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Presentation Reflection Paper

I thought it was a fascinating presentation; each speaker worked in a different aspect of marketing and excellently played off each other's stories. There were a lot of subjects they talked about and in this paper, I want to focus on the three speakers, their respective companies, what I found interesting about their varying methods of marketing, and my aha moments for each.

Marissa Keenan, from Sweet Peaks and Wild Coffee Company. What I found interesting; was how she explained marketing from an entrepreneurial point of view, starting a company from the ground up with her husband. She did a great job detailing her experience with marketing, emphasizing the importance of learning from others who have experience in the business and expanding what you know by traveling. My aha moment was when she discussed keeping the flavors of ice cream like huckleberry that people liked exclusive to the stores instead of making them widely available online, which would take away the experience from the product.

Jessica Parker from Wheelie Creative. Jessica had a fascinating approach coming from the viewpoint of marketing others' content and how you create a plan with another's market specifications and audience in mind, and how you bring your personality and ideas into those projects. My aha moment was her view of differentiating your company and how it can be good to say you offer the expected standards from your company.

Allison Linville, from FVCC. Allison talked about marketing for a funded institute and the importance of being genuine when starting a marketing campaign; especially on a trending platform such as TikTok, and the level of involvement and risk that comes with that decision. She explained her job in marketing and how she promotes awareness for the college and its various events. My aha moment, as stated, before was her explanation of adopting new platforms and the natural involvement and risk associated with it and her experience with taking a risk on the niche platform.

In conclusion, I believe they did an amazing job explaining their perspectives from an entrepreneur, to a team of creatives, to a funded organization, their experiences, and the mechanism of marketing. They also brought to light how much thought, time, and effort is needed when marketing a product and the importance of taking a step back and assessing a situation before taking action. It was an enlightening experience and wholeheartedly appreciated.