

Individual Marketing Plan

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Situation Status

The overall purpose of this Individual Marketing Plan, is to evaluate and determine a planned organized future setting within my desired subject. The time period for this marketing plan is 5 years post graduation, which will require immense planning and preparation which will be shown in this Marketing Plan. Within this plan I will discuss my current situation, marketing objectives & goals, situational analysis, core strategies, plans & tactics, budget, and how I will measure my success.

Within my current situation as a Junior or 3rd Year Student, enrolled within Lebanon Valley College, I am currently a Digital Communications Major concentrated in the Business Technology Field, with an upcoming Minor in Marketing. For my background, I have had many struggles throughout life. With those hardships, I have developed myself into someone focused and adaptable to whatever or whomever life wants to throw at me. When it comes to my key competencies I am both a communicative and disciplined individual. I also see myself as a learner, one who is always looking to learn new tricks or methods to complete a task efficiently. Finally, I see myself as one who always wants to get 100% energy out of everyone in the team, keeping positive level-headed moods in the room, to better work and communicate as a team.

Post-Graduation 5 years, I see myself being a Brand Manager, Human Resources Specialist, or a Marketing Specialist at FedEx, TE Connectivity, Daymon, or The Hershey Company. However if I am unable to achieve my desired company in the workforce, I am open to all opportunities that will provide a sustainable living. I will be physically looking, if

applicable, to remain in the North-Eastern United States. No matter where I am however, or whom I work for, will it not change my dedication, discipline and focus on performing to my utmost ability for my career.

Marketing Objectives & Goals

When defining my goals, objectives and ambitions, much is to be taken into consideration. The planning and foresight needed must be as precise as possible, down to the very detail. But only so much can be done when the future's so unpredictable. My first objective is to secure an internship for Marketing, Communications, Human Resources, or Management at a desired company that can provide the most hands-on training experience. This is a crucial step in my objectives because it is the gateway for my future as it is also a degree requirement to participate in an internship for my digital communications degree and career. Second, would be to earn my digital communications degree from Lebanon Valley College, with my Secondary Discipline in Marketing alongside it. With this first goal, it comes with many side-goals, remaining a 3.0+ GPA & gaining certifications for my degree in the process. Thirdly, I will need to start my expansion on the communicative network by starting to create my own network around friends, family, co-workers, former employers and more. A major way I plan on starting this task fully is expanding my already created LinkedIn Profile/Connectivity. I anticipate doing this by reaching out to different communities I was a part of such as; church groups, high school teachers/coaches, family friends and previous/current work employers. For my fourth objective, I will pursue an entry level job with my degree to gain the much needed experience in my field of work. I plan on learning and taking much needed criticism and advice from senior marketing,

information, communication, and HR specialists to learn and take note of the process. This whole objective of mine is to gain the experience required to be a self-sufficient, knowledgeable leader who is a dependable asset for the team. My fifth objective, which is aimed to be towards the mid to late part of my post-college 5 years, is to become an individual who stands out. By stand out I mean, one who shows potential, leadership, discipline, focus, creativity, and pride for his job and his work. Initially I already possess many of these skills through prior work experience, but my objective is to hone these skills, someone who stands out, rather than just be an average worker. My final 5 year objective is to get a promotion or raise of a decent level, to truly put my honed skills and figure to build and develop the company I work for into a better working environment and better company overall when it comes to marketing, human resources, communication, and management.

My first objective is aimed to be taking place the Summer of 2025 after my 2nd Semester of my 3rd Year of College. This will be a long process where I will be in constant contact with my advisors, professors and parents setting up interviews and the most suitable internship opportunities that I can reach out for. This internship will also be key, if the work I do and provide is more than adequate it could be a job opportunity post-graduation so that I will start with a higher than entry level position. While my other objectives would be occurring post-graduation in the span of 5 years. These opportunities will be taken advantage of as they come, as I will be leaping at any opportunities that come my way for experience and job duties/performances.

