

組別 **Team ID** : 202325

專題屬性 **Category** : 管理、行銷分析 (**Management, Marketing Analysis**)

專題名稱 **Project** : 環保義賣官網及社群的行銷計劃與實施 (**Marketing planning and implementation of the environmental charity sale official website and community**)

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三、行銷環境 **Marketing environment** :

(一) 社群平台 :

1. FaceBook 粉絲專頁 : <https://www.facebook.com/cyrsvg>
2. Instagram : https://instagram.com/cyut.rsvg?utm_medium=copy_link
3. 官方網站 : <https://sites.google.com/view/cyutrsvg>
4. YouTube : <https://youtube.com/channel/UCJ4fHpaWHJsxW182WvFliqQ>
5. Line : <https://lin.ee/u4Zwulo>

四、簡介 :

(1) 社群經營 :

每週檢討行銷成果，統計每週數據，讓這段期間的努力有一個完整的紀錄及改善方向。

(2) 環保行銷 :

以製作環保為主題的小劇場，讓大家更加了解環保其實離我們生活很近，日常生活中小舉動都能隨手做環保，也發布環保義賣商品影片，變廢為寶，讓更多的商品有曝光機會找到新主人，同時宣傳環保理念。

(3) 義賣影片 :

主要製作商品介紹短片宣傳網路賣場的義賣品，讓大家知曉我們有許多的二手義賣品，也會透過 **Instagram** 及 **YT** 的分享吸引網路族群來觀看，以此擴大商品再利用的機率。

(4) 網路行銷 :

現在的社會大家非常依賴網路，網路購物的族群非常龐大，我們結合官網、**Instagram** 及 **YouTube** 做宣傳，以增加二手義賣品的再利用率，同時也能為慈善

捐款增加收入。

五、Introduction :

- (1) Community management: : Review marketing results every week and collect weekly data so that efforts during this period can have a complete record and direction for improvement.
- (2) Environmental Marketing : We produce a small theater with the theme of environmental protection to let everyone know more about environmental protection. In fact, environmental protection is very close to our lives. We can do environmental protection easily with small actions in daily life. We also publish videos of environmentally friendly charity sales to turn waste into treasure and expose more products. Opportunity to find a new owner while promoting environmentally friendly ideas.
- (3) Charity Video : We mainly produce product introduction videos to promote the charity items in the online store, letting everyone know that we have a lot of second-hand charity items, and will also attract online viewers through sharing on Instagram and YT, thereby increasing the chance of product reuse.
- (4) Internet marketing: In today's society, everyone relies heavily on the Internet, and the number of online shopping groups is very large. We combine the official website, Instagram and YouTube for promotion to increase the reuse rate of second-hand charity items and at the same time increase income for charity donations.