

STUDENT INTERNSHIP RESUME

Matthew C. Mason

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CAREER OBJECTIVE

I'm a hard-working Integrated Marketing Communications honors student at the University of West Alabama who has never missed a deadline while producing professional quality work over the last four years. My goal is to leverage my marketing, graphic design, website design, visual communication, and written communication skills for a position with your company. I have university level project management experience and believe my ability to create, manage, and organize digital media content for marketing purposes will help build your business.

EDUCATION

The University of West Alabama, Livingston, AL

March 2019—December 2022

BACHELOR OF SCIENCE INTEGRATED MARKETING COMMUNICATIONS, EXPECTED GRADUATION DECEMBER 2022

INSTITUTIONAL GPA: 4.0

RELEVANT COURSES COMPLETED: Marketing, Marketing Management, Social Media Management, Advertising and Promotion, Consumer Behavior, Public Relations, Personal Selling, Advanced Media Writing, Mass Media Writing, Mass Media Design, Graphic Design I and II, Media Ethics and Law, Web Design, Methods of Integrated Marketing Communications, Media Campaigns, and Branding.

Awards & Honors: Lambda Pi Eta Alpha Chi Honor Society member since 2019, President's List Honors student for four consecutive years.

Certifications: Google Analytics Certified, Qualified for Adobe Certification Examination 2022.

MARKETING PROJECTS

- Project "S.T.O.P." Public Relations Campaign (See Attachment 1.)
 - Created a campus PR campaign to reduce student usage of phones in the classroom.
- Project "MESSY" Branding (See Attachment 2.) (Visit www.messy.website)
 - Created a company brand from the word "MESSY."
 - Created a website for the brand and marketed the brand online.
 - Set up analytics on each social media platform, search engine, and website to track behavior, engagements, and growth.
 - Created a menu to order food online.
 - Created an online store with branded products.
- Project "Blue 42" Graphic Design (See Attachment 3.)

- Created a media brand with collateral
- Project “Novatech” Marketing (See Attachment 4.)
 - Created a 25-page PowerPoint presentation to show the marketing communication process for a local company in Meridian, MS.
- Project “GrassHopper” Marketing (See Attachment 5.)
 - Created a brief marketing plan for a lawn service start up.
- Project “Rodeo” Advanced Media Writing (See Attachment 6.)
 - Conducted an interview with the head UWA Rodeo coach and composed an Associated Press style article for the university campus magazine.
- Project “No Such Thing” Graphic Design (See Attachment 7.)
 - Utilized color theory and creative photography to create abstract, iconic, and compositional posters for the phrase “*No Such Thing.*”
- Project “Pick UP” Advertising and Promotion (See Attachment 8.)
 - Creative Brief with Advertisements for Wal-Mart curbside service.
 - Written script for 30-Second radio commercial
- Project “Florence” Social Media (Visit www.visitflorence.com)
 - Created 30-day content calendar for the tourism department of Florence, AL.
- Project “Cahaba” Thesis Project (In progress/Available upon completion or request.)
 - Created targeted and actionable marketing plan for the University of West Alabama Cahaba Biodiversity Center in Bibb County, AL.
 - Designed 12-page communication plan.
 - Created 30-day social media content calendar.
 - Designed social media headers, posts, and digital collateral..
 - Developed campaign logo, branding, and message strategy.

Strengths

- Adobe Creative Suite – Photoshop, Illustrator, Lightroom, Acrobat, XD.
- Frontend Website Design – Dreamweaver, WordPress, Wix, Weebly, Squarespace.
- Microsoft Office Suite – Word, Powerpoint, Excel, Outlook, Teams.
- Social Media Management – Google Analytics, Hootsuite, MS Excel CMS.

Weaknesses

- Application development – Android, iOS, Google Play.
- Database management – MySQL, Microsoft Access, Oracle.
- Programming/Coding – Java, Python, HTML, CSS
- Video editing – Premier Pro, DaVinci Resolve, After Effects.

Additional Comments

I am experienced with both formal and informal marketing relating to personal, small business, and institutional branding. If I have the opportunity, I would like to use my skillset to help establish, build, and manage your platform for online integrated marketing communications.

Advertising Project: Magazine and Billboard

Matthew C. Mason

Professor Veronica Triplett

University of West Alabama

Abstract

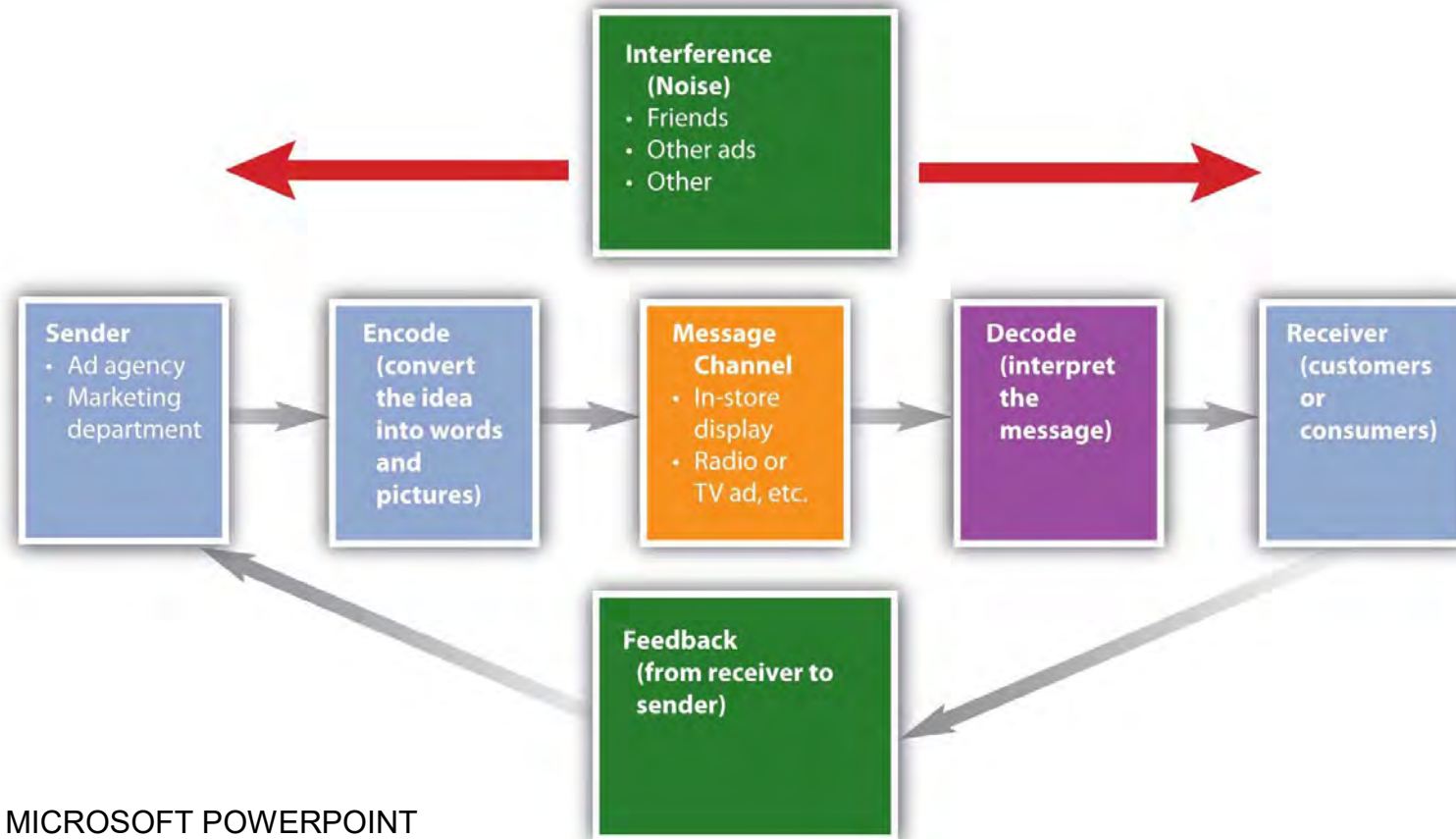
The purpose of this project is to identify, observe, explain, and understand promotional content as it applies to the communication process theory within marketing. In this presentation, the objective is to explore the marketing communication process theory (MCPT), step-by-step, by showing how one business may apply the integrated marketing concept to effectively deliver a promotional message across two common traditional communication channels– (I) magazine and (II) newspaper. These observations will illustrate how a common marketer from each medium may utilize marketing communication process theory (MCPT) to promote their business. This project begins by identifying the sender (business). Next an introduction to the media within the selected medium channel (magazine or newspaper) is provided. After examining the effectiveness of the message (advertisement) as it applies to the marketing communication process theory (MCPT) for the first channel; the process is then replicated for the second communication channel. Each slide provides explanation and justification for the media's use within the media vehicle medium. After both process reviews are complete, I discuss the overall effectiveness, provide brief commentary for improvements, and conclude why or why not the promotion served its purpose.

Keywords: advertisement, audience, audience selectivity, channel, effective media mix, encoding, exposure, feedback, frequency, intensity, long life span, magazine, marketing communication process theory, media, media channel, media vehicle, medium, newspaper, noise, owned media, paid media, product advertisement, promotion, reach, target market

Introduction

Marketing communication process theory describes a particular set of steps that are followed in the transaction of communication for any advertising market message campaign. To begin, marketing communication is defined as the exchange of sending and receiving promotional media information across selected channels between businesses and consumers. This promotional media information is created to inform, persuade, and remind consumers of a product or service in order to influence their opinion or generate a response. Using a promotional mix strategy, media evaluations determine how to best encode and integrate the message to their target market— depending on the selected communication channels. Communication channels may include newspapers, magazines, radio, television, the internet, and outdoor media. While going through these channels, the message being transmitted must transcend and compete with noise. Noise is anything that may interfere, distort, or skew the information. Finally, once the message has been delivered and decoded, a feedback channel is established. Marketers then listen to the market and develop appropriate strategies to adapt existing messages or spot new communication opportunities. This creates a feedback loop, for two-way communication, between the sender and receiver (Lamb, Hair, and McDaniel, 2019). When businesses properly utilize the Integrated Marketing Communications concept, each message within the process should effectively deliver a unique, uniform, cohesive, and consistent message when decoded by the receiver. All of this combined, makes up the marketing communication process theory.

Marketing Communication Process



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The Sender

First, we'll pre-approach this project by introducing the originator of the marketing message in the communication process—the business. Founded in 1999 in Memphis, TN; Novatech, Inc. is an award-winning technology consulting, Managed IT Solutions and Printer Services provider offering on-site and remote support of network infrastructure and peripherals. Recognized 12 times as one of the fastest growing companies in the United States by Inc. Magazine, Novatech offers free cost analysis so you may easily choose the exact solutions, equipment, and software to meet your needs (Novatech, 2019). Novatech has five locations spanning the southern U.S. region; they are listed as: Meridian, MS; Denham Springs, LA; Nashville, TN (Headquarters); Hattiesburg, MS; Memphis, TN. Their mission is to flourish as a team by delivering caring, efficient service and support to customers and each other. Novatech delivers outstanding equipment and service beyond customer expectations, with the fast on-site service available (Novatech, 2019). By focusing on benefits instead of attributes, Novatech utilizes relationship selling techniques to promote time saving solutions that create a unique selling proposition with a Profit advertising appeal. (Lamb, Hair, & McDaniel, 2019).



Encoding – Magazine Advertisement

Encoding is the conversion of the sender's ideas and thoughts into a message, usually in the form of words or signs. A basic principle of encoding is that what the source says is not what matters, but what the receiver hears (Hair, Lamb, & McDaniel). When the creative team for a marketer encodes a message for mass paid media advertising, it is common practice to follow the first two steps of the AIDA process- *Attention* and *Interest*. As shown here, Novatech gets *attention* by taking advantage of the magazine's color reproductive value. This is accomplished by using bold headlines, bright colors, and detailed imagery. The content of the message creates *interest* by showing a man in a business suit wearing snorkel gear surrounded by office equipment in the ocean. Once the message has been designed to compete with the noise, the goal is to generate a *desire* to take *action*, which are the last two steps in the AIDA process. Here we see Novatech's main call to action is to generate a lead by visiting their website (owned media). From the encoding point of view, this advertisement is very effective at grabbing attention, creating interest, and generating a desire to visit their website.



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f t in y

The Message - Defined

The message is the most important part of an advertising promotion. Each promotional message here can be segmented into at least two parts. When using the integrated marketing concept, the first part can be called the primary message. It is what remains consistent across all mediums. The primary message usually remains static. This includes branding, service listings, product listings, contact information, owned media links, and call to action. It is what the business wants to stick in the minds (product mental space) and remain consistent across each point of contact with the consumer. The secondary message of each advertisement is dynamic and may be dependent on multiple factors depending on the promotional mix and campaign goals. With secondary messages; images, colors, styles, themes, and symbols may change depending on promotional mix internal campaign planning or external situation factors. Each promotional message must also serve one of four tasks: inform, persuade, remind, or connect (Lamb, Hair, & McDaniel, 2019). Then depending on the objective, each message can be categorized by the specific communication task set to be accomplished for a specific period of time and target audience. These categorizations include institutional, product, pioneering, competitive, comparative, and informative. Messages appeal to different audiences based on the goal set by the messenger. These appeals include everything from profit and health to convenience and admiration. Further, there are eleven common executional styles for advertising that any one message can follow when using the AIDA plan. Finally, the effectiveness depends on how these dynamics of the message align with the target market of the promotion. Careful consideration goes into each message to prepare for its journey across the marketing communications process.

