

2016

# Personal Branding Campaign

ALISON HALL  
WEBD 251: EMERGING DESIGN TRENDS

ASSIGNMENT 1 | Tuesday February 9, 2016

## MARKETING PLAN

### OBJECTIVES

- Find a relevant, challenging summer job or internship in the field of web design and development at a company such as Sapient Nitro, Shopify, or other smaller firms.
- Update the content of my personal website
- Improve the design of my personal website
- Create WordPress templates to sell

### YOUR PRODUCT/SERVICE

I DO...

- front-end web design and development
- user interface design
- iOS app design and development

USING...

- HTML5, CSS3, JavaScript/jQuery, PHP, LESS, SASS, Swift
- Adobe Photoshop, Adobe Illustrator, Sketch, Xcode, WordPress, InVision

### CUSTOMERS

For freelance work: small businesses (5-20 employees) or individuals who want a simple website designed and/or built. They need content to put on the website and be willing to work with me.

For a summer job/internship: companies such as Sapient Nitro, Shopify, etc. that need a junior web designer/developer, as well as recruiters such as CreativeNiche and VitaminTalent who could help find me a placement.

## COMPETITORS

### THE PEOPLE:

- Students in my class
- Students and graduates from other web design/development courses (such as HackerYou)
- Other people talented people
- Experience, outgoing

### THEIR STRENGTHS:

- Being outgoing
- Their communication and networking skills
- Their possible experience

## POSITIONING

### WHAT MAKES ME UNIQUE:

- Experience as a freelancer (Architrave Design, Leslieville Historical Society)
- Experience in a large corporation (TDSB)
- I prefer to know what the client wants and is looking for before even starting
- Willing to work outside of my comfort zone in order to learn something new

## PRICING

For freelance work, I would determine what I would charge by estimating how long the project will take to complete, adding on some extra hours for the unexpected problems, and then charging around \$25 per hour.

## SALES & SUPPORT

- On social media such as LinkedIn and Twitter
- Through my portfolio website
- Through buying WordPress themes on websites such as ThemeForest

## PROMOTION

- By increasing my online presence and using my middle initial, it will be easier to find me versus other people named Alison Hall.
- By putting my name and link to my website on the bottom of real websites that I create.
- By talking to people in the industry and making connections.
- At events and conferences such as DevTO, FITC, etc.
- Through contacts such as teachers at school, previous employers, and other people I've met
- By searching CodePen

## BUDGET

I only have a little bit of money to work with, so most of my budget to promote my brand would be spent on web domains and web hosting. While my domain name and hosting fluctuates based on which service and provider I am currently with, I estimate on spending around \$100/year on reserving domain names and \$80/year on website hosting. Until I graduate, I save money by printing my own business cards.

## ACTION PLAN

- Increase my online presence and update my portfolio website.
- Have more real projects to show on in my portfolio
- Attend more industry events and conferences
- Put more effort into finding a summer job for experience
- Use Twitter more frequently

## PERSONAL PLAN

### 1, 3, 5 YEAR GOALS.

#### 1<sup>ST</sup> YEAR:

- Be in my final year working on my capstone project
- Have worked at another company in the web design industry for experience as well as at least two more freelance jobs
- Either have a job for when I graduate lined up, or at least a plan to get one

#### 3<sup>RD</sup> YEAR:

- Have a steady job as a junior web designer or developer
- Working for experience and money to pay back my debts

#### 5<sup>TH</sup> YEAR:

- Have a steady job at a different company where I am working on project that I enjoy and not be concerned about money
- Be a mid-level employee in the company

### SOCIAL GOALS.

- Increase my use of Twitter and Facebook, since I previously hadn't been using them consistently
- Have improved my website portfolio with an increase of 50% of viewers
- Improved my online presence to distinguish me from other people by consistently using Alison K. Hall instead of Alison Hall.

### YOUR INSPIRATION CAMPAIGNS, WEBSITES ETC.

See below for websites that have elements that I wish to incorporate into my online portfolio.

## Personal Branding Campaign – Alison Hall

The screenshot shows the Prepros.io website with a dark blue header bar at the top. The header includes links for Download, Docs, Forum, FAQ, Change Log, Contact, and a 'BUY PREPROS | \$29' button. Below the header, there's a main content area with a green gradient background. The top section is titled 'PREPROS.IO' and contains a sub-section 'WHAT IT IS:' which describes Prepros as a tool to compile LESS, Sass, Compass, Stylus, Jade and much more with automatic CSS prefixing. It also mentions it comes with built-in server for cross browser testing and runs on Windows, Mac OS X and Linux. Below this, there are several sections with icons and descriptions: 'Develop with Ease' (Compile Everything, Automatic CSS Prefixing, Browser Refresh), 'Make Websites Super Fast' (JS Concatenation, File Minification, Image Optimization), 'Synchronized Testing' (Scroll Sync, Click Sync, Input Sync), 'Debug & Test Like a Boss' (Source Maps, Built in Server, Works Across Multiple Devices), and '1 Click FTP Deployment'. At the bottom, there's a section titled 'Users Love Prepros' with several user quotes from GitHub users like @hbspk, @MarkDodge, @JensVonRutte, @ChrisBelence, and @RomanGerasimov. The footer features a 'Get Prepros Now' button and social media links for GitHub, Twitter, Facebook, LinkedIn, and Google+.

