Mamun - 346584**

**Business requirement report**

About my business:

The product which I will base my overall social media platform is trainers. These trainers are my own creation of trainers. On my social media platforms, I will be posting images and videos of my products. However, I will also create a webpage where I will display all my products and have a checkout for my customers. The social media platforms which I will use to sell my trainers are Facebook and tiktok. The reason my business will use these two platforms is because they are exceedingly popular known apps. Another reason I chose these apps is because they are extremely easy to promote products on and get lots of views. I could use Facebook ads to promote my products, or I can create my own business group on Facebook which can be shared with other groups. Aswell as using groups and ads I can also promote my trainers on the Facebook Marketplace, which has over 800 million users. The reason I will use tiktok is because it is one of the most popular social media apps with 689 million users so far. I can also use hashtags and get my video on the foryoupage which will gain me a lot of views. Facebook appeals more to the older target audience whereas with tiktok I will be able to reach out to teenagers Aswell.

Business requirements for an organisation:

When starting out an organisation you should consider using a social media campaign. Social media campaign is using platforms to promote your goods and products. The overall goal of this would be to see great progress in your business. To do this, you will need to promote your product on social media in any way and hope to see purchases from your website.

Organisation requirements:

Social media platforms are suitable for organasitions . Target audiences are required for each platform of social media. social media platforms which may be used for organisations are twitter. This is because with twitter you can send tweets and posts aswell as just post a video.

YouTube, TikTok and Facebook are good for organisations who choose to use social media as a way of promoting their brand or campaigning. The reason for this is because on those social media platforms you can: post videos, send texts, post stories and many other contents.

When using the social media platforms: YouTube, TikTok and Facebook it is much easier to reach your audience. One reason businesses succeed is because they communicate with their audience. Reaching out to your audience will make your overall organisation better, this is because you will receive more shares and a wider audience. If you do not communicate with your audience, they will not be interested in your product. For example, if I had a tiktok page and I was showing one of my trainers there, then a customer may ask for sizes and prices. In this case I can use tiktok direct messages or I can reply to the customer's comment.

Target / criteria

If you want your organisation to succeed, then you must have a target/criteria. An example of this would be that the organisation should make targets such as gaining a certain number of followers/subscribers - by the end of the week/month. The social media campaign goal would be to interact with your customers. However, as a primary goal, it would be set as promoting products. For example, with my business it would be promoting the trainers, this is because the trainers are my product. Goods and services should also be promoted. The only way in which the organisation can fail is only if they fail to reach out to new customers/audience. Furthermore, if the organisation does manage to reach the target, then they will see some success in their business. For example, if I had a target to reach 100 followers and I was successful in that task then I may get a few sales compared to if I could not reach 100 followers only 15 then their chances of success in my business would be much lower. Therefor it is vital to have a target.

A notable example for a business goal or target would be aiming to reach about 30-60 subscribers or followers withing the first week of creating the social media platform account. Once this target has been reached, it would be acceptable to increase the number of subscribers or followers. However, this should be limited. You should not set your target too high as it is highly unlikely the organisation to grow extremely fast. My trainer business is new. Therefor if I have not reached 30 followers in the first week then I cannot increase my target to 100 for the next week. It would be best to increase my target to 100 once I have accomplished my first target which was 30.

Timescales and the responsibilities:

For a new organisation, it is necessary to set time against the content posted on each platform which is being used. To organise this, the organisation needs to have an action plan. Having an action plan would allow you to know when a certain person in your organisation is posting. These are crucial for organisations who work with more than one person. However, if you are working on your own it is still beneficial. For my trainer business, the action plan will be displayed in the style of a timetable. Having a timetable is a truly straightforward way to view the action plan.

Choosing specific platforms:

Depending on your organisation it is a key concept to choose the greatest platform depending on your organisation. The three which can fit most organisations are YouTube, TikTok and Facebook. The reason for this is because they have more than one option. To expand on this: you can post a video, post on your story, post on Facebook Marketpage and you can use groups. Utilising these different methods of posting will allow you to reach a wider audience. With this comes another target. At this point, your main target is to get conversions from your: posts, texts, and videos to your website/webpage. The reason you want this conversion is because your product is being displayed for sale on your website not on the social media platform.

Analytics:

Data or statistics are analyzed by means of a systematic computer program. Analytics is an especially principal factor for your business /organisation. This is because using analytics can really boost your organisation or can cause it to drop. Knowing when you have most traffic is particularly important because it can tell you how and when you are attracting the audience. An example of this would be seeing that you are getting a larger audience. At the same time one of your posts may be getting a lot of shares whereas another might not be getting any. Reading and scanning through this will let you know how you are gaining. Once I see this, I will post more videos hoping that in return my social media platform will receive more overall shares.

For my business, I will use the tiktok analytics to check if my business is doing well. I will know this by the daily number of likes, views, comments and shares I get. If I see a decrease in overtime, I will know my business is not doing well. However, if I see that my views,like,comment and shares are increasing I will know that my business is doing well.

I can also track my progress on Facebook by using Facebook insights. With Facebook insights, I can check the amount of page views, new users and the peak traffic times. The peak traffic time will give me a good view of what time to post and when I will reach most views. The new user view tells me if I am getting new viewers and if new people are interested in my product. Page views show me if people are interested in my product.

Target audience

* Interests and topics:

It is important to know your target audience. When using social media campaigns, you should always have a certain/specific target audience. This can vary from gender to age and even location. As my organisation is selling trainers, I can successfully appeal both male and females. The reason for this is because I can get trainers for both genders and unisex. I can also vary in age. I can do this because with age comes shoe sizes and I have a wide range of trainer's sizes to sell.

* General statistics:

When looking at general statistics, it is key to check on the user base which are age, location and gender, Age is a crucial factor when looking at social media. This is because most social media users are around the age of 17-30. The reason is because social media requires specific ages. For example, Facebook requirement is 18. The disadvantage to this would be young children will not be able to view the content of my product. However, it will not really have a significant impact because they will just skip and look at something which interests them more. Example - toys and cartoon.

Keywords:

Throughout this project, I will be using many keywords. For example, I will use the word trainers. This is my main keyword throughout because it defines my product. I will use male and female. These 2 words will surely be on my webpage as navigation. Therefore, it will also be a keyword.

I will be using trending hashtags on tiktok. For example (fyp ,foryou , foryoupage , official and trending). Using these keywords as hashtags will guarantee me more views as it will share my post on tiktok to a much wider audience.

I will also be using Facebook ads and tiktok adds. I will do this towards the middle of the second week once I have reached my first targets. By doing this I will be paying for my video to get advertised. The result of this means I will get a lot more views which can lead to more conversions meaning I will be getting more sales.