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Project Description and Outline

For my project I will be making an online clothing company that prints on t-shirts, sweatshirts, and hats. The purpose of each product will be to raise money for, promote, or just create a general awareness about a specific cause or issue. On the home page there would be a description of the company, who we are and what we are trying to accomplish, and what we would like to keep doing in the future. The website will have different sections for each cause that it is supporting. In each cause section there will be a description of what it is and why people should care about it, an image relating to the cause or issue, and below that there would be the product(s) that they can purchase if they would like. On the contact page there would be different ways to contact the company including: email, phone, or live chat (during business hours). It will be important to include a shopping cart feature, along with a disclosure explaining our privacy, and return policy incase people are unsatisfied. It will also be important to make the website responsive, as well as an alternate layout for people with slow connections. On top of that we will need to make alt text tags for all images so people with screen readers know what the product is promoting and what is displayed on it.

I think that the best way to market to our customers would be to use social media. Since we are supporting and promoting issues that people are passionate and/or interested in supporting, they are likely to post about our company and company’s products on social media. Therefore we can use the viral marketing strategy. Since we will be a charitable organization we can also use the affiliate ‘cause’ marketing strategy, where an affiliate site is created to benefit our charitable organization. Banner adds through banner exchange networks and other websites that would appeal to our customers are another way to advertise the company. We will use SEO practices as well to draw people in that may be researching a certain cause or issue. Providing information about different issue will give people a reason to visit our site and potentially purchase a product. To communicate with already existing customers we can send out emails through our mailing list, which you would be signed up for if you previously purchased a product.