**Data Model**

The data model is a description of information you worked within your project.

Customers- looked into what CRM tools SEGA uses that will help the company communicate, as well as the demographic that SEGA communicates with. That helped in order to find who their established audience were.

Competitors – Looked into other companies such as Konami and Namco Bandai as wells as looking at how they connect with customers. Konami use normal social media sites with no tools and Namco do the same however; they have a community in their website, which include many features such as customers collecting points.

Social Media Platforms - looked into top social media sites that SEGA were not using in order to attract more customers to the company and their products. An example is Instagram, which is a rapidly growing website as well as popular one and if the company started to use this platform, then they would get new customers who use the site, increasing more followers to the company.

Tools – There were different types of CRM tools, which had been looked into, and the best option that fitted SEGA’s requirements was the one chosen. In this case, that would be HootSuite and the other options that ended up not being selected included Agora Pulse, Zoho Socail, EveryPost and MailChimp.