

Original Work Proposal

In marketing, it is essential to build both the business and the brand; without one or the other, it is nearly impossible for a company to grow and succeed. Yet, many companies who are able to grow their business struggle with appropriately developing a sense of brand, ultimately preventing them from attracting a customer base that effectively responds to new products, services, and messaging. This is, oftentimes, not because of the failure to recognize that branding is important, but rather the failure to appropriately set marketing goals, study the interests of a target market, and select the most suitable marketing mediums for their company. These strategic elements are largely overlooked in an entrepreneur's desire to be creative and imaginative with the graphics, images, and other content of a marketing campaign. Although being creative is important, a balance between creativity and strategy is essential in marketing.

My proposal is to use the evaluation and synthesis method to create a marketing campaign by evaluating different digital marketing techniques, creating a strategic marketing plan, and implementing my plan by developing marketing content. This is most certainly an ambitious set of tasks that will require extensive research and planning, but my hope is to better understand the intricacies of the strategic and creative sides of marketing. I will be able to assess marketing strategy when I analyze various digital marketing techniques and create an effective marketing plan. The creative element will come from the actual marketing content that I will make utilizing graphic design.

The brand for which I will be creating this campaign is actually my own nonprofit that I created this past summer. I named it Project Munay, and its mission is to sell hand-crafted jewelry items for a cause. I am just getting my nonprofit established, so it would be extremely beneficial to develop an initial marketing campaign to attract customers and boost sales.

Because my nonprofit is entirely based on ecommerce, I will be primarily utilizing digital marketing techniques for my campaign, so the first step in completing my original work process will be to conduct research about the field of digital marketing in which I will analyze different digital marketing mediums and channels. At a higher level, I will need to evaluate, assess, and make recommendations about the digital marketing techniques most fit for Project Munay. Then, by rigorously studying data trends in the hand-made jewelry industry, understanding the interests of my target audience, analyzing the benefits of different graphic design elements, and setting objectives for myself, I will be able to come up with a tangible strategic plan to implement. The final task will be to develop marketing content that is creative and demonstrates a complex understanding of what it means to produce a successful campaign. The content will be created through design elements such as graphics, logos, fonts, colors, photos, and messaging.

My overarching goal is to produce a marketing campaign that communicates the value behind Project Munay's products to customers while also developing a sense of brand identity. My curiosity for wanting to know how to market well and previous knowledge about starting a nonprofit will carry my desire for success in this project. I will create a meaningful original work that demonstrates the complexity of my research on strategy, allows me to learn more about the field of marketing, and utilizes a unique sense of creativity through its design elements.