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ISM

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Original Work Set-Up and Completion Summary

Objective/Purpose

Business marketing is one of the most important aspects of operating a business small or large. As a senior in high school, learning how a business runs is not usually part of the curriculum; however, as a part of the ISM class, I have been lucky enough to do so first hand. For my original work project I wanted to get an understanding of marketing my own small business from the ground up. Luckily, I already had a small business in pre production before I even began ISM. This small business is called “Advanced Boys”, a comedy group, and we are going to focus on the production of short films, skits, and role play style videos. For the original work project, I wanted to build up the foundation of a good marketing strategy for our brand, and begin to build up a fan base through this marketing plan. Although my original plan of making a profit was very far fetched, it lead me in the right direction of a business starting up.

Methodology

1. Materials

My original work did not require any physical materials, as the majority of the project was completed online and by word of mouth. Wix was the platform that I used to make the website. And I used Instagram as the social media outlet.

2. Procedures and Process

The frontload of the process of my original work was making a foundation of what we wanted our goals to be as a group. In order to have an appropriate marketing strategy I needed to find out our overall theme and interaction style. For instance, the first meeting we decided on the color scheme of the website, as well as the types of videos we wanted to create. That type of interaction that we will have with the audience will decide how I interact with people through the website and social media. We created a basic rundown of a mock schedule if we were to release in January, from there I was able to find a nice rundown on how the website would work. The next thing that I did was make an instagram, however, did not officially publish it till I had the website URL in the bio. By word of mouth we reached fifty followers on instagram. Quickly I realized that a website and only an instagram would not be enough, I eventually began to edit a short trailer for a documentary that we had gathered footage over this semester. With the website being fully completed, with an “About”, “Instagram”, “Videos”, and “Contact” page, it was good to go. With a website, instagram, and an amazing trailer, the marketing campaign for this semester and original work was complete.

Utilization of Higher Level Thinking

The beginning of my original work made me feel a little disheartened about the choice I had made, as I did not think that it would require advanced knowledge. I soon realized that everything I did involved a much greater form of thinking than I had thought. The website took a lot of time and planning. The color palette that I had used had a nice cool feel. With blues, greys, and even a little bit of green. That required a lot of decision making, as I also had to have two other guys agree with my decisions for the project. Speaking of... a massive obstacle that I had faced while working on the project was that a lot of things had to revolve around the decision of the group. This put a massive restraint on what I could do; however, I thought made the project seem more realistic. As learning to work with a creative team was very important. However, it made writing bios, getting pictures, and color coordinating images more difficult. The instagram, I have to admit, required no higher level thinking, however, the type of posts that we had, and the language used in each post required a thought about our overall presentation. I needed to find out a good balance of seriousness, light heartedness, and information to use in each post. Another aspect of the project that was incredibly difficult was the construction of the trailer. I spend time looking at other action movie trailers, finding good music, and cutting through hours of footage to find clips that would make the trailer perfect. Afterwards, editing it all together took precise craft and a lot of time to create.

Results:

The greatest results are the ones that you are proud of, and that is exactly what I am. I think that the website has all the necessary components that are active for a new brand. I also think that the trailer came together well and is now easily accessible to the public. The instagram has fifty followers on it, which is just from word of mouth. This is an incredible feat as that means that we can begin to extend our reach. We have a foundation for all of our information which is our website. The simple and beautiful website is easy to access through instagram and has all of our information. The trailer is set up and advertised through both the social and on the website. I am pleased with the results as I think that we have a good foundation for a marketing campaign for Advanced Boys.

Conclusions and Interpretations:

At the end of the project, I am satisfied with how it ended up; however, it is far from the end. I have a great foundation to go off of to increase our reach, fan base, and content. This is only the beginning, as we have unlimited potential. I have learned a lot about marketing strategies for many types of companies and businesses, so being able to utilize it on my own brand makes me thrilled.

Application/Meaning

I am going to continue to use the information I have learned in the future, with everything that I do during and after college. My original work proposal stated that I wanted to provide for our fanbase. By having a simple and easily accessible website, and already beginning to produce content, being the trailer, I think that is accomplished. And I will use what I have learned and finished to be even better and smarter when going further on my marketing campaign. From

where I am now, I am hoping to increase my reach, and with the group, begin to reach our true potential at outputting hilarious and good content.