**Marketing Plan**

This marketing plan is aimed to take place before graduation.

**Ways to Reach Target Audience**

Manually

Through my job search, I will add a link to my site on my applications and emails that I send out.

Through Social Networks

I will add the link to my site to anyone who finds my profile on LinkedIn or Behance.

Word of Mouth

I will let my family members, coworkers, and friends know.

Website Marketing

I plan to market on facebook.com. The duration of the campaign will be for 1 month, costing a total of 350 dollars. This is much more expensive than I thought, but the potential reach high: 212,000,000.

The better option is Google AdWords. The budget for that is also one month, totaling $155, or $5,10 a day. The estimated reach is much smaller at 23-40 clicks per month.

SEO keywords

I plan to use keywords such as "portfolio" "freelance" "interaction" "design" "advertising" "intern" "designer" "graphic" "branding" "web" "developer" because those relate to the field I want to find work in.