The Message - Applied

Once the message has been encoded and defined it is ready to be transmitted through the message channel. Before delivery, marketers look over each item to see how they integrate across multiple channels. In this case, each message will be in different sections of the same channel– the magazine. At a glance, they seem to integrate well. They each have company name and logo, they each have owned media links and icons, and they each promote office equipment. Upon closer inspection, they each seem to be promoting different lines of products. Only the center one has a phone number and all three have a call to action for their website. All three inform and offer sufficient information to connect. Each message in this campaign is in the product advertisement category and effectively promotes Novatech's services.

NOVATECH

- COPIERS & PRINTERS
- OFFICE SUPPLIES
- COMPUTER TECHNOLOGY
- MANAGED PRINT SERVICES

Novatech.net **NOVATECH** f t in

SPLASH INTO SUMMER

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Message Channel - Magazine

Meridian Home & Style is a traditional media magazine publication serving the local community of Meridian, Mississippi and surrounding areas of Lauderdale county in east Mississippi and West Alabama. It publishes a new issue every other month, meaning its frequency follows a flighted media schedule. Meridian Home & Style focuses on local businesses, young professionals, and family lifestyles within the community. Meridian Home and Style is distributed in multiple formats. It is available via subscription, print, delivery, digital app, web app, and can be found in most local businesses and hospitals. From the marketing communication perspective, magazines offer many advantages for advertisers. First, they have good reproduction value, especially for color. Second, because they offer demographic, regional, and local-market selectivity, they are great for small business marketers who segment their target market primarily by geo-demographics. Third, they have relatively long advertising life, meaning the advertising maintains presence for the shelf life of the magazine. Finally, magazines have a high pass-along rate which increases the word of mouth (WOM) and target audience exposure (Lamb, Hair, & McDaniel, 2019).



Target Market and Audience

When maximizing the effectiveness of any marketing campaign, the advertiser is tasked with aligning the available product offering to the consumers who, not only the most likely to benefit, but more importantly, who are most likely to buy. From a promotional standpoint this means matching the target market with the target audience. Target market describes the consumer segment in which the business wants to provide products or services. Target audience describes the consumer segment in which the business is most likely to attract. They are very similar but one is a push and the other is a pull strategy. To put it simply, target market strategies are motivated by the capabilities of the company, and target audience strategies are motivated by the capabilities of the market. When looking at this from the marketing communications process theory, the goal of the advertiser is to choose the best possible channel and media vehicle to deliver their message to the most relevant consumers. In this case, Novatech provides office supplies and services, so their target market includes small businesses, entrepreneurs, and local companies that need customized business solutions. Meridian Home & Style provides distributes to small businesses, local companies, and provides content for and about entrepreneurs. Aligning a target market with a similar target audience increases the ROI intensity. When the advertiser considers using a magazine to deliver there message, the cost per contact can be high in the short term, but the market saturation and life span make the cost per customer much lower in the long run. This all depends on how well the target market matches the target audience. Here, Novatech and Meridian Home & Style, seem to be synergistic complements.

Noise

Noise is defined as anything that interferes with, distorts, or slows down the transmission of information. From encoding to reception the message encounters and competes with noise. This occurs the entire time before, during, and after the message transmission across the selected medium channel. Noise is the environment of the advertisement; it can include other advertisements on the same page, news articles, other store displays, competing magazines on the same shelf, or in this case—noise would be the feature content of the magazine. When the media is overcrowded and the noise level is high, reception level is low. Advertisers have to be aware of potential noise level during the encoding and delivery preparation phases in order to plan their promotions accordingly. For instance, if the advertiser calculates a high level of noise for a particular media vehicle ad placement, then they will create the ad with more intensity. This means brighter colors, bolder fonts, flashy graphics, unique messages, etc. On the other hand, if the promotional mix plan foresees low noise, they may place their focus on less intensive styles. There are trade-offs to each style, ads in low noise environments tend to be bland and boring but they are great for informing and including more information. In this project, the Meridian Home & Style Magazine is relatively low noise. This is because the channel is specialized for specific local geo-demographics and the marketplace is not as diverse within the target audience. When planning for or adjusting to noise, advertisers usually create multiple versions of the same ad. This allows for greater flexibility during the feedback stage. Novatech seems to have properly prepared to compete with various levels noise by creating multiple versions of their message.

Decoding - Interpretation

Once the message is delivered with the media vehicle (Meridian Home & Style, it is viewed in context with competing media within the medium channel. This allows the message to be decoded and interpreted by the receiver. In decoding, common understanding between two communicators, or a common frame of reference, is required for effective communication (Lamb, Hair, & McDaniel). The receiver can be anyone who views the magazine. This is why it is important to align promotional mix goals with channels that have the same target audience as the sender's target market. In this example, Novatech is targeting local and small business services, which align perfectly with Meridian Home & Style's local entrepreneur and business market. This means the medium is very effective for getting the message across to relevant potential consumers and all readers get the same meaning.



AUGUST/SEPTEMBER 2019

ON THE COVER

7 The Class of 2019 Top twenty under 40

FEATURES

- 30 LEADERSHIP LAUDERDALE
Building great leaders of tomorrow
- 30 GRADUATES SPEAK
How Leadership Lauderdale changed their views
- 32 MAKING A DIFFERENCE
10 ways to serve the community
- 35 GENERATIONS
Continuing the family legacy
- 44 FASHION
How to build a wardrobe

IN EVERY ISSUE

- 49 FITNESS
Workouts on the go
- 50 BESIDE THE UNIFORM
Military spouses
- 51 ON YOUR PLATE
Meals that take you from dinner ... to lunch
- 55 IN THE SPIRIT
New twists to familiar favorites
- 57 FOR YOUR PET
Benefits of having pets
- 58 BOOK REVIEW
"Women with Money"

EVENTS

- 60 ARTinis at MMA
- 62 Glass, Inc. 20th Anniversary
- 64 XULA Meridian 2019 Jazz Brunch

Meridian Home & Style Table of Contents with Novatech Advertisement.

Receiver - Feedback

The final step in the marketing communications process theory is the receiver – feedback stage. When people receive a message, they tend to manipulate it to reflect their own biases, needs, experiences, and knowledge. Further, because people do not always read carefully, they can misinterpret what is written. Researchers have found that consumers misunderstand a large proportion of printed communications. This is why bright colors and bold graphics have been shown to increase the consumers' comprehension of marketing communication (Lamb, Hair, & McDaniel). Finally here, we see in context why Novatech used bold graphics and bright colors. Their ad stands out above all the competing noise on the page. This draws the receiver's full attention to their message and reduces any chance of misinterpretations. Also notice this ad placement provides their phone number along with their website to provide for an extra source of feedback.

Meridian Home & Style Magazine

BOOK REVIEW

Figure out your money story

By Terri Schickmeyer
Syndicated Book Reviewer

Find a penny, pick it up. No one else will. The man of that little silver promise looks like whenever. You don't see a penny in search much, but here do you receive money as a reward in the new book, "Women with Money" by Jean Chatzky, the answer to that question may lead you to a better relationship with your wallet.

Statistics don't lie for every 100 men that graduate from college, there are more than 150 women graduates. Women inherit more money from their fathers, too, and within the next decade, women could control 75 percent of the world's wealth.

And yet, many of us don't know the deepest answers about our finances. So, "what do you want from your money?"

That's the question Chatzky asks, because it's one that most women don't know and haven't discussed. Ask yourself if you want "the four G's," (Safety, Shelter, Security, Savings). Would you use your money for freedom, or to buy things? Do you like the power you get from money? Or does spending it make you feel guilty?

The answers to these debates come when you figure out your money story. Chatzky says that your money story likely started when you were a toddler, watching your parents and their attitudes on spending and saving, budgeting, and going into debt. As you grew up, more layers were added to your money story, and understanding that narrative helps to show you why you have the financial attitudes you have.

Remember that money is an emotional thing, and there's little we can do about that because a lot of our financial perceptions are biological, says Chatzky. Talk with your partner to understand how your money worries much (or don't), so you can agree on what needs for you both. Learn how to ask for help, and a raise at work.

And finally, remember that money is perfect when used "to bring more joy into your life and the lives of people important to you. You just have to be careful about how and what you spend it on."

Money is one hand and not the other? Or are you more tight-fisted? You think you know yourself, but read "Women with Money" and you might think twice.

Indeed, digging deeper into your attitude towards money is one of the more eye-opening things you'll learn in this book, as author Jean Chatzky urges readers to examine why they spend or save as they do. Those trained in this kind of introspective may agree at such a time going... it requires stepping aside and looking at the work of childhood. But Chatzky always has understanding in the powerful language of action. Finances are not just things to endlessly manage. Spending is permissible with this book and money, as it happens, is the rest of much that is good.

If you already consider yourself a money master, then go ahead and pass here; you don't need this book. If you hope to view money as another tool for happiness, though, find "Women with Money" and pick it up.

"Women with Money" by Jean Chatzky, 288 pages, ©2019, Grand Central, \$26.

• Terri Schickmeyer of The Bookworm Inc. is a self-employed book review columnist. Schickmeyer's reviews are fair, frank and filled with books of every genre.

WOMEN WITH MONEY
JEAN CHATZKY

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DR. JUSTIN W. HOLMES
D.D.S.
1927 2nd Avenue • Meridian, MS
601.693.0250
Visit AustinWHolmesDMD.com

Novatech advertisement in context with noise.

Evaluations

Novatech was very effective in using the integrated marketing communications concept when following the marketing communications process theory for the magazine channel. First we see that they encoded the messages in full color to take advantage of the magazine's strong reproductive attribute. Next, we saw how Novatech created their campaign to target multiple product lines under the same banner. This showed their flexibility and reach in the world of business office supplies. We were then introduced to the chosen media vehicle that Novatech chose to use to deliver their message. This showed the strengths, reach, and attributes of the magazine. After reading about each, we found that the target audience of the magazine also aligned with the target market of the business. Finally, we saw how Novatech competed with the noise by using bold graphics and bright colors. If I were to improve on anything in this campaign it would be the addition of scannable qr codes. This would create a more effective feedback system that could be quantified and measured based on response. Perhaps in the future, Novatech should switch their product advertising focus less on attributes and more on benefits. The mission statement on their website seems to have a Profit executional style, yet two out of three of their advertisements did not relay this benefit in the message. Overall, Novatech did a great job here!

Channel II - Newspaper

This section will assess Novatech promotion across another traditional paid media medium—the Newspaper.

Submitted photo
Dr. LouAnn Woodward, left, vice chancellor for health affairs and dean of the School of Medicine, and Dr. James M. Thompson, right, president of the Gayle & Tom Benson Charitable Foundation, announce the \$1 million donation to Children's of Mississippi.

\$1 million donation to Children's of Mississippi

Submitted

JACKSON — A playground at the University of Mississippi will be named in honor of the late philanthropist and former CEO of the Gayle & Tom Benson Charitable Foundation and Sanderson Farms.

Today, UMMC announced a \$1 million donation from the foundation to the Campaign for Children's of Mississippi, the philanthropic effort to bring the children's hospital expansion to completion. The gift will also create the Gayle & Tom Benson Charitable Foundation

was a choice she was happy to make, noting the "tremendous support from our teams' fans in Mississippi." The foundation will be named in honor of the late philanthropist and former CEO of the Gayle & Tom Benson Charitable Foundation and Sanderson Farms.

In 2016, Sanderson and his wife, Kathy, launched the Campaign for Children's of Mississippi with a \$10 million personal gift. The Campaign, which they founded, has raised more than 75 percent of its \$100 million goal.

an architect's rendering of the playground to be located between the expansion's outpatient clinic and a new \$17 million parking garage. The playground will be named in honor of the late philanthropist and former CEO of the Gayle & Tom Benson Charitable Foundation and Sanderson Farms.

Avery was born with the chromosomal condition Turner's syndrome, and shortly after her birth in 2000, a congenital heart

NOVATECH

YOUR BUSINESS TECHNOLOGY ADVISOR

company asking you for it. Hang up if you feel uncomfortable. Don't worry about being impolite if someone on the phone is pressuring you into sharing sensitive information. Hang up. If the call comes from a company you trust, you can call back and ask for the department that handles your account to determine if the call is for a legitimate reason.

Turn down unsolicited offers. If you receive a call or an in-person visit from someone you don't know selling you a product or service you didn't request, turn it down or tell them you'll decide at a later time. If the service or product interests you, conduct independent research on three suppliers. Include a trusted family member in the decision-making process. Use direct deposit. You can avoid having your checks stolen when you arrange for your checks to be directly deposited into your bank account. Ask your bank to show you how to speak up if you think you're a scam victim. There's no need to feel embarrassed or ashamed if you think you've been scammed. Instead, let people know right away.

