

Online Business Launch Strategy for The Dormant Dragon

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Abstract

The project launch of a business marketing strategy for online sales requires many tasks associated with content management and social media marketing. The following document contains a work breakdown structure as well as schedules, budgets, and measures for success.

Keywords: Project management, marketing, strategy, launch

Online Business Launch Strategy for The Dormant Dragon

Work Breakdown Structure

The following WBS is structured for the first marketing campaign for The Dormant Dragon. It covers 12 weeks of time from May 1, 2020 to August 23rd, 2020.

1.0 Create Storefront on Etsy

1.1 Take Pictures of Inventory

1.2 Create Item Listings

1.2.1 Upload Pictures Etsy

2.0 Marketing Strategy

2.1 Logo Design

2.1.1 Hire Graphic Artist

2.1.2 Review Design

2.1.3 Make Revisions

2.1.4 Approve Design

2.1.5 Add Logo to All Social Media

2.2 Create YouTube Channel

2.2.1 Create Class Videos

2.2.2 Edit Videos

2.2.3 Upload Videos

2.2.4 Run Live Show

2.3 Take Pictures of Work in Progress

2.4 Create Instagram

2.4.1 Upload Pictures of WIP

2.5 Create Facebook

2.5.1 Upload Pictures of WIP

2.6 Create Twitter

2.6.1 Upload Pictures of WIP

2.6.2 Create Informative Tweets

3.0 Link All Social Media Accounts to Each Other

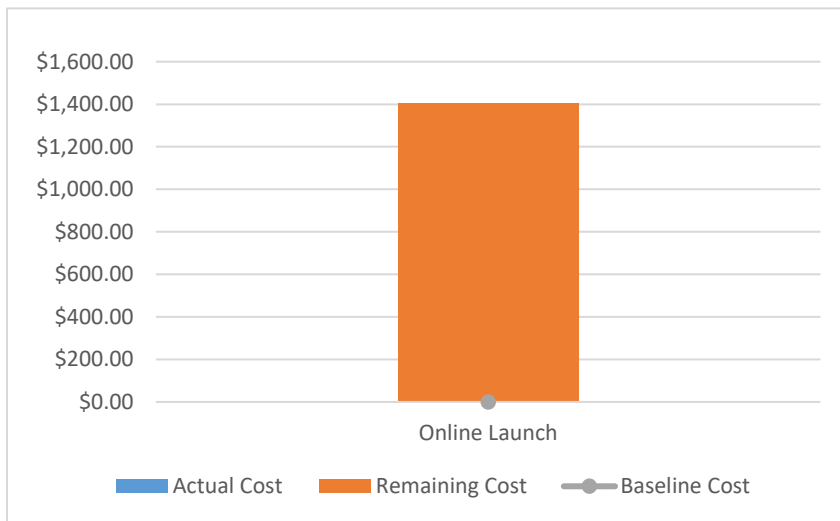
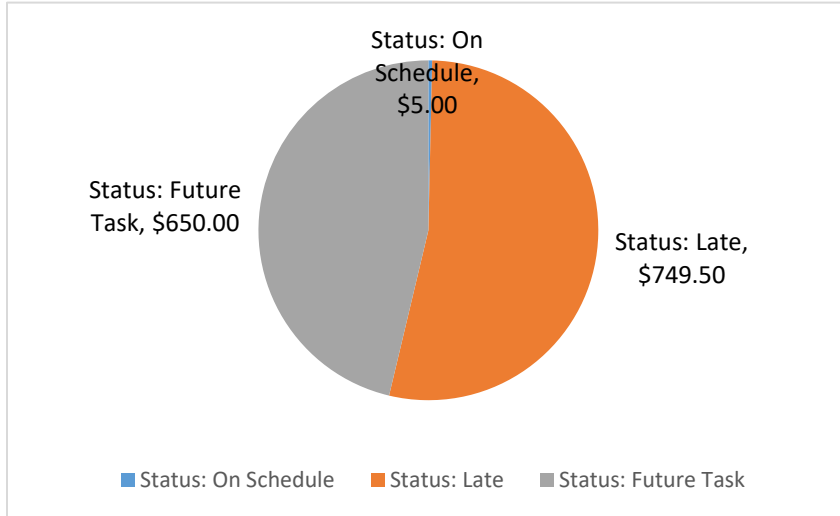
4.0 Link All Social Media Accounts to Etsy

Scheduling

Please see attached Microsoft Project File for the entire schedule.

