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Online Marketing and SEO Plan

1. Marketing Plan
   1. Objectives
      * Search engine optimization
      * Successful alternative to a traditional resume
      * Be as user-friendly and informative as possible
      * Successfully showcase my professional abilities
      * Well-organized content
   2. Target Market
      * My target market is people in the design, public relations, media, entertainment, and marketing industries who are hiring. Demographically speaking, this group is mostly comprised of older millennials and, primarily, baby boomers. The internet has completely changed the media landscape and ushered in an era of digital convenience. As LinkedIn is a massively popular website that essentially digitizes resumes and it is used widely by my target demographic, I believe they would appreciate an interactive resume website as well.
      * In addition to convenience, the changing media landscape also rewards instant gratification. My potential employers receive hundreds of resumes that list accomplishments without tangible examples. With my interactive resume website, employers will be able to see both my resume listing my skills as well as real examples of me executing these skills all in one place.
   3. Overall Marketing Strategy
      * The marketing opportunity for my website is mainly going to be digital, as that’s the most convenient way for my target audience to reach me. The goal of the marketing plan is to build brand awareness and therefore gain attention and job offers. The plan must accomplish two objectives: tell consumers amount the service being offered (me) and convince them it is worth paying for (hiring me). The budget is $3000 as the only way this website can be beneficial to me is if it is properly marketed.
      * I plan on using social media websites like Facebook and Twitter to self-promote my website. I also want to utilize SEO to draw consumers to the website and use Google AdWords to identify employers in the media field and target them directly.
      * I want my Google campaign to be based in the general South Miami area as well as the NYC area because that is where I’m from and could potentially return after graduation for a job opportunity.
      * Keywords:
        1. Digital marketing
        2. Online marketing
        3. Traditional/print advertising
        4. Designing
        5. PR internships
        6. PR work experience
        7. Writing
        8. Photo editing
        9. Portrait shots
      * Duration:

One year

