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Online Marketing and SEO Plan

Who is the client? What is the product or service? What are the strengths, weaknesses, opportunities and threats (or SWOTs) involved with this product or service? Are there existing research, reports and other documents that help you understand the situation?

The client is anyone interested in exploring an alternative approach to violence; therefore, there is no specific target age, population or culture. In fact, the aim is to design the content such that anyone would be able to access it and understand it. However, a mediocre knowledge of English is required, which could be a potential barrier.

Overview: What is the project? What are we designing and why? Why do we need this project? What’s the opportunity?

The service provides a platform to self-reflect on one’s view on violence and, in the best case scenario, to re-evaluate them. It offers many topics to challenge the central issue multi-laterally, tackling the issue by gradually eradicating one prevalent theme, through the process of pulling into pieces its constituents.

Drivers: What is our goal for this project? What are we trying to achieve? What is the purpose of our work? What are our top three objectives?

It serves as a means of self-inquiry and therefore it must be as clear, transparent and informative as it can. The design should reflect this as it should aid communication. For instance, it should facilitate the navigation and it should direct one’s interest into other sources, to pique one’s interest and to pull them deep into the topic.

Audience and Tone: Who are we talking to? What do they think of us? Why should they care? How should we be communicating? What adjectives describe the feeling or approach?

The writers do not want to give the impression that they are serving an answer on a silver platter. The issue is inherently complex and should be explored accordingly to one’s needs, ideals and morality. There is no easy answer and so the audience should feel like we are arrogantly reaching any conclusion. Everyone should care because violence, in one way or another, has influenced everyone’s life. To deny it would be hypocritical, but to shape and transform the way we tackle it is essential. Therefore, the tone should be conversational but keeping the use of a good and appropriate vocabulary.

Competitors: Who is the competition? What are they telling the audience that we should be telling them? SWOT analysis on them? What differentiates us from them?

There is no single concrete competition, violence (or its perpetrators) is, if you will. Therefore, the nature of the website is centred on this alternative perspective differentiates itself from it.

People: Who are we reporting to? Who exactly is approving this work? Who needs to be informed of our progress? By what means? It is a free form-writing and means of expression, therefore no one has to approve the work. It is a way to convey one’s ideas and opinions; if anyone does not agree they are free to leave the space. That being said, it is important to keep in mind to respect evert potential reader and minimise offensive or derogatory content. This freedom can be reflected in the design and in other stylistic choices.

INSPIRATION

<http://www.bbc.co.uk/ethics/war/against/nonviolence.shtml>

<https://nonviolence.com>

<https://paceebene.org/whynonviolence>

<https://ncadv.org/learn-more>

<https://www.justfacts.com/guncontrol.asp>