	Task Mode	Task Name	Duration	Start	Finish	Predecessors	Resource Names	Cost
		▲ Online Launch	84 days	Fri 5/1/20	Thu 7/23/20			\$1,404.50
		▲ Create Storefront on Etsy	0.25 days	Fri 5/1/20	Fri 5/1/20			\$30.00
		Take Pictures of Inventory	1 hr	Fri 5/1/20	Fri 5/1/20		Kristina Brock	\$10.00
		▲ Create Item Listings	0.13 days	Fri 5/1/20	Fri 5/1/20			\$20.00
		Upload Pictures to Listings	1 hr	Fri 5/1/20	Fri 5/1/20	3	Kristina Brock	\$20.00
		▲ Marketing Strategy	67 days	Mon 5/18/20	Thu 7/23/20	2		\$1,364.50
		▷ Logo Design	2.13 days	Mon 5/18/20	Wed 5/20/20			\$45.33
		▷ Take Pictures of Work in Progress	64.04 days	Wed 5/20/20	Thu 7/23/20			\$216.67
		▷ Create Instagram	64.04 days	Wed 5/20/20	Thu 7/23/20			\$216.67
		▷ Create Twitter Account	63.97 days	Wed 5/20/20	Thu 7/23/20			\$27.50
		▷ Create Youtube Channel	65 days	Wed 5/20/20	Thu 7/23/20			\$810.00
		▷ Create Facebook	64.02 days	Wed 5/20/20	Thu 7/23/20			\$48.33
		▲ Social Media Linked	0.13 days	Wed 5/20/20	Wed 5/20/20			\$10.00
		Link all Social Media Accounts	1 hr	Wed 5/20/20	Wed 5/20/20		Jared Brock	\$10.00

Resource Budget and Cost Overview



Contingency Planning allocated half of the proposed budget on top of the initial budget. This contingency budget was determined by risk analysis and previous lessons learned from other similar projects. Overall budget for the project is 1404.50 plus 700.00 for contingencies.

Measurements of Success

Key Performance Question

How do we increase content production?

