

## REAL CASE SCENARIO LEARNING OBJECT\_TAG GAMES

Title of the learning object	<i>Business to Business Website Presence – Tag Games</i>
Thematic area	<input type="checkbox"/> <b>Development or improvement of the company website</b> <input type="checkbox"/> <i>Development or improvement of the visual identity of the company</i> <input type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	<a href="https://youtu.be/66OszhgZGg">https://youtu.be/66OszhgZGg</a>
Description of the context	<i>TAG Games are a Dundee based game developer who provide development services to larger publishers. Whilst a lot of their business development is carried out via existing networks of contacts, they believe their website could be doing a lot more in terms of bringing new leads into the company.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <li>1. <i>Review the video to find out more about the company and their requirements</i></li> <li>2. <i>Review the current website and identify if there are any obvious improvements that could be made for business lead generation</i></li> <li>3. <i>Identify three different solutions that would allow the company to improve their business lead generation from their website</i></li> </ol>
Results to be achieved	<i>3 different solutions for increasing business lead generation from the website</i>
Guidance and suggestions	<i>Consider things such as contact details, information provided, portfolio of previous product and work. Also consider the lead generation process – how does a potential client find the website, how do they stand out against their competition.</i>
Mistakes to avoid	<i>Remember that this industry is global and a potential client could commission work anywhere around the globe.</i>

