



Chapter 4 Review

Build It – PEST Analysis

Part 1: Introduction

A social media marketing plan is an important roadmap for any business, large or small. Throughout your reading of *Social Media Marketing*, you will be challenged to create pieces of a social media marketing plan in the Build It simulation, culminating in a final written plan and presentation at the end of the book.

Your role in this simulation is to serve as the Social Media Marketing Manager for the multibillion-dollar technology company **eVolve**. Throughout the development of your social media marketing (SMM) plan, you will make critical advertising decisions, conduct market research, define metrics, and more.

There are two major parts to the project:

1. Written social media marketing plan
2. Presentation of social media marketing plan

Each Build It activity will guide you step-by-step as you walk in the shoes of a Social Media Marketing Manager in charge of developing a SMM plan for the company. To get started, review the Company Profile in Part 2 to learn more about the business you will be marketing. Then complete the activities in Part 3 and Part 4.

Part 2: Company Profile

Imagine that you are the Social Media Marketing Manager of the multibillion-dollar technology company eVolve. Since its launch decades ago, eVolve has grown to establish itself as a major player in the industry. It has developed a strong base of loyal customers, particularly casual home computer users, but wishes to expand its reputation even more. You are charged with designing a social media marketing plan to help the company better position itself and compete within the technology marketplace. Review the company profile below, then complete Parts 3 and 4 to set goals for your SMM plan and complete a PEST analysis.

Company Name: eVolve

Slogan: “Think Future”

Mission Statement: “To design the best personal computers and professional software while defining the future of mobile media and computing devices.”

Markets: Consumer electronics (computers, smartphones, tablets), computer software, accessories

Current Market Share: 20% consumer electronics, 15% computer software, 2% accessories

Annual Revenue: \$200 billion

Annual Marketing Expenditures: \$3 billion

Number of Retail Stores: 475

Part 3: SMART Goals

Overview

The first step of your social media marketing plan is to identify an overarching goal for eVolve's social media presence. Identifying goals at the onset can help you determine which SMM strategies best align with eVolve's broader objectives. When setting SMM goals, social media marketers apply the SMART goal method. SMART goals are goals that are Specific, Measurable, Achievable, Results-focused, and Time-bound.

Instructions

Your task is to transform eVolve's vague goal of expanding its reputation into a specific and concrete SMART goal. Complete the table below to define your goal for eVolve.

Specific Who, what, where, when, and why? There is a greater chance of success when the goal is specific rather than general.	
Measurable How much and how many? There should be criteria for measuring the progress toward the outcome of the goal.	
Achievable Dream big, but be real. The goal should be reasonable and reachable.	
Results-focused Eye on the prize. The goal should be something that you are focused on achieving.	
Time-bound A goal should be set within a time frame. Not having a time frame takes away from any sense of urgency.	

Part 4: PEST Analysis

Overview

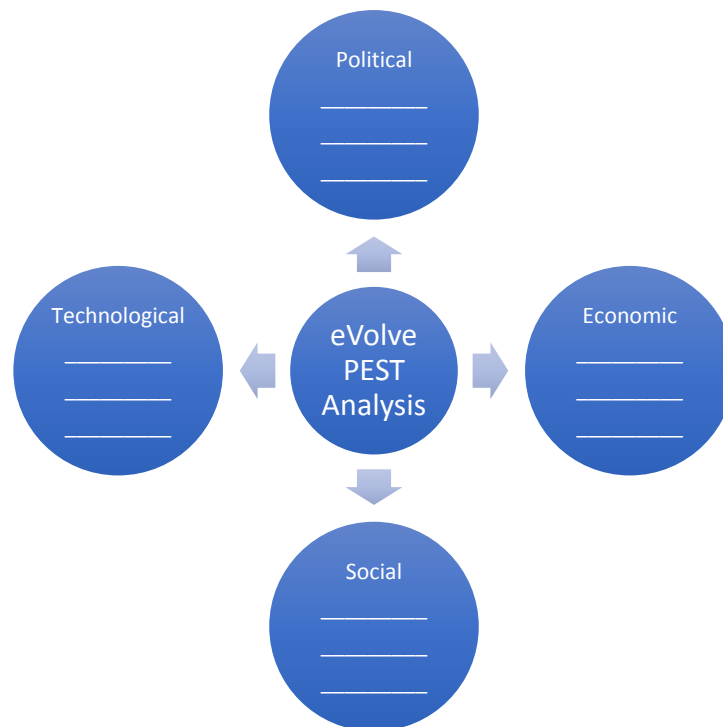
The next step of your SMM plan is to identify environmental factors that may impact eVolve. Studying the external influences that affect the company can help you determine which marketing strategies best align with what is occurring in the business landscape and the world at large later in your SMM plan.

Instructions

Conduct research online to investigate political, economic, social, and technological influences and record your ideas in the spaces below. Then summarize your findings in a paragraph of four to six sentences.

As you perform your PEST analysis, consider the following questions:

- **Political:** Are governmental factors currently friendly to business? Are there any trade restrictions or business laws that might impact eVolve?
- **Economic:** How healthy is the economy, both domestically and abroad? Do factors such as unemployment rate and the strength of the dollar indicate that consumers are prepared to spend money?
- **Social:** What statistical trends in society might influence eVolve? Is the population growing or shrinking? What social classes are most prevalent?
- **Technological:** How might changes in technology affect eVolve and its customers? Are there new technologies that might cause the company's market to grow or shrink?



In the space below, summarize the findings of your PEST analysis in four to six sentences.