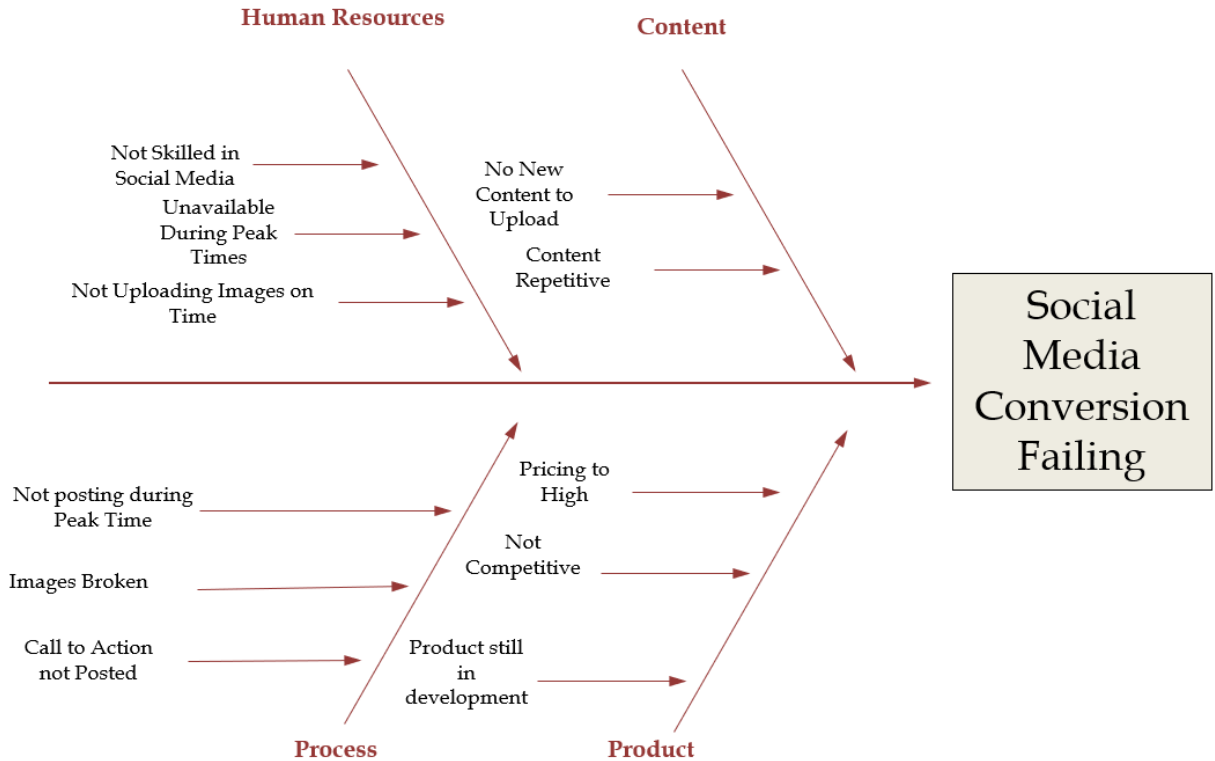
Metrics, Measurements, and KPIs

Since the online business launch project has a heavy focus on the launch of the online marketing strategy, a metric I chose to use was unique hits to posts made. Every day on the various social media outlets we are posting content. How well this content performs is an indicator of the success of the launch of the marketing strategy. I can track this metric on individual posts, on an overview each social media outlet, or as an overview of all content on all social media outlets.

A critical measure of the project moving forward is to measure the deliverables according to how often the tasks are done on time. It is key to this project that content be produced every day and uploaded to the various social media outlets. However, creating and maintaining a publication schedule for content marketing is difficult because it is easy to come to a point where there is no content available to be put out. Incorporating missed tasks in the calendar view gives a good indication of if the project is progressing as planned.

Risk Management – Fishbone Diagram

Causes Leading to Lack of Social Media Conversion to Sales



As can be seen in the above fishbone diagram one of the biggest issues for a marketing strategy launch is when social media marketing for your company fails to convert to sales. There are a number of reasons this could happen and figuring them out can be assisted by using a fishbone diagram. According to Carstens and Richardson (2020), "A fishbone diagram (also known as a cause and effect diagram) is a map that is used to provide a logical method to list factors that may affect a problem or a preferred corrective outcome."