Initially all of these objectives seem so far, but in truth are extremely close. Plans change, things happen, but these objectives will be used as a guidance for me to return to my way and realize what my long-term goals truthfully are. These are to make a sustainable income so that I can return the donations and aid provided to me by my Mother and Grandparents for everything they have done for me in life. This long-term goal is what fuels me to always perform to my utter best when completing my objectives. When I put my mind to it and remind myself why I do the things I do, it is what has made me an exemplary worker for my previous companies.

Situation Analysis

In order to advance or stand out in the job market, I must first realize my own strengths & weaknesses while also looking at the opportunities I have as well as the negatives. Creating a SWOT analysis gives me the opportunity to look over myself and take a step back and view myself with a 3rd person point of view. What is it people will see? Will they see me to be truthful about my strengths or will they see me as undisciplined or as failure for not providing what I said I could? Everything must be looked at and provided to give the best example for my future employment.

<p style="text-align: center;"><u>Strengths</u></p> <ul style="list-style-type: none"> ❖ Takes Initiative & Command ❖ Great at Including Others ❖ Team-Mindset, If one fails, <i>we fail</i> ❖ Disciplined Mindset ❖ Great Work-Ethic ❖ Talkative and Communicative ❖ Morale Boosting ❖ Outside the box thinker ❖ Efficient when performing tasks ❖ Sales + Customer Service Experience ❖ Supervisor/Team Leader Experience ❖ An open minded leader ❖ Good relations skills ❖ Extremely Empathetic ❖ Consistency in job performance 	<p style="text-align: center;"><u>Weaknesses</u></p> <ul style="list-style-type: none"> ❖ Over-eager ❖ Attention Issues (ADHD & ADD) ❖ Gets overwhelmed when handling mass amounts of projects. ❖ Hot-Headed ❖ Extremely Verbal ❖ Poor First Time Confidence <ul style="list-style-type: none"> ➤ Only for the starting phases, once comfortable tasks are completed proficiently. ❖ Argumentative <ul style="list-style-type: none"> ➤ I Wish to explain my view no matter what, and will argue to show my point. ❖ Poor Self-Awareness
<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none"> ❖ Marketing + Communications is a massive field ❖ 34,000-45,000 Marketing/Advertising jobs open every year. ❖ LVC Degrees Stand Out more than others ❖ Major in Communications allows a broader job search ❖ Minor in Marketing allows a reinforcement into desired careers. ❖ Almost every company has a Marketing or Advertisement Department ❖ Every company has a Human Resources Department 	<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none"> ❖ Experience topples all ❖ Extremely competitive ❖ There are over 50+ Marketing Strategies you must detail and understand ❖ Marketing is rapidly evolving due to AI ❖ Marketing changes daily due to culture, society and politics.

Starting off with strengths, I listed off quite a few, it is important that I show and present skills I have and am able to support being competent in or able to perform above par in. I first adapted and mastered the skill in taking initiative & command within my junior & senior years

of high school for a program known as JROTC (Junior Reserve Officer Training Corps). This program helped me pivot and shape myself into an individual who always takes the initiative in performing tasks that go above and beyond what we were supposed to do. Especially working as the S-2 Security and Arms SNCOIC (Senior Non-Commissioned Officer in Command). Another set of skills I learned through this program were; involving and including others, a proper team mindset, morale boosting, being an open minded leader, and my first level of supervisory skills. These skills were the foundation to master other skills in jobs that I went into such as; Team leading, consistency in job performance, work ethic, good relation skills, efficiency, and creating a disciplined mindset. All of these skills were gained through my previous jobs, working at Team Blue as a bay supervisor, Karns as a deli night lead, and FedEx where I have been presented numerous times to join management, but unable to due to school hours.