Call your bank and/or credit card companies.
Reset your account passwords.
Call the police to report stolen property.
Submit a consumer complaint using the FTC consumer Complaint Assistant. Report the scam by calling the United States Senate Special Committee on Aging Fraud Hotline at 1-855-363-9470. If you suspect elder abuse is also involved, contact adult protective services.

Compton is a Certified Public Accountant with offices in Meridian and Birmingham, Ala.

Keep your personal and financial information safe. Keep your bank information, Social Security card and other finances stored somewhere secure in your home. Think twice about what you are sharing on Facebook, and don't give out your Social Security or account numbers without vetting the person or



DAVID COMPTON
guest columnist



Message Channel - Newspaper

The Meridian Star is a local traditional media newspaper publication serving the community of Meridian, Mississippi. It covers Lauderdale County and reaches adjoining portions of West Alabama and East Mississippi. It is a daily newspaper published each morning, meaning it follows a continuous media schedule. The Meridian Star has been Meridian's only daily newspaper since 1921. The Meridian Star is a hometown newspaper with a primary content focus on local government, public notices, lifestyles, community events, area sports, small business, and classifieds. The Meridian Star is a paid mass media vehicle, available by fee or subscription, in both digital or print format. It is distributed regionally via newsstands, businesses, and delivery; or worldwide through web and mobile application. From the marketing communications perspective, newspapers offer many advantages for advertisers. First, they offer geographic selectivity and flexibility. This allows the marketer to pinpoint their target market by geo-demographics and customize or adapt their message accordingly. Second, news value and immediacy offer a unique environment for each exposure or point of contact. Third, the year-round readership offers message consistency. Fourth, high individual market coverage ensures high saturation for brand exposure. Finally, newspapers offer short lead time, which means faster response and lower latency from beginning to end, in the marketing communication process (Lamb, Hair, & McDaniel, 2019).

THE MERIDIAN STAR
Saturday, October 5/Sunday, October 6, 2019 Since 1898 \$2.00 WEEKEND EDITION

PREP FOOTBALL
West Lauderdale blows out Leake Central
Page C1

MMA PRESENTS
Nick Cave: Feat. a vibrant survey of work
Page B1

DISASTER RESPONSE
Air National Guard team from Meridian first of its kind
By Erin Kelly

Chancellor named despite protest ending ceremony
By Jeff Army

Trailblazer Awards meant to honor legacies, inspire Meridian's youth
By Bianca Moserman

3 things to do today
WEEKEND

Today High: 65° Low: 56°
Sunday High: 65° Low: 56°
www.meridianstar.com

Encoding the Message

Encoding is the conversion of the sender's ideas and thoughts into a message, usually in the form of words or signs (Lamb, Hair, & McDaniel, 2019). Here, Novatech chooses to encode their message by using large icons to represent their products. Since this advertisement is made for a newspaper, Novatech chose to use black, white, and their primary branding color. The background is faded, the product service offerings are the only font in bold black— newspaper's favorite color. This message is effective for all the same reasons. Since newspapers tend to have high noise and shorter reader attention times, icons are the perfect tool for delivering messages at a glance. Since black shows up best in newspapers, it is best to only use it for the information that matters most, in this case it's the products and services. In high noise environments such as this, Novatech keeps everything as simple as possible to account for quick readability. Furthermore, we see that Novatech is using the IMC concept by maintaining their consistent branding and theming that creates familiarity in the mental product space of potential consumers. The header, body, salutation layout is a very effective message delivery method here.

NOVATECH NEWSPAPER AD



The advertisement features a red header with the **NOVATECH** logo in white, italicized font, and the tagline **YOUR BUSINESS TECHNOLOGY ADVISOR** in white, bold, sans-serif font. Below the header, four red hexagonal icons are arranged in a 2x2 grid, each containing a white icon representing a service: a copier, a printer, a laptop, and a document. Below each icon is the service name in bold, black, sans-serif font: **COPIERS & PRINTERS**, **MANAGED PRINT SERVICES**, **OFFICE SUPPLIES & TECHNOLOGY**, and **DOCUMENT SOLUTIONS**. At the bottom, a red footer contains the website **Novatech.net**, the **NOVATECH** logo, and social media icons for Facebook, Twitter, LinkedIn, and YouTube.

The Message

The message for Novatech is simple. First, the company name is clearly communicated and strategically placed at top center where the eyes enter the advertisement, then twice at the bottom where eyes leave the advertisement. This leaves a lasting impression of the brand name on consumers. Second, they communicate their presence with the deep red colors that are consistent with all of their ads. Third, they place their products and services in the center to communicate their purpose. The message for Novatech here is a product advertising strategy that presents a unique selling proposition of offering solutions. Two goals when promoting attributes in lieu of benefits are to maintain brand awareness and remind the consumer of product offering and services. Novatech is very effective at both. The only concern I see is there lack of mobile interaction for a call to action. I really think a scannable code in they messages would benefit when using metrics to evaluate campaign performance and effectiveness. Even so, Novatech maintains a consistent call to action across each message to visit their site.

NOVATECH ADVERTISEMENT COLLECTION



FROM THE MERIDIAN STAR

The Medium

The medium Novatech uses here is The Meridian Star newspaper. It is the widest distributed paid media mass media newspaper in the region. Although the newspaper medium is fading in popularity, it is still the best form of traditional tangible print copy media available for advertising. Since it is on a continuous media schedule that is printed every day, the messages offer the greatest flexibility in comparison to other forms of media; especially the magazine. Maintaining consistent visibility in the newspaper also build trust and credibility in the community. When local businesses see the same advertisements in the paper every day it builds familiarity. Another consideration is co-operative advertising. Novatech focuses a large portion of their service offerings on print, so it only makes sense and lends credibility that they advertise in print. Also the newspaper's disadvantages may in fact be advantages. With fewer people reading and advertising, the prices for ad placements have went down, the noise has decreased, and the people who still subscribe are also the people the most likely customers that are willing to pay. The very fact that each reader is paying to read, implies they hold a greater value for the content than those who use free forms of media. Novatech's advertising with The Meridian Star is a very effective choice for aligning the goals of the business with the goals of the market, because like the magazine, much of Novatech's target market matches the Meridian Star's audience.

Interpretation

The target market for Novatech is small business owners and entrepreneurs who need customized business solutions to stay competitive in the local economy. The audience for the Meridian Star translate this optimistically as a sign of stability and growth in the local business market. They would also translate this message as a trusting source for consultation. With Novatech's consistent presence in the ad space, consumers develop a sense of confidence by knowing support is just a click or call away. By placing different ads that highlight different product lines within their product mix, Novatech sends a message of flexibility. As more and more businesses switch their networks to cloud based services, Novatech will be their first line of consultation because they are the only business advertising for the services. Also since Novatech advertises different lines of service, not all readers will get the same meaning from the message. Some will see the company as a printer business, some will see the company as an IT company, and others may look them simply as a business solution consultation management company. Although Novatech delivers multiple advertisements that promote different services, the messages are clear and unambiguous. This means that no matter how the audience interprets the message, it will be for the intended purpose.

Target Audience

The target audience for Novatech are business leaders and entrepreneurs in the community that need reliable service and products for their company. Since the Meridian Star circulates over 16,000 papers daily, the target audience is characterized by widely scattered potential customers of informed buyers, brand loyal repeat customers, and interested onlookers. With geographically dispersed readers of the Meridian Star, there could also be other audiences of potential customers and untapped markets in the region. These could include non-business individuals who just need print services for special occasions. There could be other potential clients under contract with competing suppliers that may switch brands if their current service fails. The target audience is not necessarily a certain classification or segment in the market. The target audience could potentially be any reader or viewer of the advertisement. Also, not all potential clients are in the same region. Since the Meridian Star is available anywhere via web or mobile app, a potential client could possibly be anywhere remotely. Yet no matter who the potential client may be, the goal is to constantly adjust the promotional mix so the target market aligns closely with the target audience. In doing so, Novatech can continue to run efficient campaigns and maximize their market saturation.

Feedback

Novatech's primary form of feedback is through their website. Although each advertisement includes social media icons to represent their online presence, none of them include links or usernames to their accounts. Their general expectation for feedback is to generate a call to action by visiting their site. Visiting their site is a good way to not only engage the consumer, but also measure the intensity of an advertisement by measuring the response. Having said that, it would be beneficial to increase consumer point of contact by embedding scannable mobile codes and links within each message.



Novatech newspaper banner – Meridian Star

Noise

A certain amount of noise is always to be expected anytime an advertiser chooses a newspaper to deliver the message. In the example to the right, we can see all the surrounding environmental distractions going on. Novatech did a great job here by using the deep red color to stand out amongst all the noise. In fact, it would be difficult to focus on any of the surrounding content without be drawn to Novatech's advertisement. A significant portion of the media creation process must anticipate competing with noise when designing any campaign. Just by observing how Novatech's advertisements stand out amongst the noise, we can see how the marketing team performed a very effective media mix plan when encoding the message. Having said that, not all noise can be anticipated or controlled by the marketing team. Sometimes drowning out all the noise happens by luck or chance. With no way to control external factors or predict the news, the advertiser has to rely on consistency and resilience to continually promote their product above the rest.

EXAMPLE OF NOISE



NOVATECH ADVERTISEMENT FOR MERIDIAN STAR

Conclusion

The marketing communications process is more than a theory, it's a journey. Every message, advertisement, promotion, and campaign takes on a life of its own when following the path from conception to reception. Beginning with the sender, Novatech, we see their business has a mission statement of delivering quality equipment and service. They state their objectives that are consistent with and indicate the priorities of the organization. These objectives consist of providing the finest office equipment, cloud services, network monitoring, installation, and support services attainable in the industry (Novatech, 2019). We then see how they use the IMC concept to integrate this message into their promotional mix strategy. Beginning with encoding, we see how Novatech translated their ideas into the advertising message. With strategic use of color, images, icons, and words; Novatech created a campaign of promotional advertisements capable of transcending noise across the process. We then see how Novatech matched their target market with a medium channel that provided a similar target audience. The Meridian Star proved to be an effective paid media vehicle for local businesses, entrepreneurs, and potential clients looking for customized solutions. Finally we see how the communication process establishes a feedback loop with the consumer. By including a call to action in each message, Novatech is able to measure the effectiveness of their campaign by the amount of response received by the consumer. Some messages included their phone number and others included a link to their website (owned media). Although I would have liked to see more options or opportunities for engagement, such as mobile interactive qr codes or social media links, I have to say they still did a great job. Overall, Novatech proved to be very effective in establishing an integrated media campaign when using the marketing communications process theory for both traditional media channel platforms— the Magazine and the Newspaper.

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PR Media Campaigns Project:

Scenario: University of West Alabama students have become increasingly more distracted by their cell phone in class. Professors have correlated poor grades with students who frequently use their cell phone during lectures. You work for the UWA Public Relations Office and want to make students aware that not paying attention in class can/is harming their grades. Plan a campaign that you would launch on campus.

Assignment:

- I. **Create a slogan** that embodies your plan. Also, briefly describe the message you are trying to send in a summary.
- II. **Identify at least 2 goals/objectives** of your PR campaign.
- III. **Develop a communication plan.** Discuss the channels you are going to use. Explain what mass media, social media, or controlled communications you would use and how/why. (ex. Twitter, Facebook, TV commercial, billboard, posters, etc.)
- IV. **Give 2 examples of a post** on one of your chosen social media platforms. (written)
- V. **Define your target audience.** Identify the audience or audience segments you are trying to reach.
- VI. **Discuss a timeline** for implementing your PR plan.

Submission: Type your response to the scenario above (all parts) in a word document, and email to ajones@uwa.edu.

Judging criteria: Slogan, message summary, clarity, communication plan, effectiveness/reach of 2 posts, identification of audience, goals/objectives, and timeline.

Operation STOP Campaign Students Turn Off Phones

Situation:

The University of West Alabama students have become increasingly more distracted by their cell phones in class. Professors have correlated poor grades with students who frequently use their cell phones during lectures. The UWA Public Relations Office wants to create a campaign to encourage excellence of student performance by discouraging the use of cell phones in the classroom.

Slogan:

S T O P—“*Students-Turn-Off-Phones.*” Our slogan will be branded at the end of each message we create, and it will be a simple STOP logo with “Students Turn Off Phones” written underneath. We want to create a friendly and auspicious campaign for students to stop using their phones in class.

Goals and Objectives:

- Reduce cell phone usage in class.
- Promote policy and build awareness.
- Increase classroom performance and GPA.
- Promote student engagement.

Communication Plan:

Our mission is to first promote positive performance outcomes by discouraging negative distracting behavior. This begins with influencing attitudes, beliefs, and opinions while building awareness through internal and external social media campaigns. Second, we want to engage students by increasing attention, building interest, and enhancing the desire to achieve. Finally, we want to provide resources for students in class and online who struggle with nomophobia (fear of being without a phone) and attention maintenance.

