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Marketing Plan for PFLAG: **¡Estamos Contigo!**

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Omni Channel Marketing, Lululemon, Forage 2024

- **Job Simulation & Strategy Development:** Engaged in a job simulation that entailed crafting a digital and omnichannel marketing strategy for Lululemon.
- **Data Analysis & Metrics Calculation:** Applied analytical skills to interpret data derived from a recent Lululemon ambassador campaign.

Market Research and Product Development, SJSU, Marketing in New Ventures 2023

- **Comprehensive Market Research:** Conducted a semester-long research study to analyze the potential of the men's skincare market, presented in front of a panel of marketing professionals. Awarded first place.

Event Marketing, SJSU, Programming Board 2021-2022

- **Event Planning and Execution:** Spearheaded the planning and execution of a total of 10 on-campus events across two semesters. Successfully coordinated logistics, secured venues, and managed event timelines.

Volunteer Work

Youth Coordinator, Gender Spectrum 2019

- **Group Facilitator:** Facilitated groups and projects that serve as a safe space for trans, non-binary & gender-expansive youth.
- **Program Coordinator:** Oversaw 60 students throughout the summer and served as a point of contact for all volunteers throughout the span of the program.

Overall Objective: Increase Exposure and Retention for PFLAG Estamos Contigo

Objectives:

Proactive Tabling Approach

Networking

Social Media & Traditional Media

Retention



Proactive Tabling Approach

- Free **merch raffle & free water** for an elevator pitch & email
- Free **prepackaged snacks** available with information
- Faster **Digital Sign Up** via Ipad or QR Code
- Introduce a **brochure** with events, testimonials, history of "Estamos Contigo"
- Introduce a **business card** specific for Estamos Contigo
- Custom "Estamos Contigo" **T-shirts** for members tabling



¡Estamos Contigo!

Un grupo de apoyo para familias de hijos LGBTQ+

Cada primer miércoles del mes,
7:30 – 9:30 pm

support@pflagsanjose.org, o deja mensaje a
(408) 270-8182.



PFLAG
SAN JOSE / PENINSULA

Networking: College & University

- Presentation hosting on campus events or meetings
- Connect with University Students
- Have a presence on campus through tabling and form relationships with various on campus **LGBT & Latino organizations**
- Students would be the pipeline to parents who need the information
- Opportunity to find **volunteers** within this demographic



SJSU Pride Center



LGBTQIA Student Ally Club



De Anza Pride Center



UCSC Cantú Queer Center

Networking: PFLAG

Estamos Contigo is a unique part of PFLAG where the intersectionality of latino and queer families intersect and that is a unique and exciting position to be in

- Presentation within PFLAG
- Presentation Hosting with PFLAG partners
- Gender Spectrum & PFLAG Estamos Contigo
- La Raza Community Resource Center outreach
- Somos Familia outreach



Traditional Media & Social Media

Radio Time Slot: 105.7 100.3 98.9

Follow Up on Original Quote on Radio Spot

Instagram/Facebook: Live post or story a day before meeting

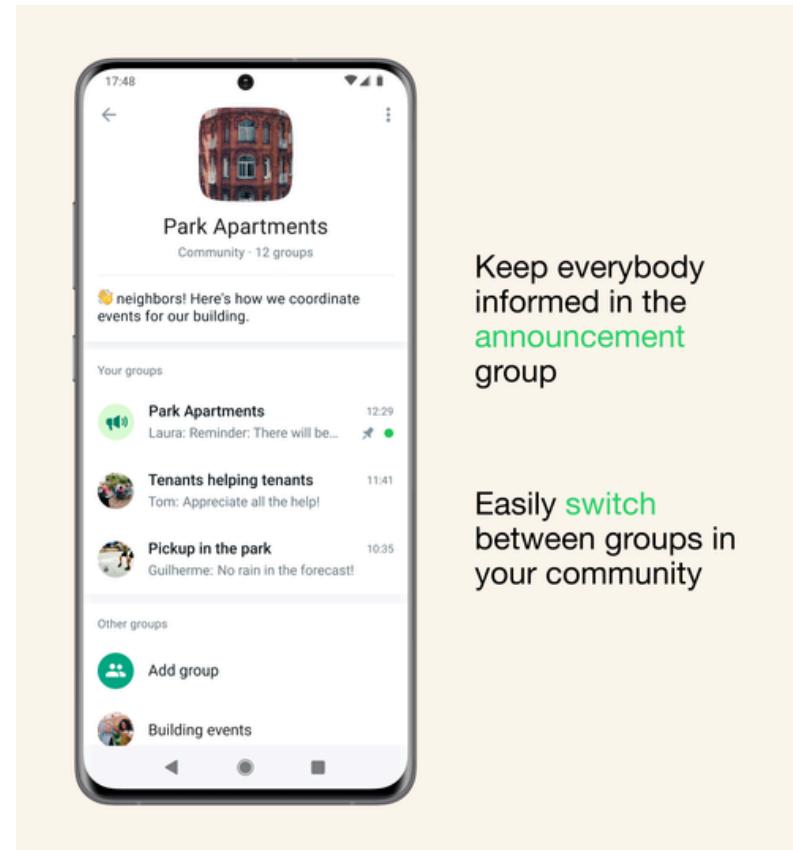
Real Time Advertisement with FB or IG

Reconsider the *invite only* approach

Static: website, newsletter, email

Dynamic: Whatsapp, Slack, or Discord

Creating a sense of community and an easier channel for the target demographic



Retention

Estamos Contigo Hybrid Model

- **Purpose:** People need a safe and private space to have conversations that can't always be had over Zoom
- **Requirement:** Rent a room maximum 3 times a year for reunion
- **Budget in:** Snacks and Refreshments
- Room Rental Via Peer Space/\$50 Hr
- **Google Feedback Survey** for new members



What was the reason for your visit today?

Your answer

Rate how satisfied you are with the care you received on a scale of 1-5.

1	2	3	4	5	
Unsatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Satisfied

How likely are you to recommend us to your friends and family?

Very likely

Somewhat likely

Next Steps For ¡Estamos Contigo!

Today 1-3 Months

Reaching out to other groups within PFLAG, Collegiate Groups, existing ORGS, Social Media Approach

Tomorrow 3-6 Months

Changing tabling approach for future events, looking into in person spaces for meetings, tabling or presenting with College groups

Future 6 - 12 Months

Traditional Media time slot advertisement, merchandise and business cards for Estamos Contigo

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Thank you!



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