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1. Developing Business Case

Types of Content that my organization uses and creates:

My organization Team SoloMid — TSM for short — uses **data content** such as data tables and charts for recording data regarding marketing and **social media content** by utilizing social media platforms such as Instagram, Twitter, Facebook, YouTube for uploading content.

Types of Content Identified

The types of content that I identified within the organization are images, promotional videos, pictures, and data tables — the majority of which that are part of the social media promotional content for TSM.

Description of Business Plan

I plan to develop a business plan that focuses on displaying how exactly my organization is growing. This can be done in ways such as displaying data content that show information such as website viewership, sales, etc. I think by doing so, it allows the public to get an idea of where my organization is at and can get a better picture of the organization's potential as well.

2. Content Inventory

ID	Navigation Title	Page Name	Last Updated	Content Type	URL
0	Home	Home	5/2/21	Web page	https://tsm.gg/

1	Facility	Facility	5/2/21	Web page	https://facility.tsm.gg/
2	Calendar	Calendar	5/2/21	Web page	https://tsm.gg/calendar
3	Teams	Teams	5/2/21	Web page	https://tsm.gg/teams
3.1	League of Legends	League of Legends	5/2/21	Web page	https://tsm.gg/teams/lol
3.2	PUBG	PUBG	5/2/21	Web page	https://tsm.gg/teams/pubg
3.3	Fortnite	Fortnite	5/2/21	Web page	https://tsm.gg/teams/fn
3.4	Smash Bros	Smash Bros	5/2/21	Web page	https://tsm.gg/teams/sb
3.5	Apex Legends	Apex Legends	5/2/21	Web page	https://tsm.gg/teams/apex
3.6	Magic: The Gathering	Magic: The Gathering	5/2/21	Web page	https://tsm.gg/teams/mtg
3.7	World of Warcraft	World of Warcraft	5/2/21	Web page	https://tsm.gg/teams/wow
3.8	Valorant	Valorant	5/2/21	Web page	https://tsm.gg/teams/valorant
3.9	TFT	TFT	5/2/21	Web page	https://tsm.gg/teams/tft
3.1.0	Chess	Chess	5/2/21	Web page	https://tsm.gg/teams/chess
3.1.1	Twitch	Twitch	5/2/21	Web page	https://tsm.gg/teams/tw
4	Careers	Careers	5/2/21	Web page	https://tsm.gg/careers
5	Partners	Partners	5/2/21	Web page	https://tsm.gg/partners
6	Branding & Gallery	Branding & Gallery	5/2/21	Web page	https://tsm.gg/gallery
7	Store	Store	5/2/21	Web page -> online e-commerce store	https://tsmshop.com/
8	Contact Page	Contact	5/2/21	Web page/contact form	https://tsm.gg/contact

3. Content Gap Analysis

ID	Navigation Title	Gap Analysis (Main Areas of Improvement)
0	Home	
1	Facility	Marketing Gap - Outdated date of opening year for TSM Esports Facility, so updating it and promoting it more on social media can create more exposure to the new building.
2	Calendar	
3	Teams	Promotional/Marketing Gap - Potential to market teams if teams had individual social media pages
3.1	League of Legends	

3.2	PUBG	
3.3	Fortnite	
3.4	Smash Bros	
3.5	Apex Legends	
3.6	Magic: The Gathering	
3.7	World of Warcraft	
3.8	Valorant	
3.9	TFT	
3.1.0	Chess	
3.1.1	Twitch	
4	Careers	Promotional Gap - No promotion of career page on LinkedIn and Indeed (popular career sites) so exposure there would be nice
5	Partners	
6	Branding & Gallery	
7	Store	Consumer Gap - Could potentially update e-commerce store site with newly updated graphic design logos in order to appeal to consumers visiting the website
8	Contact Page	Promotional Gap - Contact form could also include typical response time so that any inquirers can get an idea of how long they have to wait in order to hear back from TSM reps.

4. Developing Content Plan and Strategy

I. Business Case Summary

a. Executive Summary of Team SoloMid

i. Product Overview

1. Discuss who the audience is, what the product is, and what needs to be implemented

II. Types of Content

- i. Web page
- ii. Online e-commerce web store
- iii. Videos (i.e. YouTube)
- iv. Social Media (i.e. Facebook, Twitter, Instagram, YouTube, Twitch)

III. Gap Analysis Findings

- a. Marketing Gap (TSM Facility Page)
 - i. Outdated date of opening year for TSM Esports Facility, so updating it and promoting it more on social media can create more exposure to the new building.
- b. Promotional/Marketing Gap (TSM eSports Teams)
 - i. Potential to market teams if teams had individual social media pages
- c. Promotional Gap (TSM Careers)
 - i. No promotion of career page on LinkedIn and Indeed (popular career sites) so exposure there would be nice
- d. Consumer Gap (TSM E-Commerce Web Store)
 - i. Could potentially update e-commerce store site with newly updated graphic design logos in order to appeal to consumers visiting the website
- e. Promotional Gap (Contact)
 - i. Contact form could also include typical response time so that any inquirers can get an idea of how long they have to wait in order to hear back from TSM reps.

IV. Necessary Steps

- a. Promotional Gap for TSM Careers Page
 - i. Work on creating a LinkedIn/Indeed post to provide more reach for opportunities
 - 1. Helps for people looking for experience/job opportunities with TSM

References

TSM, 2021, Team SoloMid, accessed 20 May 2021, <<https://tsm.gg/>>