Each message and channel will have a primary purpose to inform, persuade, entertain, remind, or engage. Each message will have a different appeal and will be targeted to the appropriate channels as follows:

- Twitter
 - Create images and posts that discourage distractions.
- Facebook
 - Create educational images with facts, charts, and statistics.
- YouTube
 - Create short promos that are entertaining.
- Email
 - Provide support, resources, and general guides for students.
- Posters/Flyers
 - Provide the “STOP” campaign logo in classrooms.
- Campus Media
 - Provide short 15 second commercials.

Audience:

Our general audience will be students and teachers. Through primary and secondary research, we will segment and target groups who are impacted the most, i.e., males, females, math students, biology students, baseball players, football players, etc. Once our target audience is defined, we will associate our messages to be relatable with that group.

Examples:

1. After conducting research, we found that athletes, in particular football players, were 65% more likely to be distracted in class by their cell phones. In this scenario, our campus media team will create a fun 15 second commercial of a football player checking his phone in the end zone during the final seconds of a game. The message will relate to the target audience by showing how distractions affect scores. The commercial will conclude with “*STOP – Students Turn Off Phones.*”
2. Research also suggests that female students were 80% more likely to be distracted with their phones in class than males. In this case, we will create a static image on Twitter of a girl in class on her phone with everyone looking at her instead of taking notes. The message will simply state, “Stop being a distraction,” and it will have the “*STOP Students Turn Off Phones*” logo at the bottom.

Timeline:

Each *Operation STOP* campaign will run for the entire duration of the semester with target messages corresponding to specific academic calendar events. To maximize reach and impact, our messages will be segmented to the right people at the right time on the right channel for the right purpose.

Our target dates to produce content for the upcoming months are:

- Friday, March 5 – Last day to drop courses
 - Send emails that provide support, resources, and general guides to help student performance.
- Tuesday, March 9 – Assessment Day
 - Create campus flyers for classrooms to remind students to turn off phones.
- Monday, March 29 – Classes resume after Spring Break
 - Create Twitter Post reminding to refocus and turn off distractions
- Wednesday, April 14 – Honors Day
 - Relate high achievement to turning off distractions, and post it on Facebook
- April 30- May 6 – Final Exams
 - Create posters for classrooms that say, “Students Turn Off Phones.”

Evaluation:

In the end, after each *Operation STOP* campaign, we will measure its effectiveness with *Operation START—Student-Teacher-Achievement-Review-Tracking*. We will compare the average performance of teachers and students before and after each semester. This will include primary research data, teacher evaluations, and student GPA performance logs. We will then link this data with metrics of our campaign and make necessary adjustments to increase the effectiveness of future campaigns.

Social Media Marketing Website Design

Messy Smokehouse Grill

Matthew C. Mason

University of West Alabama

The purpose of this assignment is to create a website for an actual or fictitious company and apply social media marketing techniques to promote the company. First, I introduce the company and briefly describe why I chose to build a website for this company. Next, I provide an overview of the social media presence and plan to build a following across multiple platforms. Then, I explain the company's branding by providing insight into its name, logo, and theme. Finally, I conclude with a brief discussion of analytics for two weeks of growth with the company.

The name of the company I created a website for is Messy Smokehouse Grill (see Appendix A). Messy Smokehouse Grill (Messy) is a fictional restaurant that specializes in competition-style southern barbecue. As a fictitious company, Messy primarily functions as a sandbox for practicing design techniques and marketing concepts. I chose to build a website for Messy because it provides an opportunity to design and market content for a wide range of products and services that include food, apparel, and social events. The Messy website establishes an online presence by acting as a central hub for marketing across each social media platform.

In order to drive traffic to the website, Messy Smokehouse Grill maintains an online presence across multiple social media platforms that include Facebook, Twitter, Instagram, and TikTok (See Appendix B). Each platform will serve a unique purpose. For Facebook, Messy will focus on company news, advertising, and promotional offers. For Twitter, Messy will focus on listening to conversations, engaging with the audience, and interacting with followers. For Instagram, Messy will focus on general brand imagery through short videos, product photography, and visual storytelling. For Tik-Tok, Messy will focus on creating fun videos, entertaining memes, unique challenges. The content created for each social media platform will

cross-promote and integrate to drive all traffic to the Messy Smokehouse Grill website. The goal and objective are to create as much content as possible and target relevant influencers across each platform in order to gain an initial following.

The branding for Messy Smokehouse Grill is primarily made up of three parts: the name, logo, and theme (See Appendix C). The brand name comes from the founder of the company, Walter Messy, and the fact that eating barbecue is messy. The logo is an easy-to-recognize simplified illustration that combines a barbecue grill top, a "messy" dripping burger, and the letter 'M.' The theme for Messy is reflected in all messaging and brand imagery. Messy maintains a positive voice and tone with all messages and includes a consistently vibrant color scheme of orange and yellow in all imagery. All marketing communications for Messy Smokehouse Grill include at least one or more parts from the brand's overall theme.

After creating the company, building the website, and marketing the brand on social media, the analytics can be monitored and audited based on any key metric (See Appendix D). A key metric to look at for the growth of a new website is traffic. After launch, Messy Smokehouse Grill had 22 site sessions in the first two weeks. The average site session duration was 2m17s. Around 13 percent (3 out of 22) of the sessions were from returning visitors, and 86 percent (19 out of 22) were unique visitors. Over 72 percent of traffic came from a desktop computer, and roughly 27 percent came from a mobile device. All of the traffic for the first two weeks came from a direct link posted from a Tik-Tok video posted on the first day of launch. While monitoring site traffic for the first two weeks after posting the Tik-Tok video, I prepared content for Facebook and Twitter. For the first two weeks, starting the company page on Facebook was challenging. A company page on Facebook is linked to the user's personal account. Since I never used Facebook before this project, building an initial following has been slow. Out of 12 posts,

the average post reach was '3,' and average engagement was '0'. With growth so slow, I decided to promote a post for one week. So far, the promoted post has a reach of 107 with no engagement. Although Facebook has been slow for growth, Twitter is moving at a faster pace. So far, Messy has 21 followers with 934 earned impressions that average 43 earned impressions per day. The average engagement rate is still low at 2.1%, but this number is skewed because most of my posts were in the beginning before anyone followed. In the past two weeks, growth on Twitter has experienced the most success. For the third and fourth weeks of development, Messy Smokehouse Grill will begin adding more content to its Instagram and TikTok accounts. Other social media platforms under consideration are Youtube, Snapchat, and Reddit. The Messy Smokehouse Grill website can be found at www.messy.website. For social media, follow Messy on Twitter @waltermessy, on Instagram @waltermessy, on TikTok @walmartmessy, and the Facebook page @Messy Smokehouse Grill!

Appendix A:

Screenshot of Website



Appendix C:

Screenshot of Branding

Matthew Mason Social Media Marketing: MK390-61

PROJECT: MESSY

Brand Development Board

w w w . m e s s y . w e b s i t e

LOGO CONCEPT

The diagram illustrates the logo concept for 'messy smokehouse grill'. It shows a large grill icon on the left, followed by an equals sign, then a 'Messy Burger Bot' (a grill with eyes and a smile), a plus sign, and three components: 'GRILL TOP', 'MESSY BURGER', and 'THE LETTER "m"'. Below the grill icon is the text 'messy smokehouse grill'.

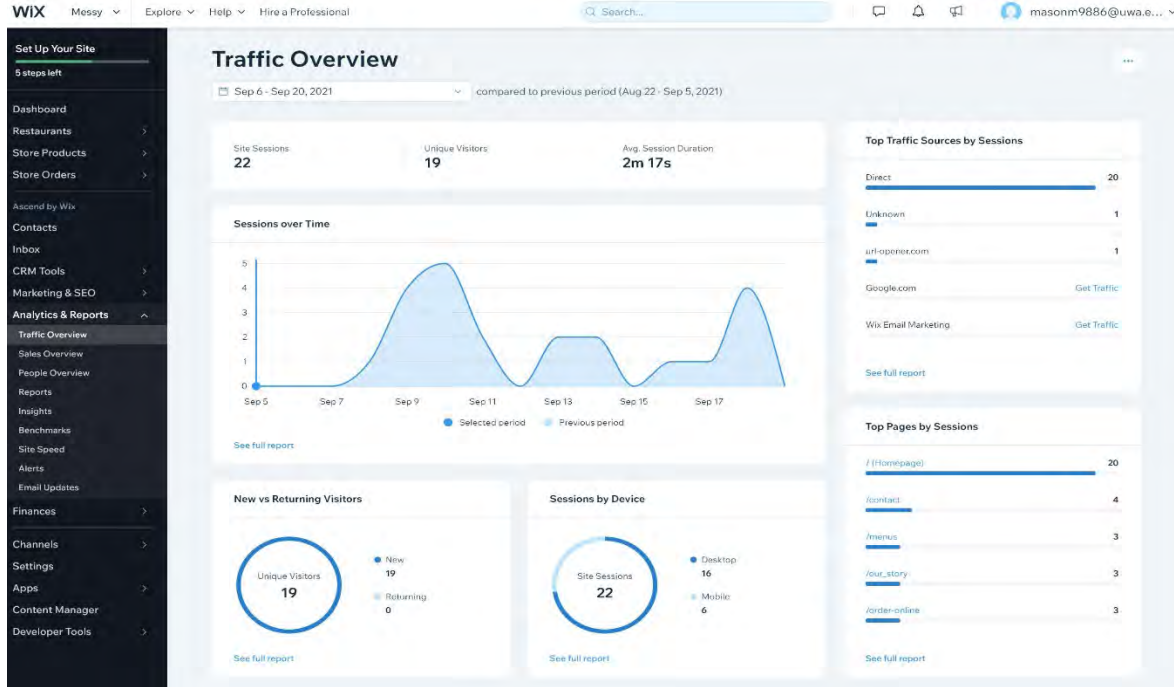
BRAND CONCEPT

The brand concept diagram shows a circular photo of the founder, Walter Messy, with the text 'Founder: WALTER MESSY' below it. To the right is a plus sign and a circular photo of a burger, with the text 'Fact: Messy is MESSY!' below it.

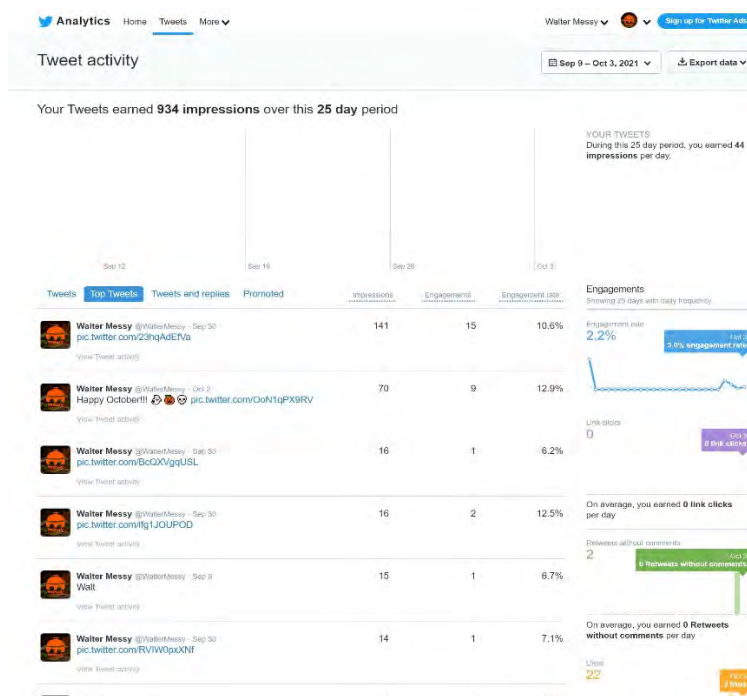
<p>MESSY MISSION</p> <p><i>Make food great again</i></p> <hr/> <p>MESSY TAGLINE</p> <p><i>Messy is MESSY</i></p> <hr/> <p>MESSY MEME</p> <p><i>IT DO BE LIKE THAT</i></p>	<p>MESSY BRAND COLORS</p> <table border="1"> <tr> <td> <p>ORANGE VIBE</p> <p>#ff5a00</p> </td> <td> <p>GOLDEN MOOD</p> <p>#ffea00</p> </td> </tr> <tr> <td> <p>WALTER WHITE</p> <p>#ffffff</p> </td> <td> <p>REBECCA BLACK</p> <p>#2a2a2a</p> </td> </tr> </table>	<p>ORANGE VIBE</p> <p>#ff5a00</p>	<p>GOLDEN MOOD</p> <p>#ffea00</p>	<p>WALTER WHITE</p> <p>#ffffff</p>	<p>REBECCA BLACK</p> <p>#2a2a2a</p>
<p>ORANGE VIBE</p> <p>#ff5a00</p>	<p>GOLDEN MOOD</p> <p>#ffea00</p>				
<p>WALTER WHITE</p> <p>#ffffff</p>	<p>REBECCA BLACK</p> <p>#2a2a2a</p>				

