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UCR Extension: Technical Communication – MGT X424.15 - Content Strategy

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## 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.

## Content Inventory

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **ID** | **Navigation Title** | **Page Name** | **Last Updated** | **Content Type** | **URL** |
| 0 | Home | [Home](https://tsm.gg/) | 5/2/21 | Web page | <https://tsm.gg/> |
| 1 | Facility | [Facility](https://facility.tsm.gg/#explore) | 5/2/21 | Web page | <https://facility.tsm.gg/> |
| 2 | Calendar | [Calendar](https://tsm.gg/calendar) | 5/2/21 | Web page | <https://tsm.gg/calendar> |
| 3 | Teams | [Teams](https://tsm.gg/teams) | 5/2/21 | Web page | <https://tsm.gg/teams> |
| 3.1 | League of Legends | [League of Legends](https://tsm.gg/teams/lol) | 5/2/21 | Web page | <https://tsm.gg/teams/lol> |
| 3.2 | PUBG | [PUBG](https://tsm.gg/teams/pubg) | 5/2/21 | Web page | <https://tsm.gg/teams/pubg> |
| 3.3 | Fortnite | [Fortnite](https://tsm.gg/teams/fn) | 5/2/21 | Web page | <https://tsm.gg/teams/fn> |
| 3.4 | Smash Bros | [Smash Bros](https://tsm.gg/teams/sb) | 5/2/21 | Web page | <https://tsm.gg/teams/sb> |
| 3.5 | Apex Legends | [Apex Legends](https://tsm.gg/teams/apex) | 5/2/21 | Web page | <https://tsm.gg/teams/apex> |
| 3.6 | Magic: The Gathering | [Magic: The Gathering](https://tsm.gg/teams/mtg) | 5/2/21 | Web page | <https://tsm.gg/teams/mtg> |
| 3.7 | World of Warcraft | [World of Warcraft](https://tsm.gg/teams/wow) | 5/2/21 | Web page | <https://tsm.gg/teams/wow> |
| 3.8 | Valorant | [Valorant](https://tsm.gg/teams/valorant) | 5/2/21 | Web page | <https://tsm.gg/teams/valorant> |
| 3.9 | TFT | [TFT](https://tsm.gg/teams/tft) | 5/2/21 | Web page | <https://tsm.gg/teams/tft> |
| 3.1.0 | Chess | [Chess](https://tsm.gg/teams/chess) | 5/2/21 | Web page | <https://tsm.gg/teams/chess> |
| 3.1.1 | Twitch | [Twitch](https://tsm.gg/teams/tw) | 5/2/21 | Web page | <https://tsm.gg/teams/tw> |
| 4 | Careers | [Careers](https://tsm.gg/careers) | 5/2/21 | Web page | <https://tsm.gg/careers> |
| 5 | Partners | [Partners](https://tsm.gg/partners) | 5/2/21 | Web page | <https://tsm.gg/partners> |
| 6 | Branding & Gallery | [Branding & Gallery](https://tsm.gg/gallery) | 5/2/21 | Web page | <https://tsm.gg/gallery> |
| 7 | Store | [Store](https://tsmshop.com/) | 5/2/21 | Web page -> online e-commerce store | <https://tsmshop.com/> |
| 8 | Contact Page | [Contact](https://tsm.gg/contact) | 5/2/21 | Web page/contact form | <https://tsm.gg/contact> |

## 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. |

## Developing Content Plan and Strategy

### Business Case Summary

* 1. Executive Summary of Team SoloMid
     1. Product Overview
        1. Discuss who the audience is, what the product is, and what needs to be implemented

### Types of Content

* + 1. Web page
    2. Online e-commerce web store
    3. Videos (i.e. YouTube)
    4. Social Media (i.e. Facebook, Twitter, Instagram, YouTube, Twitch)

### Gap Analysis Findings

* 1. Marketing Gap (TSM Facility Page)
     1. 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. Promotional/Marketing Gap (TSM eSports Teams)
     1. Potential to market teams if teams had individual social media pages
  3. Promotional Gap (TSM Careers)
     1. No promotion of career page on LinkedIn and Indeed (popular career sites) so exposure there would be nice
  4. Consumer Gap (TSM E-Commerce Web Store)
     1. Could potentially update e-commerce store site with newly updated graphic design logos in order to appeal to consumers visiting the website
  5. Promotional Gap (Contact)
     1. 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.

### Necessary Steps

* 1. Promotional Gap for TSM Careers Page
     1. 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/>