The two major skills I would like to discuss deeper into are my Initiative/Leadership and Team-Mindset skills. I developed these skills over time through my 4 years inside the JROTC program, taking command, leading formations and leading physical training. My skills truly started to stand out when I started getting more involved in the program in my Junior and Senior year of High School when I took initiative and saw an opportunity to put my leadership and command skills to the test. By doing so I achieved becoming a squad leader for Alpha Company, Bravo Platoon, and the following year I applied for the XO Position of the S-2 Section, which I succeeded in earning my position and title as Cadet Staff-Sergeant SNCOIC of Section 2 Staff. From here I gained secondary skills such as proficiency in excel spreadsheets from maintaining inventory, proficiency in reports and presentation skills when reporting back to our AI's and SAI (Army Instructors and Senior Army Instructor). This opportunity that I took the initiative in

applying for has given me the insight on how to properly plan, organize, and efficiently handle staff time under and around my job duties.

For my major weaknesses I put down my over-eagerness and attention issues as top of the list. These difficulties have caused me issues in the past, always trying to get ahead of something before it is 100% done and trying to do multiple different things at once and losing my thought process on the previous interests. Which leads into another problem when I get overwhelmed and stressed out over my mind thinking and trying to perform or complete multiple tasks at the same time. This stress builds up over time and causes my temper to unleash, where I get snippy and argumentative as a way to release some of that built up stress and anger. There are however times where my argumentative personality does not come from anger, but rather frustration or my dedicated personality of trying to get my point on the board when involved in a task. And I am usually unable to recognize this in my tone due to my poor self-awareness skills, I am unable to read and understand my own stance or mood when this occurs. It is important that I understand and am able to acknowledge and point these flaws of character out, to better my awareness and humble myself. This, in the long run, helps me develop exponentially as a person working in society.

For my goals in the post-graduation 5 years, I have to also look into the competition for the market I am aiming to sell myself into. Marketing, Communications, and Technology is a highly competitive market that typically only the most proficient individuals successfully make it into. While yes, the marketing and business industry is thriving, it is thriving off of the extremely competitive market for individuals taking up the opening opportunities. The industry itself is

dynamic and constantly changing, with new strategies and outlooks constantly being developed and tested. All it takes is one creative minded person to make an innovative idea into a game changing policy and strategy.

Core Strategies

For my core strategies, product, pricing, promotion, and placement I know that I am more than capable of defining and representing them. But to truthfully define them in a manner regarding a personal aspect, I'd have to define myself as the product first and foremost. The product being sold is a 20-year old, LVC Graduate with a Digital Communications Degree, Concentrated in Business Technology, and a Minor in marketing. With former experience in supervisory positions, Leadership experience, and an extremely high work ethic. I am completely understanding that no matter where I am hired, that I will perform my job and duties that are entailed to me, to the utmost efficiency and ability that I can perform. I have never been one to fuss over the conditions of working, as long as the pay is reasonable, even if it is on the lower end of the spectrum.

For pricing, the average for a Digital marketing Specialist currently is just over \$60,000 (\$60,359 to be exact). While the lower end of the spectrum is around \$48,000 I am not going to fuss over any aspect of this, my hard work will earn my money whether I am paid \$48,000 or \$60,000 I will perform the job to my best ability. But by no means will this mean that I am content with the pay. I will work to prove that I stand out from others to get the pay that my work has demonstrated that I deserve. I will work to improve myself and gain the experience

necessary in order to accomplish and achieve the goals that I wish to pursue whether that be a promotion to a managerial type position or a raise.

The promotion strategy is somewhat complicated, but as I said before I already plan on using my many connections to help achieve my goals. This strategy of networking is a strategy that my family and many businesses use in the modern day for searching for employers, employees, best prices, or advertisements. So in this case it will be used in a sense of advertisement based towards myself finding an employer suitable and interested in what I have to offer. Within the next few years I plan on taking immense focus on attending networking events and reaching out to the connections that my family have gained throughout their years of the workforce and college. However, even after I find an employer and gain a job, this networking strategy will never stop. I plan on expanding and creating my own connections that I can later use to help my family and myself to gain larger opportunities in the world. This will also gain myself a better position in my company being able to outreach into the markets for better opportunities and outlooks on objectives and different strategies.