Appendix D:

Screenshot of Website Analytics



Screenshot of Twitter Analytics





OUR STORY

In 2008, the first Messy Smokehouse restaurant started from humble beginnings in a small rural community outside of Stickton, Alabama. Stickton was famous for its production of lumber and charcoal. When the housing market crashed and the fossil fuel market collapsed, a great recession ensued. This forced all the factories that Stick Town thrived on to close or relocate. As families prepared make a mass exodus; the great mayor, Mate' Masyn, called a town meeting to hold a week-long festival. In order to relieve families out of work, the festival included a giant barbecue contest as a fundraiser. People came from all over to not only show their support, but also to compete in the great contest for a great cause. Stick Town had never experienced anything like this. Campers lined the roads as far as the eye could see. Hotels that never operated over capacity were so full that people were renting empty bedrooms from local families. After the festival was over and all the tourists left, the town was a wreck and the streets were a mess. Messy bones were scattered everywhere. Some residents called this a disaster and called for Mayor Masyn's resignation. That is...until the numbers came in. Stick Town raised enough in one week to rebuild and sustain their economy for the next year. Mayor Masyn was heralded as a hero for saving the city. What started as a charity event for displaced families has now become an annual festival dubbed The Messy Festival. The small town of Stick Town managed to create a municipal enterprise to incorporate Messy Bones Smokehouse and regionally franchise the restaurant across the southeast. What makes Messy Bones Smokehouse unique and stand out above all the competition is not only our story, but more so our recipe. Each year, we change our menu to reflect the winning recipes from our festival! This is what keeps our selection fresh and keeps our customers coming back for more. The Messy Bones promise is to deliver the best tastes of our time with the best flavors of our region. – *Mayor Masyn*



Messy Smokehouse
2008 Frontage Road
Stickton, AL 20192-020

Creative Brief

Matthew C. Mason

Professor Kimberly King

University of West Alabama

The purpose of this assignment is to discuss and demonstrate the practical application of a creative brief in marketing communications. To begin, I will briefly define a creative brief. To follow, I will provide context and describe how a creative brief applies to the marketing process. Then, I will outline and detail the key elements used for a creative brief. Finally, I will provide an example of a creative brief with an advertisement for practical reference (see Appendices).

In marketing communications, a creative brief is defined as a written statement that serves as the creative team's guide for writing and producing an advertisement. The creative brief describes the most important issues that should be considered in the development of an ad (the who, why, what, where, when, and how). In general, the creative brief describes the background of the company, the target audience, the message appeals, the voice and tone, the style, and the overall general approach the creative team will use for the advertising campaign (Weigold & Arens, 2021, p.325).

For context, the creative brief is developed after a marketing or advertising plan has been completed and before the campaign creative process begins. To provide perspective, the creative brief serves as a bridge between the advertising communications strategy and the advertising campaign's creative execution (Weigold & Arens, 2021, p.611). Having said that, the creative brief is a stand-alone document brief that is much different from a marketing or advertising plan. A marketing or advertising plan is a complex document that details every element of the marketing mix (product, price, place, promotion) and can span many pages. In contrast, the creative brief is a simple document that only focuses on the promotion element of the marketing mix, and it is generally only one page. Although the creative brief only focuses on the promotion element of the marketing mix, it contains many elements of its own—it addresses all the key points and objectives in the promotional strategy. To get a better idea of what a creative brief includes, it's best to look at the outline and detail of an example.

To help understand the overall concept of a creative brief, I created a basic example for Walmart (see Appendix A). The outline for this creative brief follows a simple and basic one-page structure. The elements include the following: company background, campaign overview, motivational drivers, intended audience, competitors, brand voice and tone, campaign message, visuals, mediums, and process.

For each creative brief element, the detail is summarized in one to two sentences for simplicity and brevity. Each element provides just enough information to act as a guide for creatives, but not so much information that it limits the creative process. In this creative brief example, I have provided just enough information for the creative team to know that Walmart is promoting their all-new mobile shopping experience while providing all the necessary information the creative needs to create and execute an advertising campaign.

Finally, to further illustrate how the creative brief is used, I have created an example advertisement using only the direction of the creative brief (see Appendix B). In this advertisement, I used the imagery, colors, and campaign message from the creative brief to develop an ad for traditional media magazines or social media platforms. In the end, the creative brief should be short, simple, and easy to understand. It should have all the necessary elements and details to create an advertising campaign, but not so many details that it confuses or limits the creative process. In general, if a creative brief is more than one page, it is more than necessary. When it comes to making a creative brief, it is best to follow the acronymic KISS principle—Keep It Short and Simple (Wikipedia, 2021).

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Appendix A:

Creative Brief Example

COMPANY BACKGROUND: Walmart Stores Incorporated is an American discount department store chain that was founded in 1950 by Sam Walton in Bentonville, Arkansas. Today Walmart is the largest retailer in the world, serving approximately 220 million customers across 10,500 stores in 24 countries.

CAMPAIGN OVERVIEW: This campaign will advertise new eCommerce, Pickup, and Delivery services to promote an all-new mobile shopping experience for Walmart Stores, Inc.

DRIVERS: Motivational drivers will include saving money, living better, saving time, and staying safe. Accessibility, convenience, and safety are the primary drivers for this campaign.

INTENDED AUDIENCE: The target audience will be customers looking to innovate their shopping experience (innovators) and customers concerned about the health and safety of shopping in crowds (safety shoppers). Innovators are between 18-29 years old, and safety shoppers are considered anyone above 30 years old.

COMPETITORS: Top competitors in eCommerce include Amazon.com, eBay.com, BestBuy.com, and Wayfair.com. Top competitors for Pickup and Delivery include Target, Costco, Walgreens, and Kroger.

BRAND VOICE AND TONE: The Walmart brand voice is relatable, down-to-earth, vibrant, helpful, and inclusive. The Walmart brand tone is informative, enthusiastic, and respectful, with an equal balance between serious and funny.

CAMPAIGN MESSAGE: Each campaign message will promote a single new service and incorporate the phrase "Anywhere, Anytime." as a campaign tagline. All necessary and required branding mandates will be included with each message.

VISUALS: Visuals for this campaign will include video and static imagery. Video will include happy and satisfied customers using Walmart Pickup kiosks, Walmart Curbside Pickup, Walmart Local Delivery service. Static imagery for print and social media posts will promote online shopping and drone delivery services. Each ad will use branded colors with included mandates for promotion.

MEDIUMS: Mediums will include traditional and social media advertisements. Traditional media advertisements will be radio, television, magazines, and newspaper. Social media advertisements will be on Twitter, Facebook, Instagram, and Youtube.

PROCESS: For this campaign to be successful, radio ads will include a 30-second promotional jingle for the pickup service; television ads will feature a 15-second promotional video for delivery; magazine ads will include a full-page poster promoting each service, and newspaper advertisements will promote local workforce development and job opportunities in each community where Walmart extends each new service.

Appendix B:
Advertisement Example




SCAN TO LEARN MORE

DRONE DELIVERY

Anytime. Anywhere.



Walmart  SM

Save Money. Live Better.

To learn more about drone delivery visit www.corporate.walmart.com/newsroom

Social Impact and Ethical Advertisements

Matthew C. Mason

Professor Kimberly King

University of West Alabama

The purpose of this assignment is to discuss and evaluate the social impact that advertisements have on society from an ethical point of view. To begin, I will define ethics from an advertising perspective and briefly discuss the social impact of ethics in advertising. Next, for evaluation, I will provide an example of two recent controversial advertisements and discuss their social impact from an ethical point of view. Finally, I will conclude with a brief summary. Appendices are included with screenshots of each advertisement for reference.

The social impact of ethics in advertising is a complex subject. To begin, ethics in advertising refers to a set of moral principles that govern the marketing communications for any service or product (Juneja, 2021). Although complex, ethics can simply be described as right and wrong or good and bad. Since there is no universal definition of right and wrong, being ethical in advertising means being socially responsible and adapting to socially accepted values that are commonly viewed as good for the welfare of society (Weigold & Arens, 2021, p.78). In contrast, being unethical in advertising means not conforming to socially accepted values and doing what is commonly viewed as unfavorable or bad for the welfare of society. Since advertisers have control over the messages they create, they are also ethically responsible for the impacts those messages may have on society. If an advertiser creates an ethical advertisement, it generally has a positive impact on society. However, if the advertiser makes an unethical advertisement—the social impact is negative. Below are two examples of unethical advertisements for the years 2020 and 2021.

In November 2020, Footwear News (FN) published an unethical ad from Reebok featuring the popular music artist Cardi B (see Appendix A). In the ad, Cardi B promotes her debut line of shoes, where her image is edited to resemble the sacred Hindu goddess, Durga. The intended target audience was her fans and followers, but she unintentionally drew the attention of

the entire Hindu culture. This advertisement was offensive because it was a form of cultural appropriation. Cultural appropriation is when someone disrespectfully adopts something from a culture that is not their own (Staff, 2021). After receiving backlash for the offense, Cardi B issued an apology on Twitter by stating her intent was to “represent the goddess who represents strength, femininity, and liberation.” In response, her apology was widely accepted by fans, and the image was removed from the FN website. Reebok acknowledged they should have chosen a more appropriate deity to represent Cardi B’s native western culture to make the ad less offensive (Rodrigues, 2020). Although the ad was offensive to the Hindu culture, the apology was accepted, and the controversy produced enough buzz on social media to persuade Cardi B’s followers to buy nearly every pair (Johns, 2020)!

In March 2021, the popular music artist Lil Nas X unethically advertised a custom line of Nike Air Max 97s called “Satan Shoes” (See Appendix B). Said to contain real human blood, this advertisement was both offensive to his religious followers and deceptive for buyers who were misled to think it was an official collaboration with Nike. The intended target market for the Satan Shoes was edgy followers of the artist and hip-hop culture. Although Lil Nas X intended to create buzz by promoting a controversial product, he unintentionally woke the beast and got himself into a lawsuit from Nike. This advertisement was obviously offensive to his religious followers because Satan represents everything that is wrong and bad in the world. In other words, Satan represents everything that’s unethical. Perhaps if Lil Nas X wanted to be less offensive, he could have made a statement claiming it was for a joke or entertainment. Instead, Lil Nas X doubled down and actually tried to profit from the shoe. Unfortunately, this was not only unethical, but it was also unlawful because he did not have the permission or rights to promote the Nike brand. Although the advertisement did persuade many followers to purchase

the shoes (they sold out in under a minute), the ad's success didn't last long. Shortly after posting the ad, Nike ordered a cease-and-desist and filed a lawsuit. After settling out of court, Lil Nas X was forced to remove all promotions for the Satans while providing a voluntary recall and full refund for anyone who made a purchase of the shoes (Goldman, 2021).

In summary, we can see the social impact of ethics in advertising can be positive or negative. For an advertisement to have a positive social impact, it must adhere to ethical values that are socially responsible for the welfare of society (Weigold & Arens, 2021, p.78). Although there is no universal definition of right and wrong or good and bad in ethics, it's easy to see the difference when they occur. As the saying goes, hindsight is 2020. In the case of Cardi B and Reebok, we can see that a simple apology can sometimes repair the negative impact caused by unethical advertising. While in the case of Lil Nas X and Nike, we can see that unethical advertising sometimes ends in a lawsuit. In any case, advertisers must be mindful of ethics and the potential positive or negative impact of each message that they create.

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Appendix A:

2020 Reebok Advertisement with Cardi B



Appendix B:

2021 Lil Nas X Advertisement for Satan Shoes



Advertisement Critique Assignment

Matthew C. Mason

University of West Alabama

The purpose of this assignment is to review and critique a series of company advertisements based on current events across social media. This paper will review advertisements from four major companies: Wal-Mart, Target, Lowe's, and Best Buy. To begin, each review includes the current event being promoted and the statement used for the promotion. To follow, I include an explanation for why I chose each ad, how the ad appeals to the market, and how the market reacts to the ad. Finally, using a textbook approach, I conclude with a brief critique about what adjustments or changes I would make for each ad. Appendices are included with screenshots of each ad for reference.

For the first ad, Walmart is promoting the sale of pumpkins to prepare for Halloween (see Appendix A). On Twitter, Walmart posted a stock image of a generic pumpkin placed on a white background with the statement, "Craving some Carving? Stop by your local Walmart and pick up some pumpkins today (Wal-Mart Stores, Inc. [@Walmart], 2021)!" I chose this ad because Halloween is less than two weeks away, and the promotion appeals to a broad target market of people looking to celebrate the occasion. Most of the reactions to this ad seem to be negative. One of the top comments responds with, "Never shopping at Walmart," and another commenter states, "And then wait in line for 20 min to pay for it. Lmao." It seems Walmart's ad may have attracted the wrong audience, and the negative reception may be due to Walmart's vague attempt to inform and remind everyone of Halloween. In this case, using a basic image along with an uninspired message to an untargeted mass audience is the wrong approach. The role of advertising is to persuade, inform, or remind (Weigold & Arens, 2021, p.15). Since no one needs to be informed or reminded about Halloween, the goal here is to persuade. Walmart missed the mark by failing to persuade any specific audience within the overall market. For this ad, I would change both the message and the image. For the message, I would change the indirect question

“Craving some Carving?” to a more persuasive exclamation such as “Craving some Carving!!!” For the image, I would change the indistinct pumpkin to something more unique and targeted toward a specific audience. This ad is a great example of how consumer feedback can take a turn for the worse when the marketer’s message is too vague, indirect, and untargeted.

