

# **ICT and Social Media Marketing: A Case Study of Gogoro**

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## **Abstract**

In order to realize the functions of ICT and Social Media, the author would like to research the entrepreneurs how to use ICT and Social Media to promote marketing.

The author actually gets the information through some literature reviews to realize the background of ICT & Social Media and do in-depth interviews to realize the perspective of the manager of Gogoro in Kaohsiung City. For example, how the company uses ICT and Social Media to marketing customers. Further, to realize the functions of ICT & Social Media and position of people. Through collecting the information of ICT & Social Media to strengthen the knowledge. From an in-depth interview, the author found the benefits of using ICT & Social Media will vastly increase their sales and make a good impression on people. This mode could create a positive bridge between customers and company, and then entrepreneurs could get the feedback directly from customers and know how to manage the relationship with customers. In the perspective of customers, people could receive a completely after-sales service. To sum up, ICT & Social Media have become the important parts of daily life obviously. For the further research, the author would suggest the other researcher to collect more information about Gogoro in Taiwan.

**Keywords: ICT, Social Media, Marketing, Gogoro, management**