

Original Work Assessment

I created Project Munay this past summer when I realized how big of a gap there is in terms of the economic opportunity that women are given, especially amongst rural communities in the developing world. I wanted to see if there would be a way to support and empower women in these communities to achieve economic self-sufficiency while simultaneously doing something that I love: creating jewelry. Thus, the idea for Project Munay was created. Project Munay is a nonprofit organization dedicated to empowering women in Ecuador and Peru with the funding and resources needed to start and maintain their own small businesses. I create and sell handmade bracelets and anklets and donate profits to two organizations working to empower these women: Awamaki and WE Villages. Because I am in the beginning stages of my nonprofit, I felt as though creating a marketing campaign for my original work would be an extremely beneficial way to build brand awareness and increase the amount of sales that will ultimately be donated to these two organizations. I knew that the task of creating a marketing campaign was rather ambitious, especially for just having begun my independent research in the field of marketing. Nonetheless, I knew that with extensive planning, research, and commitment, I would be able to create a campaign that would grow Project Munay and aid in its future success.

I began my original work process by completing extensive research, primarily focusing on the topics of e-commerce and digital marketing as all my jewelry products are sold online. After weeks of reading academic journals and articles, I was able to develop a fundamental understanding of marketing areas such as inbound marketing, social media marketing, and content marketing while also assessing various strategic marketing principles in the handmade jewelry industry and their changes in a rapidly involving digital environment. Throughout my research process, I was constantly evaluating and making recommendations on what marketing practices and techniques I could apply to Project Munay to produce the most beneficial results.

I then moved into the second part of my original work marketing campaign: the marketing plan. In this step, I evaluated various industry and market trends along with the strengths and weaknesses of my own products and pricing in order to develop an effective marketing strategy that would allow my nonprofit to gain a competitive advantage in the industry. I feel as though this was the most challenging aspect of my original work. I was tasked with applying all of the research I had conducted to current trends and promotional strategies in order to ultimately determine the most effective way to sell my products. This extensive use of analysis and strategic thinking made up a bulk of the higher-level thinking involved in creating my campaign.

The final step of my campaign was to create marketing content that I would be able to use in Project Munay social media, topical blogs, and email marketing. Initially, I was planning

on creating enough marketing content for at least one year, but after closely considering the implications of this, I decided to design only about 15 pieces of content so that as my nonprofit grows, I can adapt my content to better fit the changes and improvements of Project Munay. I enjoyed creating the marketing content as I was able to utilize graphic design to creatively showcase Project Munay's mission and product line.

Through creating my marketing plan, I have learned an incredible amount about both the creative and strategic sides of marketing. I am excited to be able to implement my marketing campaign in the near future as I continue to grow Project Munay. I will take the knowledge I have gained with me as I continue into creating my final product in the second semester. Although I am not entirely sure what I will be doing for my final product, I know that the knowledge I have gained about creating marketing content and an effective marketing strategy will allow me to create an even better and more extensive final project that showcases my learning over the duration of my ISM II journey. I hope to conduct even more research as I develop my final product so that I will be able to produce a work that benefits the world in some way.