For the second ad, Target is promoting the pre-sale of an Xbox mini-refrigerator (see Appendix B). This ad is on Twitter and includes a photoshopped image of a new Xbox Series X “Mini Fridge.” The statement on the ad reads, “The moment you’ve all been waiting for. Pre-order begins October 19 (Target Brands, Inc. [@Target], 2021).” I chose this ad because the Xbox Series X is a hot item for the upcoming holiday season. The target market for this ad is specifically gamers and everyone in the gaming community. The reactions are equally mixed with positive and negative sentiments. One positive comment says, “This is so cool, now you can stock soda next to your gaming chair without getting up to go to the kitchen,” and a negative comment expressed disappointment with, “...that’s cool, but the actual console would have been better!” The only thing I would change about this ad is the timing. The old saying “timing is everything” applies to advertising, and it certainly applies here (Weigold & Arens, 2021, p.176). The Xbox Series X console has been sold out for over a year and is not even available for pre-order, so it seems like a slap in the face to promote a novelty item instead of the item itself. To avoid frustration and reduce disappointment, I would delay the promotion of this refrigerator to coincide with a more significant event such as Black Friday or the actual launch of the Xbox Series X console. Changing the timing of this promotion would help reduce negative sentiment by shifting the focus away from the existing Xbox console shortage.

For the third ad, Lowes is using their public relations to promote goodwill by offering a special discount to first responders, doctors, and nurses (see Appendix C). This ad is on

Facebook and includes an 8-second video clip recognizing and thanking healthcare workers. The statement on the ad reads, “Help us #BuildThanks for those that keep us safe. Share this special “thank you” with a first responder in your life and help them save 10% on a purchase Oct. 22-24 by registering here (Lowe's Companies, Inc. [@Lowe's], 2021).” I chose this ad because our healthcare system is currently in a critical state due to the ongoing pandemic. The target market for this ad is first responders and everyone who knows a first responder. Although the message is promoted to spread positivity, much of the feedback shows it had a hostile reception with the targeted audience. One comment questioned why they were offering a discount for only two days when their competitor (Home Depot) provides the same discount all year round. Another comment from a nurse said, “I do not want the 10% off, I just want my dryer fixed.” In order to register for this discount, responders are expected to provide personal information that includes their healthcare id and social security number. This seems like a bit much just to receive a small 10% discount for only two days. With such a small offering, Lowe’s is perceived as being superficial and insincere. To change this perception, Lowe’s needs to adjust their integration triangle. The integration triangle is made up of three parts: Say, Do, and Confirm (Weigold & Arens, 2021, p.18). In many cases where the market has a negative perception of about (otherwise) positive message, it’s because the company doesn’t appear to be doing what they say and saying what they do. In this case, Lowe’s is saying that they are giving support, but they’re not actually doing it. For this ad, I would increase the discount to be more effective, expand the time frame beyond two days to be more in line with competitors, and offer something less superficial than a simple public display of gratitude. Perhaps I would set up a special fund where proceeds of specific sales go towards first responders. This would close the say-do gap of the

integration triangle and give the perception that Lowe's actually provides support that goes beyond saying meaningless words.

For the fourth ad, BestBuy is promoting their Black Friday deals early on Twitter (see Appendix D). This ad is a simple branded monotone illustration with bold text. The statement on the ad says, "Black Friday deals start early this year. Get the deals you want right now. Black Friday Prices Guaranteed* (Best Buy Co., Inc. [@Bestbuy], 2021)." I chose this ad because the market trend this year is to promote holiday shopping early. The target market for this ad is consumers who want to avoid being in crowds during the pandemic and those who want to shop for gifts before they run out of stock. Most of the comments for this ad express a positive sentiment with enthusiasm. One of the top comments says, "You guys got the best Black Friday deals ever," while most of the other comments are inquiring if their favorite items are in stock. In a normal market, I would not recommend running seasonal promotions early because it can cannibalize profits, but in a pandemic, this seems to be the only way to keep sales up during the holidays. The only critique I have about this advertisement is the asterisk included at the end of their ad statement. Some customers may feel deceived when they click on the ad and find out that all of the products are full price, and they will only receive the discount in the form of a rebate after the actual Black Friday event. In advertising law, ads that can be considered deceptive are those that are factually false or convey a false impression and therefore have the potential to deceive or mislead reasonable people (Weigold & Arens, 2021, p.73). In order to avoid giving a false impression or potentially misleading people, I would clearly state that this promotion is a rebate and not an upfront discount. Being transparent upfront may cost them short-term sales, but it would raise long-term profits by building trust.

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Appendix A:

Wal-Mart Advertisement



The image is a screenshot of a social media post from Walmart. At the top left is the Walmart logo, a yellow sunburst icon, followed by the text "Walmart" and a verified account checkmark, and "@Walmart" below it. To the right of the profile information are three dots indicating more options. The main text of the post reads: "Craving some Carving? Stop by your local Walmart and pick up some pumpkins today!" followed by a jack-o'-lantern emoji. Below the text is a large, high-quality photograph of a single, large, orange pumpkin with a dark green stem, set against a plain white background. At the bottom of the post, the text "3:00 PM · Oct 19, 2021 · Sprinklr Publishing" is visible.

Walmart 
@Walmart

Craving some Carving? Stop by your local Walmart and pick up some pumpkins today! 🎃

3:00 PM · Oct 19, 2021 · Sprinklr Publishing

Appendix B:

Target Advertisement

The image shows a Twitter post from Target (@Target) with a black background. At the top left is the Target logo and the text "Target @Target". The main text reads: "The moment you've all been waiting for. Pre-order begins for the Xbox Series X 'Mini Fridge' on October 19: tgt.biz/6s2pvu #XboxandChill ❄️". Below the text is a promotional graphic for the Xbox Series X "Mini Fridge". The graphic features a black, rectangular console with a glowing green light strip on its side and a green, grid-like top surface. To the right of the console, the text "XBOX SERIES X 'MINI FRIDGE'" is displayed in white, with "PRE-ORDER OCT 19" in green below it. A red button with the Target logo and the text "Only at" is positioned below the text. The Xbox and Microsoft logos are at the bottom of the graphic. At the bottom of the tweet, it says "9:02 AM · Oct 15, 2021 · Twitter for iPhone".

Target @Target

The moment you've all been waiting for.

Pre-order begins for the Xbox Series X 'Mini Fridge' on October 19: tgt.biz/6s2pvu #XboxandChill ❄️

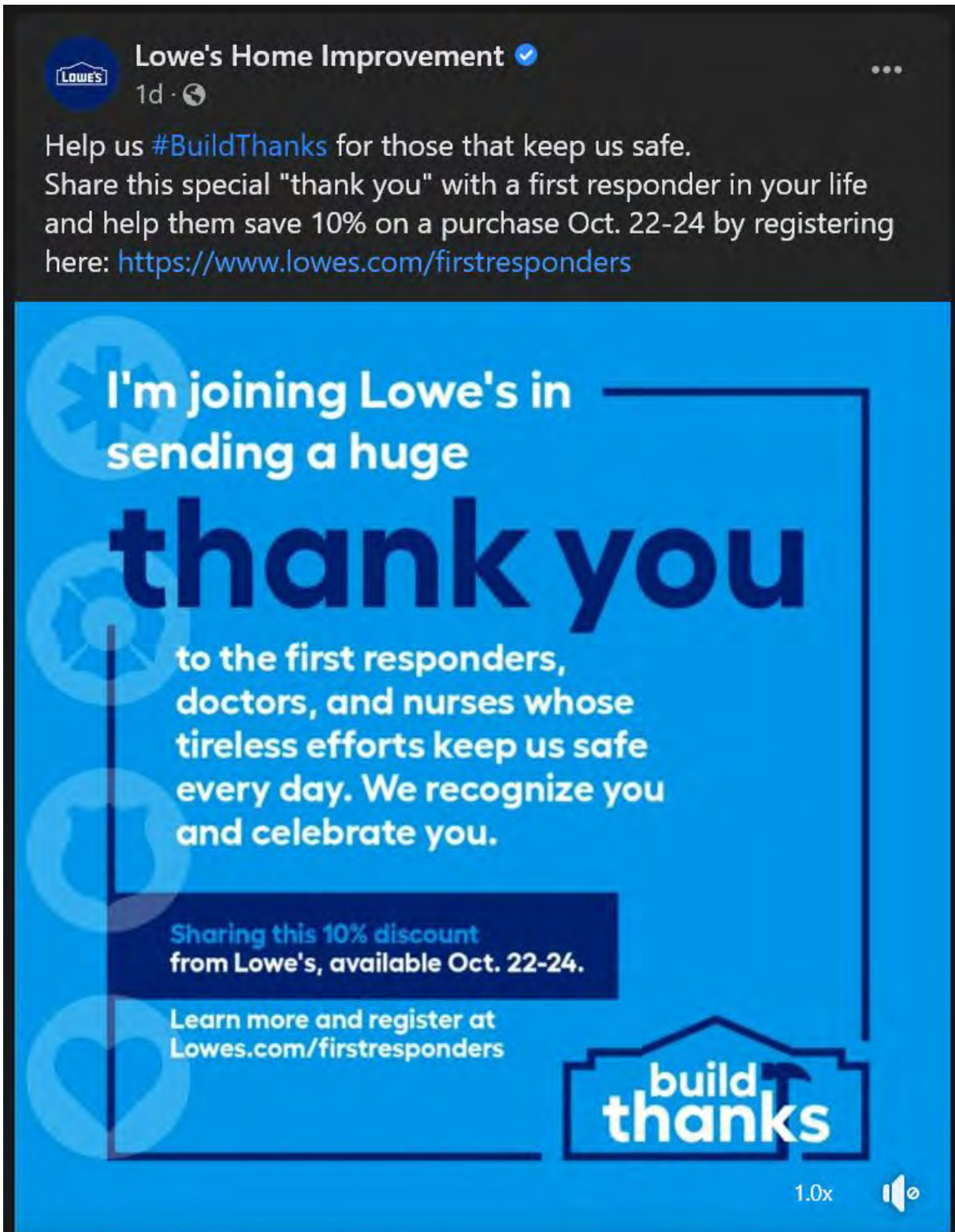
XBOX SERIES X
"MINI FRIDGE"
PRE-ORDER OCT 19


Only at Target

XBOX Microsoft

9:02 AM · Oct 15, 2021 · Twitter for iPhone

Appendix C:

Lowe's Advertisement

 **Lowe's Home Improvement** ✓
1d · 🌐

Help us [#BuildThanks](#) for those that keep us safe.
Share this special "thank you" with a first responder in your life
and help them save 10% on a purchase Oct. 22-24 by registering
here: <https://www.lowes.com/firstresponders>

**I'm joining Lowe's in
sending a huge
thank you**

**to the first responders,
doctors, and nurses whose
tireless efforts keep us safe
every day. We recognize you
and celebrate you.**

**Sharing this 10% discount
from Lowe's, available Oct. 22-24.**

**Learn more and register at
[Lowes.com/firstresponders](https://www.lowes.com/firstresponders)**

**build
thanks**

1.0x 🔊

Appendix D:

Best Buy Advertisement

BEST BUY Best Buy ✓
@BestBuy

Black Friday deals start early this year. Get the deals you want right now.

Black Friday
Prices Guaranteed.*

bestbuy.com
Early Deals Scored.

10:00 AM · Oct 19, 2021 · Twitter for Advertisers

Matthew Mason

Mowzy Lawn App

Marketing Management

March 5, 2020

Introduction

Developed in 2020, by Matthew Mowson. Mowzy™ is an app for ordering lawn care services. Mowzy was originally conceived after young Mowson moved away for college and realized that no one was home to cut the lawn. His parents, The Mowson's, would call and say, "Hey Matthew, when are you coming home, the grass needs to be cut". For young Mowson, finding a simple solution was complicated, he had to study for final exams and couldn't go home to cut the grass. He tried to find a lawn care company to help his parents while he was away, but affordable service was inconsistent and dependable service was too expensive. This was a growing problem so the solution was to create an accessible lawn service app that would help the Mowson family find dependable lawn care. Like the Mowson's, the service had to be cheap, simple, and of course-- reliable.

Product Design

The product design strategy for Mowzy revolves around the characteristic of simplicity. Since Mowzy is a service, much of our core market offering is built on experience and credence qualities shared with the consumer (Iacobucci, 2018, p. 84). Our brand personality strives to reflect the qualities of our company and promote the benefits that customers value most.

