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Business Cases

Business Case 5: New Content Website

I. EXECUTIVE SUMMARY

Large Media Company is a brand directed towards reaching greater heights in the media consumption industry. With this pandemic, we were sent on a mandatory quarantine that left a significantly large majority at home for the past months. In quarantine, we have spent more time-consuming media and spending time with our beloved feathered or furry friends. With this, there is a rise in necessary pet care. Because of this increase in media consumption, we would be able to solidify our web presence as a media company.

The main plan of action will include increasing the media creation team and hiring one or two more web & mobile developers. We can continue doing what we are already doing, creating, and posting media to the internet, but now with another branch. This increase in media coverage will bring in more advertisement revenue from the other website(s), increase the time that each viewer will spend on the site, solidify our brand name recognition, and bring in more loyal subscribers.

We have already built our company on such methods, and adding another branch will further develop our branding. It was shown that, on average, 75% of users judge the credibility of a company based on their website design ^[1]. Knowing this, as long as the website design is sufficient, we can write about any media we would like.

II. BUSINESS NEED

As of now, we only cover a particular aspect of media. This limits the number of returning and new users and subscribers consuming our media at any one given time. Especially now, there is no better time to broaden our audience than now, when everyone is home with their pets. This media aspect niche can be attained through a well-maintained informative website. The website allows people from anywhere on the planet to get information about their cherished pets. Due to lockdowns, approximately 60% ^[2] of businesses and stores have been permanently shut down. This decreases the number of physical locations in which people can bring their pets if they require intensive care. These scenarios can be prevented with informative and catchy information.

III. PROJECT OVERVIEW

This project's entirety will be to expand the media coverage to now cover pet care and maintenance. Due to pandemic lockdowns, there is an increased time that people are spending at home with their pets^[3]. Because of this, there is a new increased group of people who we can cover media for. This increase in coverage will allow a more significant number of subscribers to our media outlet and more advertisement space on our web site(s). This will enable the company to grow further and bring in more active subscribers and consumers of media.

Additionally, another writer^[4] and a web developer^[5] would assist in creating new media and website development. The company's weekly schedule is to generate articles for two days and then publish on the third via the website. While on the website, sponsors and advertisers can have their content placed on the articles for additional revenue.

With the website's creation, it has been stated it takes fractions of a second for a user to determine whether a website is worth browsing ^[1]. This describes the need for a proper front-end developer to maintain the face of the site. With a front-end developer, there is also a need for at least one back-end developer to keep the servers and the website's integrity. The stack team will have access to machinery to create websites, access to a company-wide server, and handle all aspects with the various sponsors and advertisers. They will have access to the company's treasury and command any promotional material. The article-writing / researching will handle the creation of the raw media to be published and to maintain the integrity of the media that is posted online. The researchers will have access to online research papers and surveys to maintain impartiality in the media.

IV. SCHEDULE

Key Milestones:

- Create a basic article design template to save time in the future
- Get the research for the article completed
- Implement the article on the internet
- Add advertisements onto the website
- Complete and publish the remaining
- After publishment, renew content in case if new data presents itself

Creating a website template instead of making a unique website layout for each form of media created will significantly decrease the amount of time and resources required to publish any media form. Getting research for the article's content doesn't necessarily have a hard

deadline. However, it should be finished before the specific design of the webpage is finished. Once the article's contents are implemented, the advertisements from the business branch will be added. Then the back-end developers can push everything to the website via GitHub or other website publishing applications. These steps do not necessarily have a concrete deadline. However, they should be done as fast as possible since news can happen at any time. As for media maintenance, the research team should keep the media as up-to-date as possible. Again this does not necessarily have a hard deadline, and it only should be updated when new relevant information comes out.

V. IMPACT

The increased amount of online presence via a broader spectrum of subscribers and readers allows a greater amount of advertisements and company growth. Advertisements in particular function on a *per-click* basis. Depending on the specific advertiser, one single click on an advertisement could land the company anywhere from a few pennies to nearly a dollar. This on its own is not a significant amount, however, with the number of readers and subscribers added into the equation, this can bring in a tangible amount of money to the company. This number will only go up the greater the company grows. Alongside the advertisements, the quality, and the number of articles published will increase proportionally. The speed at which the news is covered will also increase with more employees.

VI. RISKS

What could not go as planned?

- What if the vendor does not deliver on time? (Moderate risk)
 - If the vendor does not deliver on time, the company takes a minor loss and strives to make it happen again.
- What if the cost of raw materials goes through the roof? (Moderate risk)
 - If the raw materials' cost increases drastically, then corners will have to be cut for the next project(s), and heuristic approaches will be further utilized.
- Can you complete the project sooner? (High risk)
 - Completing the project as soon as possible does not seem feasible in terms of bringing media to the public as soon as possible. News does not appear at any given predetermined time, however, the website development team can increase in the future to improve the speed of the process.
- What about further expansion? (Moderate risk)
 - Further expansion is a positive risk, and it is welcomed in nearly every company.
- What if a crucial member decides to leave? (Moderate risk)
 - If a crucial member decides to leave, the company should respect their ultimate decision, regardless of what it may be and they will be thanked for their service to the company. However, a person should step up to take the member's place after they leave until someone else is found to cover.
- What if we choose not to cover a broader spectrum of readers? (Low risk)
 - If we choose not to expand, then the company will remain as is, but never better.

VII. FINANCIALS

The project's total cost does not necessarily have a finite or tangible number because it will be a permanent addition to the company. There are two feasible methods to accomplish this. The first is to simply divide up the more populated branches of coverage and not hire anyone else. This will put more stress on the current employees however, it will retain the most money. The second is to hire additional employees. The average cost per additional writer is \$51,170^[4] yearly and per additional web designer is \$50,767^[5] yearly. Combined, these two are over \$100,000 annually. Based on the advertiser, a click on an advertisement on the page can bring in \$0.05 - \$1, then multiplying by the click-through-rate to get the amount of advertisement revenue.

VIII. SUMMARY

The addition of more media coverage appealing to the pet-owning community is a simple, yet effective way to increase the diversity of readers and subscribers. Alongside the increasing community, there is also going to be greater amounts of ad revenue coming from the websites. Covering this aspect will allow the company to further grow and keep on covering additional niche topics. This will only take minimal resources, if any, to accomplish. The company could either divide up other more popular coverage to cover more niche topics or hire a couple more employees to assist the creation of more media. The website designers will also have to maintain the layout and user experience of the pages. Although this is a small addition to the company, it is one that will catalyze further development and promote growth.

IX. REFERENCES

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