Description How e-sport have gained success throughout the years with the use of social media marketing such as youtube, instagram, facebook etc. Also the use of live streaming gaming platform such as twitch.tv and mixer.com. How to improve the e-sports industry continued success over the foreseeable future. Adding statistics to show numbers of e-sports consumers rising. Please read the following addition materials for more info.

The purpose of this assignment is to find out how eSports have applied social media for their continued success over the years and the possible future outcomes. The project will explore the current practices of social media used in eSports. I will analyze the use of social media as a marketing tool and design a set of strategies for future marketing to continue their success.

The assignment will attempt to discover how social media has enhanced huge success of eSports and I will aim to discover more suitable methods to see the continued growth of Dota2 and League of Legends.