This begins with our name. Mowzy was carefully crafted to first convey information, we want it to be instantly recognizable and stand out among competitors when potential consumer are browsing through apps. Second, we created our name to have a tactile quality that triggers an autonomous meridian response when spoken. Phonetically, saying "Mowzy" leaves the consumer with a smile which subconsciously promotes a sense of satisfaction. Finally, we wanted a name that was good strong enough to develop a value-added character—Mowzy!

Our logo invariably consists of an anthropomorphic monochromatic green grasshopper with a coral fire or vivid red background. Since our service has a potentially high variability of quality, we feel a static character is necessary. Maintaining a consistent image through a static character, allows us highlight the perception of our consistent dependability where a simple name or logomark would not be capable of delivering with our service.

Our colors are bold and vivid to reflect a confident and spirited brand personality (see Appendix A for color information). Since the nature of our business can be shady and laborious, we want the omnipresence of our character and branding to offset those feelings and elicit excitement. Our mission is to simply make lawn care an enjoyable experience for both the service user and service provider. This extends beyond our logo into our packaging and features.

Our packaging and features encapsulate everything within our application user interface and product experience design. Our application user interface is streamlined to be as simple as possible. After downloading our app, users can schedule a job or consultation in as little as two taps! Once a job has been posted, users can then watch, in real time, as the process takes place, from beginning to end. This allows users to not only track progress; but equally important, it simultaneously provides the peace of mind that work is being completed, even if the client is away from home. Our tagline is: “Mowzy, on your phone, Mowzy, on your lawn. Mowzy on.”

Target Market Analysis

Our core service offering delivers convenience to multiple differentiated segments of consumers within the marketplace. As an intermediary of services, we target each side of the marketing exchange, both the service user and the service provider. For the service user (the client receiving the service) we primarily target homeowners that fall within the age range of 35-

65. This customer base is sufficient for the service user because it includes an indiscriminate range of geodemographics, psychographics, and behaviors of people who have a yard or need lawncare service the most. Early millennials, 35-40, have less time to maintain lawns due to new responsibilities (i.e. jobs, marriage, kids, etc.). Homeowners for Generation X are becoming empty nesters and need reliable lawn service when their kids move out. Finally, baby boomers are aging and retiring so they need simple service that's both simple to access and affordable to use. For the service provider segments of our market, we primarily target Generations Y and Z in the age range of 16 to 25. This age cohort is comprised of young adults looking for odd jobs, part time work, and who just enjoy being outside cutting grass. We promote our reliable service to each target accordingly. For the younger generation, we are an exciting opportunity to build a positive reputation and make money. For the older generations, we are a dependable service that is simple to use and affordable to maintain.

Positioning Strategy

Our position in the market is clear. Mowzy knows grass. We work tirelessly to be industry leaders in the lawn care service application market space. Mowzy follows a marketing orientation with a bottom-up co-creation philosophy and this applies to our positioning strategy for the entire marketing mix. We look at consumers as business partners and we want our customers to be an empowered agent of change when it comes to our position in the market. This is all accomplished by providing functionality that consumers value most. This requires a full-time development team capable of implementing new features and responding in real time to consumer feedback.

Our positioning strategy focuses on knowing who we are while also being competitive with every element of the marketing mix (The 4P's). For product, we offer functionality and

simplicity beyond anyone else in the market. For price, our fees are optional. Customers can choose to use the service for free with ads or they can opt to subscribe and get notifications and extended features. For promotion, we set our self apart from the competition with our Grasshopper character, product symbol executional style of our advertising (Lamb, Hair, and McDaniel, 2018, p.287). Lastly, we strive to maintain a presence in the same space as competitors offering similar services. There are many great service apps in our market sphere that do a lot of things good. We focus on what makes us great. We position ourselves to focus primarily on grass. Mowzy is lawn care service that connects people who want their grass cut with people who want to cut grass. It's simple. Mowzy on the phone. Mowzy on the lawn. Mowzy on.

Situation Analysis (S.W.O.T.)

Strengths. First, branding is our primary strength. Our name carries an inherent meaning that builds equity and adds value that goes beyond the service. Our character-based logo creates opportunities for brand line extensions, or repositioning, and reduces risk for myopia. Second, our opt-in opt-out subscription pricing model makes consumers appreciate our unique selling proposition. Third, we are simple. Two tap scheduling with a single focus—grass.

Weaknesses. First, limited resources and budgets prevent extensive research and development. It also prevents us from advertising on many traditional paid media channels such as television or magazines. Second, our product only offers a single service and we risk being myopic with our approach and our service could be viewed as easily imitable by competition. Third, our reliance on advertising for revenue could turn many customers away from using our service.

Opportunities. First, we have an opportunity to improve how people carry out lawn care. Second, we are a newcomer to a new market with few competitors. This means we have the opportunity of first to market mover advantage. This allows us to test the market in exciting ways. Third, grass is everywhere, and we view everyone with a yard as an opportunity.

Threats. First, the biggest obstacle we face is trying to change the behavior of how consumers cut grass. Second, technology is always a threat. Unknown bugs and limited prior testing in the market could pose external threats relating to privacy, security. Third, competitors are entering the market. Larger companies with bigger budgets. in related service fields may enter into our product space. Last, distribution could lead to dissatisfaction. Application fees of the distributing app stores could lower margins and increase the price (markup) of our services.

The service application development space is growing like grass and there are many players every field. If you want groceries delivered, there's an app for that. If you want to hitch a ride to class, there's an app for that. This applies to any imaginable service and lawn care is no different. There are already a few competing lawn care scheduling services available in the marketplace and consumers will decide who flourishes and who gets weeded out. Our goal is to avoid becoming a first to market failure and capture first to market mover advantage.

Testing

In the concept testing phase, Mowzy™ will use surveys and conjoint testing to gauge which attributes our target segments of consumers value most. Our goal is to keep our service application simple, functional, and affordable. Analytics of usage, along with survey feedback, will help us accomplish this goal. In our beta testing phase, we will target area test markets in suburban and rural areas. Users will be able to download our app to use until we have gathered

enough data, feedback, and reports. This portion of the testing will also focus on the user interface design and functionality. Once these phases are complete, we will use the data to forecast which regions and segments of consumers provide the greatest sales and market potential.

Pricing Strategy

We will test three separate pricing strategies before our initial launch. Our first pricing strategy will be pay-per-use. With this strategy, we will charge a percentage fee each time our service is used. Any job that is posted on the market that gets accepted will be charged a percentage. This percentage will be equally shared between service user and provider. Our second pricing strategy will be subscription based. This will allow our clients to use our service as many times as possible for one monthly rate. Our third pricing strategy will be advertising. With enough reach, frequency, and market penetration, we could offer enough value to third party advertisers to offer our services at significantly reduced prices. Each of these methods will analyze the profitability, price sensitivity, and consumer lifetime value of our customers.

Distribution Channels

Our product service application is developed to be distributed on multiple web and mobile platforms. It will be available to download on any iOS, iPadOS, and Android device. It will also be available online as a web app for the popular browsers: Google Chrome, Microsoft Edge, Safari, and FireFox. Once downloaded, Mowzy™ uses both a push and pull strategy to connect services users. We will also use selective distribution metrics to help connect consumers. We plan to offer price discounts to service providers and discount rewards via loyalty points to service users. This will promote quality of performance across all channels of distribution.

Discounts

If testing shows that pay-per-use is the best pricing strategy to take. We will offer price discounts to the service providers in the form of loyalty points. These loyalty points will be earned through both quality and quantity. For each yard the service provider cuts, they will receive a certain amount of loyalty points. For each rating point they receive, for the quality of work they perform, they will also earn loyalty points. For each milestone, they will be able to use the service at no charge. They can also redeem points to rebuild any reputation points lost for prior low-quality jobs. This system will help encourage positive attitudes as all users strive to perform to their best capabilities.

Media Strategy

Our media message is divided into a schedule and channel matrix. For the scheduling, we divide our message into three parts: continuous, occasional, and seasonal. For the channels, we focus on digital social media platforms and search engine advertising. The digital social media platforms we use are Facebook, Twitter, and Instagram. Facebook and Twitter are on a continuous schedule. This means we maintain a consistent and active presence on these platforms because they bring the greatest reach, frequency, and engagement with consumers. Our Instagram is on an occasional schedule because we primarily use this to create posts about new features, updates, and limited promotions. We also use popular search engines for seasonal advertising. Our core product offering revolves around cutting grass and our seasonal advertising schedule reflects these seasons when our services are used the most—spring and summer. As a grassroots company, we operate on a limited budget so most of our media strategy revolves around using the most affordable media channels as possible.

Tactics

People have been using lawn care services the same way for the last century. One of the problems we face is changing the way they do things. Our goal is to change the behavior of how people cut their grass. Change can be difficult, so we want to make things simple. First, we want to focus on simplicity. Our advertisements and promotions will highlight the simple three step process of ordering lawn care service. Second, we want to focus on trust. Our informative ads will highlight the security and privacy features that are built into our app. Third, we aim to highlight the reliability of our service. People just want things to work, and that's what we aim to deliver. A service that just works! Finally, we are a new service for an existing market, so we follow the product development strategy of Ansoff's product-market growth matrix. In this introductory phase, we are focused more on product development than market penetration.

Surveys

In order to best serve the market with beneficial services that customers value, we strive to make customer satisfaction is our number one priority. This starts by building our customer relationship management system from the ground up. This system gathers recency, frequency, and monetary value (RFM) of consumers. We then take this information to calculate the customer lifetime value. We accomplish this by gathering primary data through surveys and conjoint testing. For our RFM surveys we ask the following questions: "When is the last time you paid for lawn care service?", "How often do you pay for lawn care service?", and "How much do you spend per year on lawn care service?". We then calculate the customer lifetime value (CLV) from that data. Once CLV is calculated, we segment our consumers based on price sensitivity and willingness-to-pay. These segments are further surveyed based on attribute-beliefs and consist of the questions regarding performance and importance. Sample questions

are: “Does your current lawn care provider do a good job?”, and “How important is lawn care to you?” We then take this survey data to focus on developing our service to provide attributes our customers value the most for prices they are willing to pay. This data allows us to more accurately estimate expenses and create a marketing budget for our IMC Plan. Mowzy’s goal focuses on delivering an affordable, simple, reliable service for all consumers that need a convenient solution for lawn care.

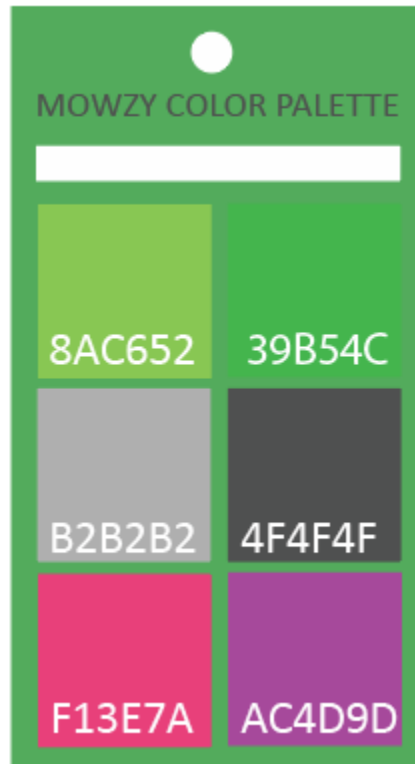
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Appendix A

Color Information for Mowzy™ App branding.



NETFLIX

MEDIA PLAN

Matthew Mason
Advertising Media Buying

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Executive Summary

Brand: Netflix

Budget: >\$1 billion

Timeframe: Continuous advertising will include our Brand, our original content, and our service. Occasional advertising will include new releases, promotions, and content that is relevant to real time events. Our seasonal advertising will promote limited time subscription, special event content, and new seasonal series.

Marketing Objective: Our goal is to increase market penetration and consumer lifetime value (CLV) by increasing retention rates, lowering costs of subscriptions, and lowering costs of acquisition.

Target Audience: Our target market is first segmented by demographics, aged 17-25, 26-39, and 40-50. Our psychographics segmenting primarily aims at the internet culture with guerilla campaigns (Netflix and Chill). Our sociographic segmentation varies by geographic region. We primarily target behaviors that align with the genre of current promotional campaigns.

Advertising Objective: Our advertising goals aim to increase attention, interest, desire, and actionability (AIDA).

Spending Objective: Our budget is divided into three parts based on flighted/occasional, continuous, and seasonal schedules. Each schedule is further divided by media vehicles and social platforms that offer the best consumer relationship management (CRM) analytics to deliver the best return on investment (ROI).

Media Objective: Our goal is to run cognitive, affective, and behavioral campaigns that increase reach, frequency, and engagement with our total available market.

Media Mix: Our media mix will include television ads to promote our brand and service. Radio to promote our occasional and seasonal content. Magazines, billboard, and print to promote continuous campaigns of original content. We will use social media to promote a mixture of all content within our product service offering.

