

### Original Work Proposal for Marketing

Business marketing is a fundamental part of developing and growing a business. Without marketing customers would not know what product or service is being given to them. While the Covid-19 pandemic has been very challenging for businesses around the world, I feel like the field of marketing is becoming ever more important. Through the pandemic businesses are having to attempt new and improved ways to market their products to customers and to the world. With no marketing experience in the real world, I need a way to dive straight into the field itself. Out of school I am forming a film group where we will produce podcasts, skits, short films, and much more; however, we have no way of letting the world know about it. My original work proposal is: I will be creating a marketing plan and get the works we are creating known to the public, in order to start a brand, create a business, and build up hype.

My goal for this project will be to learn how to successfully create a marketing plan for our group, eventually making a small business, and making a profit. In order to achieve this goal, I need to learn how to effectively market a new emerging business in the film industry, and to understand what it will take to be successful. What is the best way to market new businesses? How is marketing in a film based industry different from a “typical” business? I will need to start by learning all of this information and by the end be readily equipped with knowledge to allow for me to be successful.

I will start my original work journey with researching the most effective ways to start a business, learn the ins and outs of marketing, and discover how to start the business plan. This will also include interviews with professionals that would be able to enlighten me on the field, alongside eventually working with a mentor in the field of marketing in order to fully understand the task at hand. After the so called research process would be over, my buddies and I are going to attempt to start creating content for the business, including skits and short films. We already have a goal to release on January 1st 2021, which means till that point we can begin creating our content. Before January 1st, I will need to begin to show the world what we are and what we will be doing. Advertising, public interaction, and social media will be something that is massively important to the work of our business. By January I want to have built up a small base of people excited for our first release, while also continuing to go from there to actually start the business up.

My overall end goal for this project is to build up a business that has a fan base, and that provides services to them. Which would be the videos that we produce. I want to have a fully up and running website, social media integration, and people who are excited for who we are. The fan base does not have to be big, we are just beginning; however, without marketing, we will never be able to reach the dreams that we have. Maybe one day after enough people know who we are we can even have a revenue from this. Without marketing, something like that would never be able to happen.