## PREPROS.IO

### WHAT IT IS:

Prepros.io is a website to introduce the tool called Prepros, which is a tool to compile LESS, Sass, etc.

### WHAT I LIKE ABOUT IT:

- The colourful background gradients make it interesting and exciting
- How the backgrounds change for each section
- The simple outline buttons which reverse colours when hovered over

<https://prepros.io/>

## Personal Branding Campaign – Alison Hall



### GALAXY WORDPRESS THEME

#### WHAT IT IS:

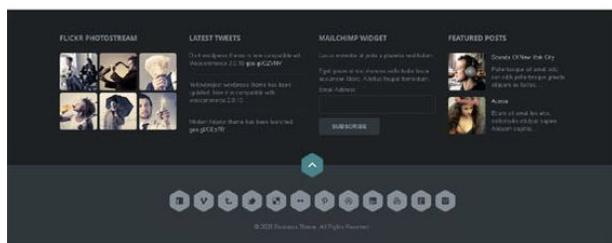
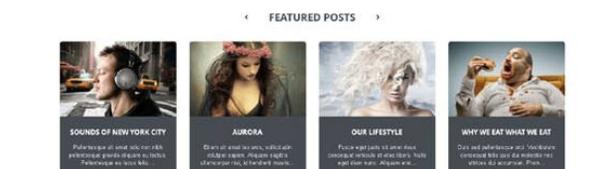
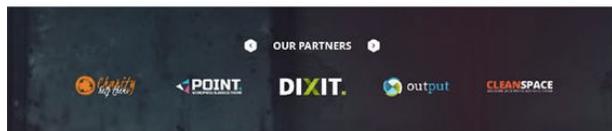
This page is an example of the WordPress theme called Galaxy.

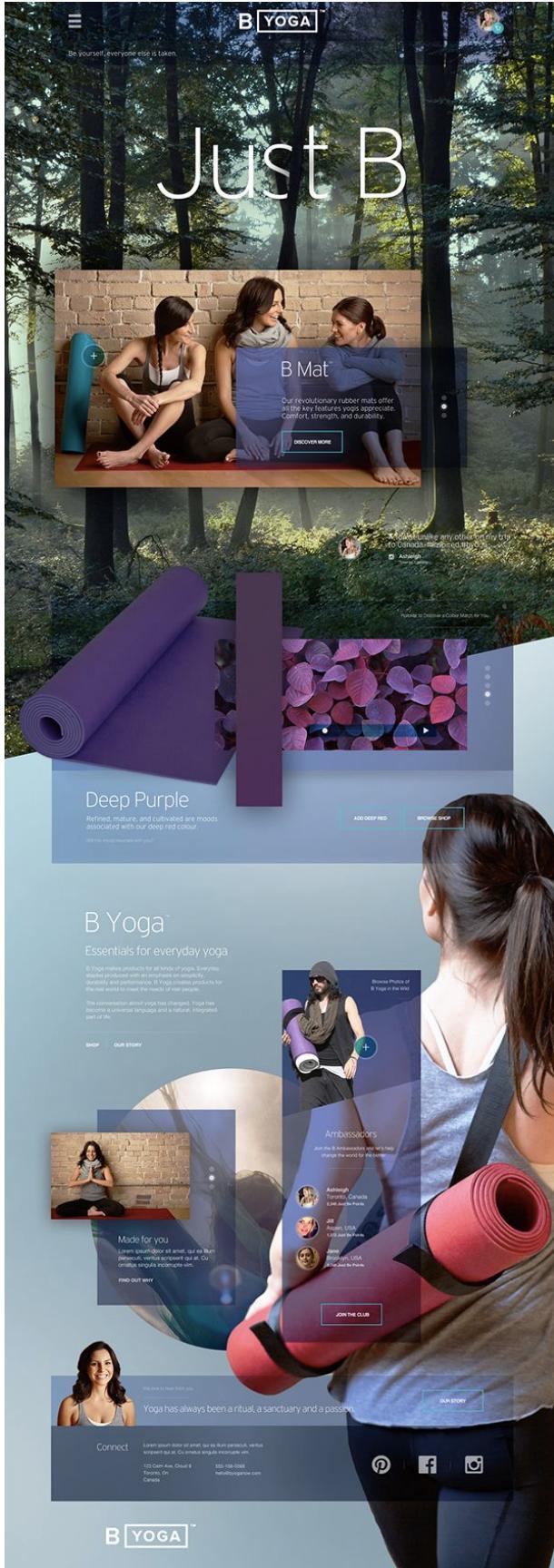


#### WHAT I LIKE ABOUT IT:

- How it displays different types of content while still having the page tie together
- The general pages' layout
- The simplicity of the initial view of the items, with more info when clicked or hovered over

<http://www.gt3themes.com/wordpress-themes/galaxy/>





## B YOGA

### WHAT IT IS:

The website design of B Yoga, which advertises their yoga mats.

### WHAT I LIKE ABOUT IT:

- How the page isn't strictly linear
- Uses different angles
- Uses multiple layers and transparencies

[https://www.behance.net/gallery/18988225/  
B-Yoga-Website](https://www.behance.net/gallery/18988225/B-Yoga-Website)

## ARTICLES' COMMONALITIES

All of the personal branding articles talk about first identifying what exactly their expertise is. Secondly, they need to define what makes a person and their service unique and memorable. By thinking about the customers/users/clients and tailoring the personal brand to those people, it is more likely to be a successful brand. The person then needs to build their visibility and be consistent in their message.