Job placement is something that a ton of people define as the “dealbreaker,” however for me it truthfully isn’t. I am fine with going anywhere in the world to perform and work, I have dependable people that aim to be my roommates and move with me and work in the surrounding areas. It is something however I just have to get accustomed to, no matter where it is or how awful it may seem. Would that say I have no ideal area that I wish to get my job in? No, I’d love to remain on the east coast in some manner towards the north-east but if not I am completely open to the idea and possibility of not getting my wishes 100 percent.

Specific Plans, Tactics, and Timetables

My main plan is to gain experience through hands-on workforce activities and tasks. Gaining a mentor in this phase would be a large step of the process as well, as that 2nd view or angle from an experienced individual would greatly increase my workforce ability. Through time spent, hard work, and dedication through my work ethic and other skills, I plan on gaining the most experience possible. This plan of gaining experience through working and being dedicated to the company for a solid period of time while also having an experienced mentor. This idea for gaining large valuable sums of experience is both common but very difficult, so the secondary plan is to implement these strategies into everyday ways to better hone my skills and perform to the best grade possible at my job.

The tactics to complete this process would be instantly showing my potential both in the interview and the first day on the job. This tactic includes volunteering myself for job opportunities. Some may opt out of volunteering from projects, but I will look out for the opportunity to represent and show my potential to the company. In this way I hope to gain the interest or attraction of management or an individual with senior experience in the job so that I can gain more experience and better my work performance. If volunteering fails there is always the possibility I am able to find outside the workplace activities to participate in and gain experience from, such as google certifications, outside work opportunities, and outside the workplace volunteering. These options not only give me experience but also will provide me with more connections to add to my network that can better my placement and position later on

down the road. And perhaps they can assist me in my job right then and there, depending on their connections of course.

Budget

Wages/Expenses	Monthly	Yearly
Gross Full-Time Income	\$5029.91	\$60,359
Tax From Full-Time	- \$1598.98	- \$18,107.70
NET Income	\$3520.93	\$42,251.30
Food	- \$250	- \$3000
Transportation	- \$120	- \$1440
Loans	- \$621	- \$7452
Health (If No Job benefits)	- \$479	- \$5748
Phone	- \$80	- \$960
Entertainment	- \$150	- \$1800
Credit Card	- \$30	- \$360
Clothes	- \$100	- \$1200
Housing/Utilities	- \$800	- \$9600
Totals	\$740.93	\$10,331.30
Investment / Savings (60%)	- \$518.65	- \$6,198.78
Actual Total	\$222	\$4,132.52

For total income, I plan on either saving it for emergency funds or investing the money straight into stocks, upcoming business ventures, dropshipping or another form of passive

income. This mutually brings up my potential profitability and will eventually allow the ability to worry less and less about emergency payments of some sort for both car, home, or medical. Taking this extra step, performing that safety net to avoid any problems with money would be the mature and responsible thing to do, which is why I am doing it. While also taking into consideration these are rough estimates, as times change yearly for how people spend their money especially myself, but I tried to find the consistent averages for all my expenses and expenditures.

Measures of Success

The way I will measure my success will be taking a note at the start of this process, graduation, and leaving my notes and check marks along the way. That specifically is for short-term success, long-term success. I will look back on everything at the end of the 5 years,. I plan to note where I came from and or started my journey, not just from the start of this report, but the start of my life. People may ask why would I look so far back? Well it's because life is a journey, everything has an up and down, especially a job. So even if I am not at the top of the mountain within my job, I will look back and remind myself that I am in a better place than I was many years ago, before college, before my job. There is a famous quote that I look back to regularly, "Hard times create strong men, strong men create good times, good times create weak men, and weak men create hard times" (G. Michael Hopf, Those Who Remain). I have experienced those hard times, and truthfully have been built on them, perhaps not by financial means as most perceive, but by mental, social, and physical times. They stand as a reminder that I can always do better, and perform to a level I think I cannot. So when you ask me how do I

define success, or how do I look back and notice my success? I will look towards both my family and my past to see the journey I have completed, whether it is the most prosperous or profitable or not. Success comes from whether you are happy or content with what you are doing, and do those that supported you growing up, still support you no matter what you are doing as a career.

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