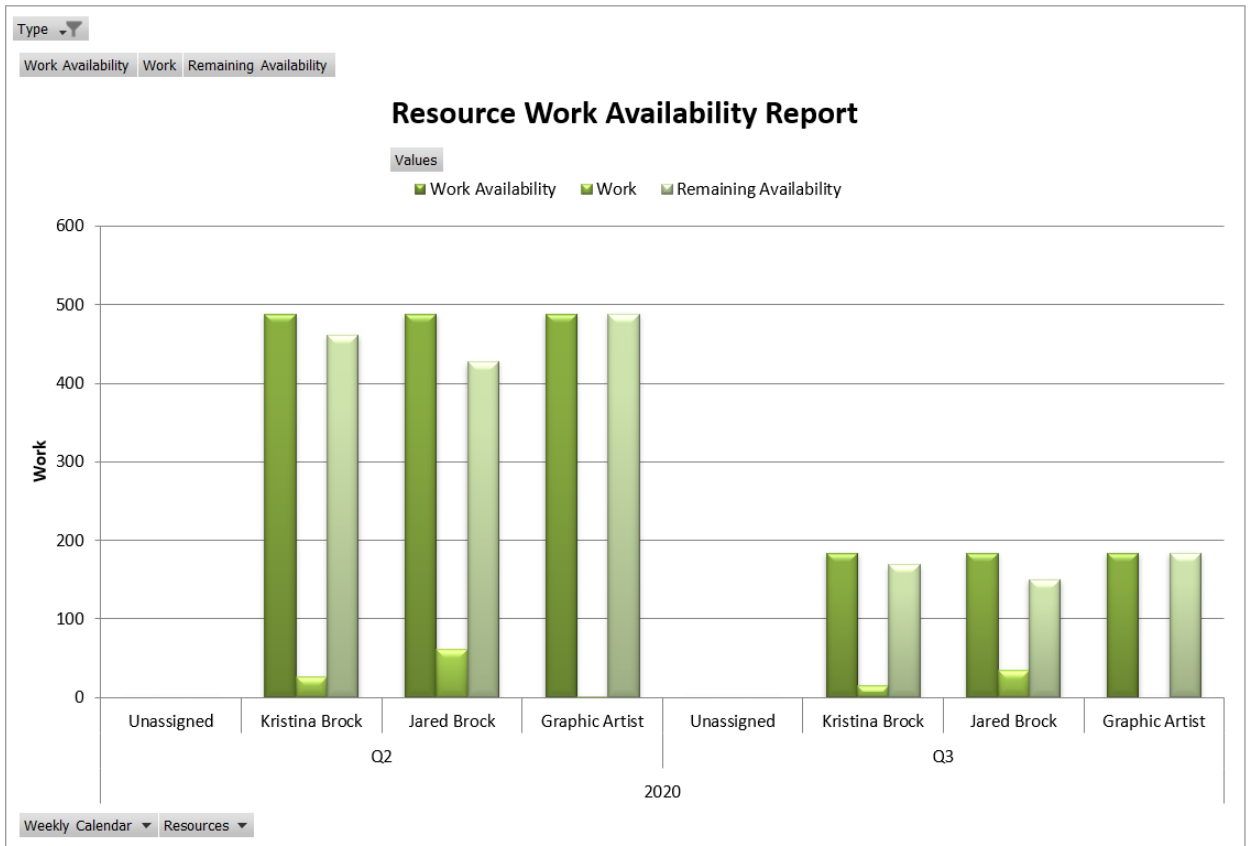
For the marketing strategy launch of The Dormant Dragon, I determined that the causes leading to the lack of social media conversion failing lay in four distinct categories: human resources, content, process, and product.

For the human resources section, I determined that several factors contributed to failure. The first was that the bulk of social media uploading was done by my husband who was not skilled in the use of social media. He has had no formal training in social media marketing. Further, he is usually unavailable to post during peak times of social media use due to other obligations he has outside of work. This issue leads to him not posting images on social media on time.

In the content section, the two largest issues are there being no content and the content we have being recycled and therefore repetitive. It is vital to have new and exciting content produced but that is impossible if we are still in production on a product. This leads into the product category, where products still in development are an issue, along with products being too similar to competitors and the pricing being too high in comparison to competitors.

To fix any of the above the process by which content is posted needs to be considered. When images are broken and there is no call to action, consumers will not click through to the store and purchase items. Posting appropriate content during peak social media use times will increase unique hits to the site.

