

## **Self-Assessment: Your evaluation of your artifact.**

### **Where did you create this artifact?**

I created this artifact in the course BUMKG-550 E-Business Strategy & Practice. This artifact was part of the graduate portion of the course. I was to work with a local business called “Finger Guide”. Finger Guide is a firearm safety organization based out of Eau Claire, WI. I was to help provide guidance on how to use LinkedIn to connect to other groups similar to Finger Guide.

### **What did you learn?**

After working with Finger Guide on this research paper and presentation, I learned how to work with small business to establish a LinkedIn account that connects to other groups. I also learned that LinkedIn has many features that small businesses are not aware of. These features can help businesses draw connections with potential customers. One of the most beneficial features of LinkedIn is its “Groups” features. This allowed for Finger Guide to join groups similar to them and engage in conversations. These conversations allow for Finger Guide to provide expert insight on firearm safety.

### **How did you learn this?**

The process I used to create the artifact was a mix of a research and implementation paper. I had to perform research of what social media and LinkedIn is and what features LinkedIn has to offer. I also had to research how small businesses are using LinkedIn to generate lead generation and increase customer awareness. Next I researched the “Groups” feature of LinkedIn and what groups Finger Guide may be interested in.

### **How will you apply this?**

I can apply what I learned by continue to learn all the features of social media and what they are used for. In order to effectively use social media, there needs to be an understanding of which features work best with customers and the organization. In the future I would like to be a digital marketing manager who engages in social media customer service and in order to do that; I will need to continuously develop my marketing skills. I can also apply what I learned working with a client. It is important to understand the need of the clients and hopefully meet their expectations.

### **What challenges & obstacles did you overcome?**

The biggest challenge I had while writing this research/implementation paper was making sure I understood what the client wanted. When working for a client, it is important that what they say is being heard and understood to avoid confusion and disappointment. In the future when working with a client, I will remember to have as much communication with the client as possible to make sure I am exceeding the expectations of the customers.