

COIS-ADMN 3750 Fall 2021 Assignment 1 Report

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Prepared for Sofie Andreou and Thomas Hughes

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URL : <https://innovfin.ca/>



Chosen Topic:

Chapter 1 : 9 Steps to your Social Strategy

(Especially focusing on Keywords and Hashtags)

Question 1: Why do you think the business you have chosen is using the best practice online?

I believe that the business I chose, is quite different from the other businesses I have seen so far in the examples and discussions. This business – *InnovFin Consulting Inc* – is a platform of knowledge, of consultation and not just products. It is not very surprising to see the growth of science today. One can say that the technology has grown at an exponential rate. There are so many advanced technologies that have been in topics of many circles, be it a simple chat among teenagers or a professional jabber among colleagues. Blockchain, Artificial Intelligence, Augmented and Virtual Reality are few of these advanced technologies that Elon Musk has also shown his interest in. Having a business revolving around these topics is not only promising but at the same time adventurous since there would be many competitions and expectations from the business. This is actually the company that I was lucky enough to get a chance to work for almost 8 months in 2021. Hence going through and understanding the 9 steps to social strategy I realized that I have been a part of the company while they were using this, I was just not aware to realize. This company does have an office in Peterborough, however since Covid, their entire business has moved online.

If we go to their website, it is very clear what the ‘purpose’ of the business is – it is a consultation company that will be talking about a few advanced technologies. There is also a personal video message from the CEO herself explaining the purpose. The practice that I believe the business has been using and has proven to be their best practice online is using two of these strategies – keywords/ hashtags and knowing their target audience. This is a Startup company, and we all know a proper online presence is required – for which we need digital marketing. And being in a technological field especially with a woman CEO, it could be debatable, but I have witnessed myself and therefore I believe, a little extra effort is required to make their presence known. By using the right keywords and hashtags in their posts on LinkedIn, the business is ensuring a step towards success. As seen in the LinkedIn demographics there are a lot of users within the age group 18 and 34 which is the target audience of a business focusing on advanced technology. Age groups after 35 do not start leaning into some new field easily. Also, LinkedIn is a professional platform, no personal Hawaii trips, but professional and educational growth, politics and current affairs are discussed. This means that if an educational consultation business is able to form a good presence on LinkedIn, not only will they achieve good clients but also learn and get connected to pages that will help them grow as a business.

<https://bit.ly/3iisGU3> : This is one of the relevant examples of how the business has been using the best practice. As we can see, there are proper keywords used surrounding the topic of

discussion like blockchain, webinar and network. These may seem like simple words, but when a user searches for upcoming webinars because he/she/they is interested in attending one, they will be pointed to this post and that way they will know about InnovFin and what their business has to offer. Also, one thing to note is, that every post has some keywords/hashtags used definitely, and these posts are made timely.

This is the reason I believe that InnovFin has been using this best practice online – to secure a good online presence and spread knowledge about them.

Question 2: How do you think this best Practice has helped this business online?

The best practice has helped the business achieve many clients and recognition among few other businesses within the field. One of the clients that I am aware of because I was there working with InnovFin for them was possible because of using this best practice (this is a recent and relevant example from Summer 2021). The right keywords in their posts helped the business's posts come on the pages of the client and they approached InnovFin asking the CEO to teach one of their Blockchain Courses for their Summer Expo. As a consultation and educational platform, this was not only a huge opportunity for InnovFin to meet a few other clients that could help them grow, but also a great exposure for their business. They learned and recognized the ways that a course can be delivered in. There are many different ways of making a module, no two schools have the exact same curriculum, but how does one know what would be better for their business? What curriculum/method would they be comfortable with and excel in? With this exposure, InnovFin was able to understand their best suiting method of teaching. Now I can not go too much into details for obvious NDA reasons, but this was a good opportunity for InnovFin.

Few of the posts of InnovFin on LinkedIn are on some of the events or webinars that they were holding. Every post about these events and webinars included specific keyword that when searched by someone would definitely take them to their post and hence improving the audience number. Also, all these posts are usually re-shared by the other employees on their personal pages and, hence widening the viewers. A start-up company does not have too many people and hence it is easy to convey the message among colleagues to re-share a post, how long does that even take right?

<https://bit.ly/3ieyz4z> : This is one of the recent relevant examples of the best practice benefitting the business. The CEO got invited as a panelist to the Peterborough Chamber of Commerce Leadercast, where she will be talking about entrepreneurship while also promoting her business.

For a Startup company, such exposure due to a good practice helped them achieve client and also increase their popularity. Thus this best practice that they adapted helped the business online.

I would also like to add, that all the information I have been discussing about has been from their website and LinkedIn Page. None of the information that I received while working with InnovFin have been disclosed in any way or form.

References

Use https://owl.purdue.edu/owl/research_and_citation/apa6_style/apa_style_introduction.html as your guide on formatting your in-text citations and reference list

InnovFin Consulting Inc. | LinkedIn.” *Https://Innovfin.ca/*,
<https://www.linkedin.com/company/innovfin/>.