

# OpenDroids Marketing Manager

## Assignment Outline for Marketing Manager Position Candidate

### Objective:

Create a cohesive marketing package designed to target B2B sales, specifically focusing on restaurant owners, and demonstrate how [OpenDroids](#) can enhance their operations. The goal is to showcase your ability to build a compelling narrative that blends utility and emotional resonance, aligning with OpenDroids' mission to be both a functional and aspirational product.

### Assignment Components

1. Instagram Post
  - Develop a visually appealing post that introduces OpenDroids to restaurant owners.
  - Include a visual (image or mockup) and accompanying caption.
  - Focus on crafting a narrative that highlights both the practical benefits and the aspirational qualities of the product.
2. LinkedIn Post
  - Create a professional post tailored for a B2B audience.
  - Include a visual (image or mockup) and supporting copy.
  - Emphasize OpenDroids' value in transforming restaurant operations while fostering a sense of innovation and community.
3. YouTube Video Outline
  - Develop an outline for a video targeting restaurant owners.
  - Structure the outline to clearly convey the narrative, including an introduction, main content, and a conclusion.
  - Highlight the product's ability to save time, elevate the user experience, and build an emotional connection with the audience.

### Key Focus Areas for All Components

- Narrative Development: Showcase how OpenDroids aligns with restaurant owners' needs, blending utility with an aspirational vision of innovation and community.
- Target Audience: Tailor your messaging to resonate with restaurant owners, emphasizing the product's potential impact on their business.
- Brand Positioning: Demonstrate OpenDroids as a cutting-edge, status-enhancing product similar to brands like Apple or Tesla.
- Call to Action: Include a clear and engaging call to action to prompt interest or engagement.

### Submission Guidelines

- Instagram and LinkedIn Posts: Provide visuals and written captions/copy for each platform.
- YouTube Video Outline: Submit a structured outline detailing the key segments of the video and their purposes.