Resource Availability Report



Resource Overview

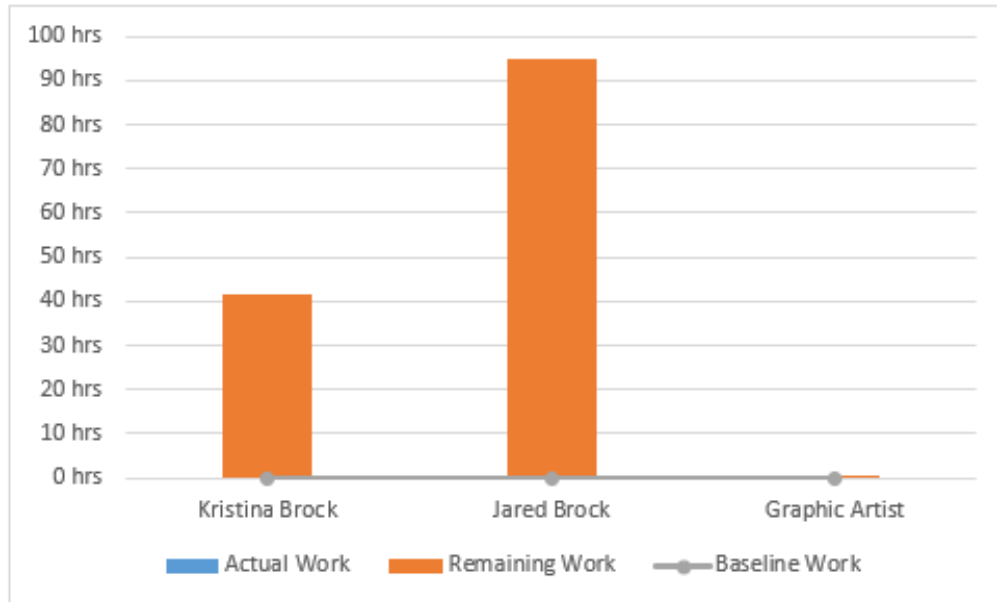
RESOURCE STATUS

Remaining work for all work resources.

Name	Start	Finish	Remaining Work
Kristina Brock	Fri 5/1/20	Thu 7/23/20	41.67 hrs
Jared Brock	Tue 5/19/20	Thu 7/23/20	95.08 hrs
Graphic Artist	Mon 5/18/20	Mon 5/18/20	0.17 hrs

RESOURCE STATS

Work status for all work resources.



Milestone Report

MILESTONE REPORT

LATE MILESTONES

Milestones that are past due.

Name	Finish
Sales Strategy Launched	Fri 5/1/20

MILESTONES UP NEXT

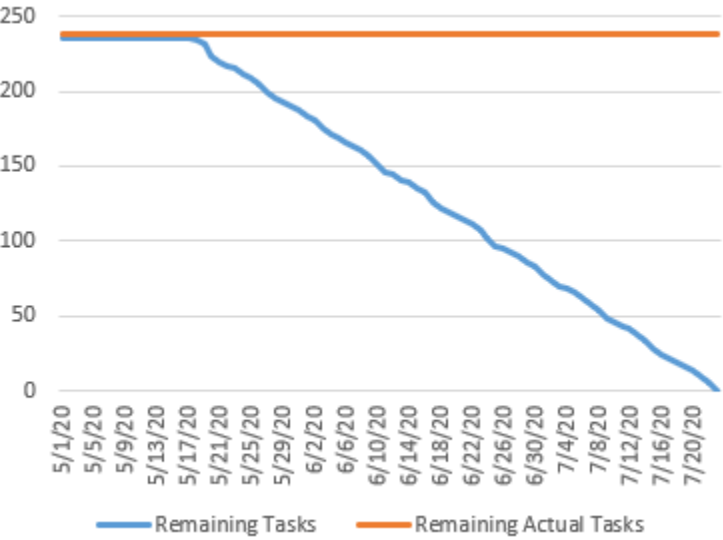
Milestones due in this month.

Name	Finish
Sales Strategy Launched	Fri 5/1/20

COMPLETED MILESTONES

Milestones that are 100% complete.

Name	Finish
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Resource Sheet

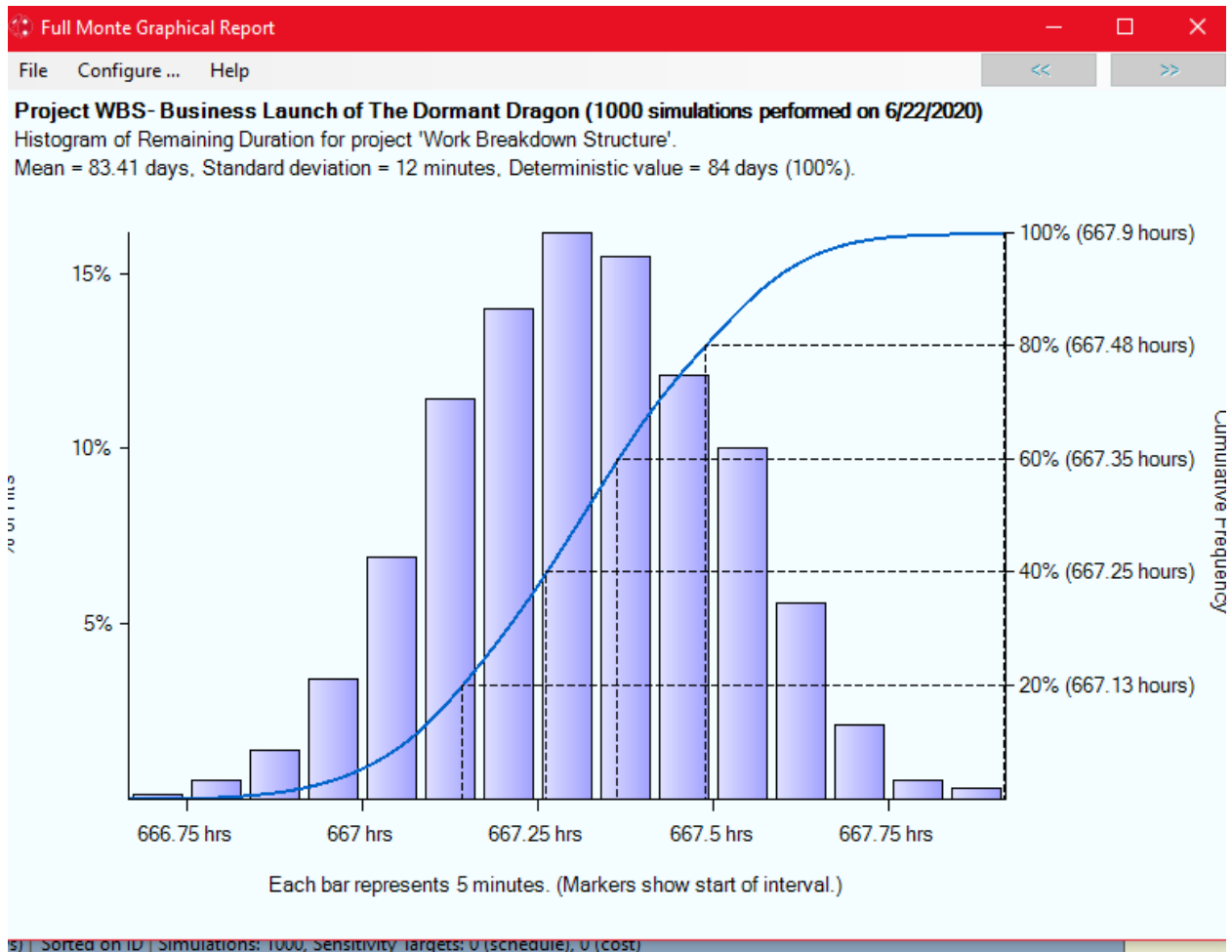
	Resource Name	Type	Material	Initials	Group	Max.	Std. Rate	Ovt.	Cost/Use	Accrue	Base	Co
1	Kristina Brock	Work		K	Owners	100%	\$10.00/hr	\$0.00/hr	\$0.00	Prorated	Standard	
2	Jared Brock	Work		J	Owners	100%	\$10.00/hr	\$0.00/hr	\$0.00	Prorated	Standard	
3	Graphic Artist	Work		G		100%	\$0.00/hr	\$0.00/hr	\$27.00	Prorated	Standard	
4	Listing Fees	Material		L			\$0.00		\$10.00	Prorated		

Create a taskboard (see Figures 22.8–22.25) Do not have access to Task Boards

Create a task status report (see Figure 22.27) Do not have access to Task Boards

Create a work status report (see Figure 22.29) Do not have access to Task Boards

Schedule Histogram



Risk Mitigation Plan

Three most important things need to happen to mitigate the risks mentioned above. To combat the potential for having to upcycle content due to not having enough new content, pictures of work in progress should supplement any final product content reviews. To combat the risk of content not being uploaded during peak times, more resources should be allocated that have availability during peak times for social media. Finally a competitor analysis should be done in order to address potential pricing issues in comparison to products that are similar in the market.

References

L Carstens, D. S., & Richardson, G. L. (2020). Project Management Tools and Techniques. Boca Raton: CRC Press.