Company History

Netflix was founded in 1997, by Reed Hastings and Marc Randolph, as a company to provide online movie rentals. They were the first company to launch a DVD rental and sales site, netflix.com. In 1999, Netflix introduced a subscription service that offered unlimited DVD rentals at an affordable monthly price. Netflix made its initial public offering in 2002 and grew from less than 1 million subscribers in 2003, to over 5 million subscribers in 2005. The introduction to streaming came in 2007. Over the next five years, they focused on collaboration by partnering with Microsoft for Xbox 360, Sony for PS3, Apple for iPad and iPhone, and Nintendo for Wii. By targeting the younger demographic segment, they surpassed 10 million subscribers by 2010. From 2011 to 2015, they focused on global expansion and by 2016, Netflix was available in more than 190 countries. As new players and competition entered the market, Netflix decided to shift focus by producing their own content (in 2017) and have since won multiple academy awards.

Netflix currently has 167 million global subscribers and owns the top market share. They are currently the number one online media streaming content provider for movies, shows, and original series. Their primary pricing plans are distributed monthly across three package deals: Basic, \$8.99 per month; Standard, \$12.99 per month; and Premium, \$15.99 per month.



SWOT Analysis

Strengths

- Market leader with 167 million subscribers worldwide and 60 million in the U.S (Clark, 2020). High reach, frequency, and monetary value (RFM).
- Strong Brand
- Detailed Analytics and Metrics.
- Ad-Free
- Exclusive Original Content available.
- Multiple Competitive pricing options available.

Weaknesses

- Growing operational costs from producing original content.
- Increasing prices of subscriptions.
- Limited use of copyrights from collaborators and content distributors.
- Limited selection of content library.
- Consumer lifetime value (CLV) is highly dependent on popular titles.

Opportunities:

- Total Available Market (TAM) is growing as users switch from traditional media to internet for streaming entertainment.
- Exclusive markets seek unique content and stories.
- Mobile Device users are growing exponentially.
- Advertising and collaboration are an option.

Threats:

- Strong competition is entering the market. (Amazon, Disney)
- Demand for live content growing.
- Growing regulation from ISP's regarding bandwidth usage.
- Limited scalability with lack of collaboration and technology.
- Social and cultural shifts with trends.

Marketing Background

Netflix was originally developed when the DVD started to become the popular medium of choice for movies. Rising costs, high fees, and limited availability were all growing problems for traditional movie rental establishments such as Blockbuster and MovieGallery. Once Reed Hastings realized a DVD could be shipped for the price of a mailing stamp, he and Marc Randolph took advantage of an opportunity within the market. Although they enjoyed a first to market mover advantage, they encountered problems.

To begin, Netflix only offered a service and no content of their own. Most of their marketing efforts were spent on changing behaviors for a service that already existed. When Netflix initially launched, the internet was still in its infancy and social media was non-existent. This meant building the user base network, from the ground up, was a necessity. No user data existed to make informed decisions. This meant much of the budget was wasted trying to reach consumer segments that didn't exist.

Today Netflix enjoys a customer relationship management (CRM) system database that offers user analytics and metrics beyond measure. All marketing efforts are now calculated with precision based on proprietary algorithms. Now they can provide and develop new content directly to target segments. Netflix is now not only a service, but also a product itself.

Competitive Analysis

Amazon

Company History: Founded by Jeff Bezos, Amazon began in 1995, as an online bookstore. In 1997, Amazon made its initial public offering and began trading at \$18 per share. The following year, Amazon acquired IMDB and expanded beyond books. In 1999, Jeff Bezos was named Time Magazine's Person of the Year for popularizing online shopping. After surviving the dot com crash in the early 2000s, Amazon refocused its business model to include membership services. By 2005, Amazon Prime was born, and the company began offering exclusive devices and services to members. Since 2005, Amazon.com has become the world's largest online retailer.

Marketing Background: Amazon Prime Video has a U.S. userbase of 105 million compared to Netflix's 61 million. For \$119 per year, user have access to unlimited HD movies and shows. They also combine their video services with their Amazon Alexa and Amazon Fire devices. This allows users to integrate their entertainment experience beyond their screens.

Competitive Analysis

Disney Plus

Company History: Walt Disney is one of the most successful and recognized media companies worldwide. Since their beginnings in 1923, they've been an industry leader for entertainment, animation, and family friendly content. Disney is also one of the world largest media conglomerates, with company holdings listed as: ABC, ESPN, Pixar, Marvel Entertainment, and 20th Century Fox. Disney is based out of Burbank, California.

Marketing Background: Walt Disney has been an industry leader for young audiences for almost a century. They have been first to market since the beginning of television. This year they are introducing their Disney Plus streaming service online. Their strengths are storytelling and that is what their marketing efforts will focus on. The Disney Plus service costs \$6.99 a month, or \$69.99 per year (\$5.83). This is \$24 - \$37.89 less per year than Netflix's introductory price at \$8.99. Disney also owns Hulu and ESPN and will package their service at \$13, which is still significantly less than Netflix's Premium \$15.99/month service. Disney Plus owns its own content and currently distributes titles to Netflix.

Target Market

The demographics for our primary target market are 18-25-year-old high school and college students. This age cohort is classified as Generation-Y and late Millennials. These young adults are cultural trendsetters that always want to “See What’s Next.” We position our brand for this segment by focusing on the latest trending internet culture. These young adults learn by watching experience. This means our content primarily consists of reality based, documentary style, and behavioral focused titles that are ‘edgy’. Social issues are very important to this demographic segment, so we maintain weekly content release schedules that are relevant to the socio-political climate at the time.

Our secondary target market consists of young adults aged 25-39. These are young professionals, parents, and financially independent consumers that like to relax by binge watching series in their free time. For this generation we started the Netflix and Chill campaign which took on a life of its own. This generation are classified as early Millennials. Our market strategy for this target segment focuses on developing original series that are released in full seasons. Netflix original series is the most popular with this demographic. We are currently developing original drama series content for early baby boomers and all new animated series for our younger audiences.

Media Mix

Netflix's media mix is divided into three schedules: Continuous, Occasional, and Seasonal across multiple platforms, both traditional and digital. Our budget is allocated to 60% continuous, 25% occasional, and 15% seasonal. This holistically increases our focus on the brand.

For the continuous schedule we primarily promote our brand as content and less on our titles as content. This continuous schedule is promoted through both traditional and digital media channels. This includes television, radio, print, and outdoor media. By focusing on the brand, we are able to integrate a consistent message across each medium.

For the Occasional media schedule. We primarily focus on digital platforms for our media vehicle. Occasional promotions focus on our content as content as opposed to our brand as content. The digital platforms we focus on for the occasional media schedule are Facebook, Twitter, and Instagram.

For the Seasonal media schedule. Here, we primarily focus on the pricing portion of our marketing mix. The Seasonal media distribution focuses on pay-per-click digital banners across popular search engines, blogs, and media sharing sites. Our primary focus for Seasonal is to gauge reach, frequency, and click through rates (CTR). We use this to see what the market is responding to and gauge intensity.

Promotions

See What's Next:

The “See What's Next” campaign is our primary promotion that runs on a continuous schedule. This campaign is built on exploration and piquing curiosity. This campaign focuses on Netflix as a whole. Everyone wants to see what's on now. We want to see what's next.

Netflix and Chill:

The “Netflix and Chill” was a guerilla campaign that was on a flighted occasional schedule. Its purpose was to promote the brand as a lifestyle and behavior by using viral marketing techniques through social media and news media sharing sites such as Reddit. Netflix and Chill now has an inherent meaning as a dating term. What are you doing tonight? Netflix and Chill...

What's Your Story:

The “What's Your Story” campaign focuses on our regional content. Here, we focus on stories that inspire, motivate, and entertain. The primary focus of our original content is good storytelling. People love stories that transcend intellect and touch you on a visceral level. Everyone has a purpose. We're all on a journey and we each have an experience to share. What's your story?

NETFLIX

SEE WHAT'S NEXT

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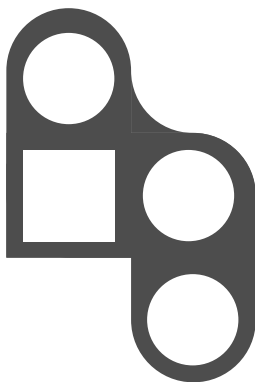
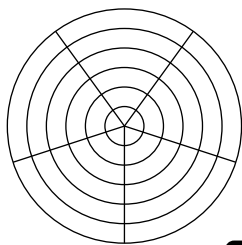


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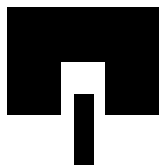
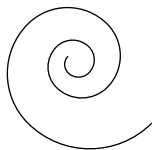
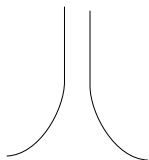

Matthew Mason



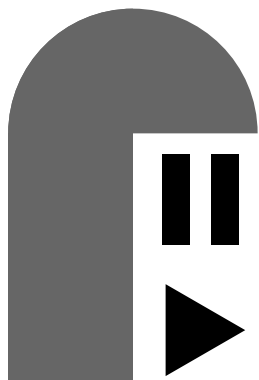
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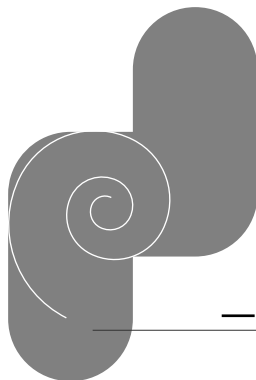
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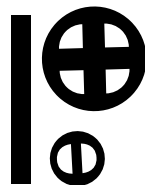
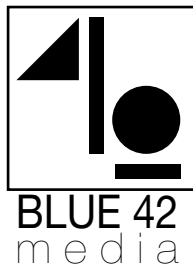
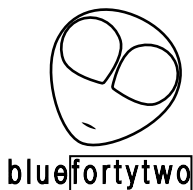
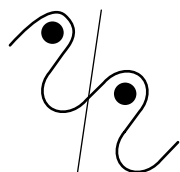
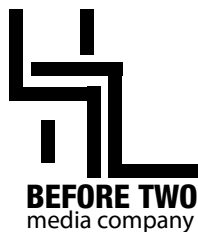
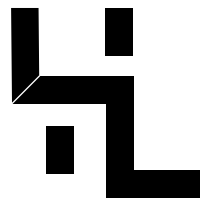
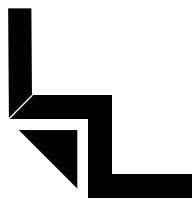
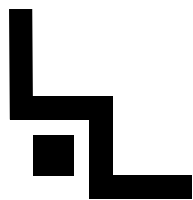
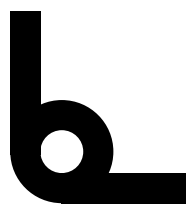
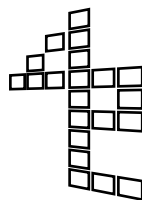
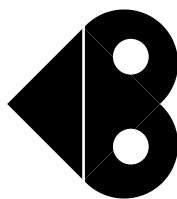
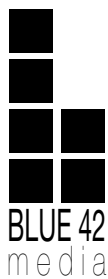
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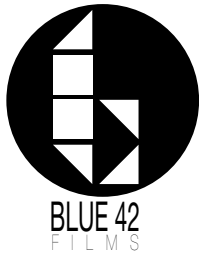
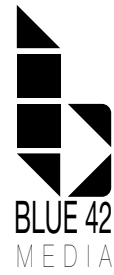
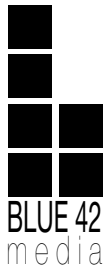
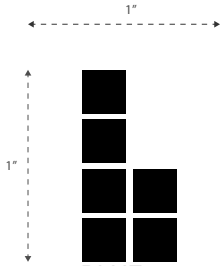
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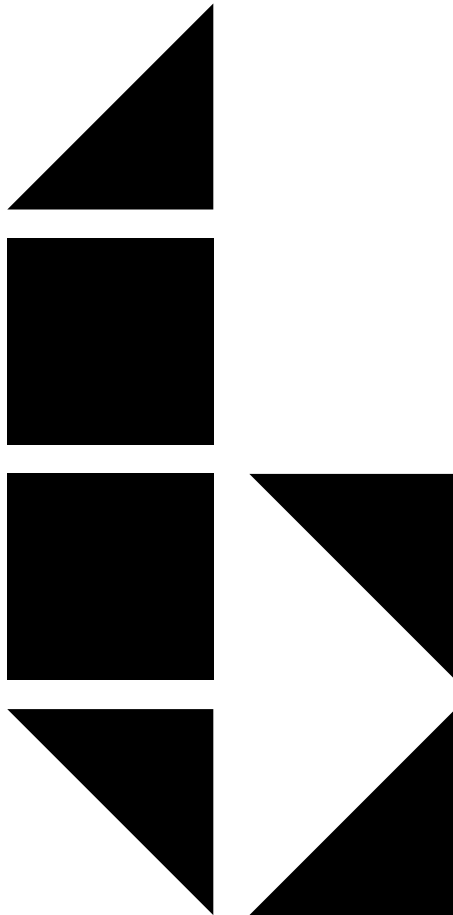
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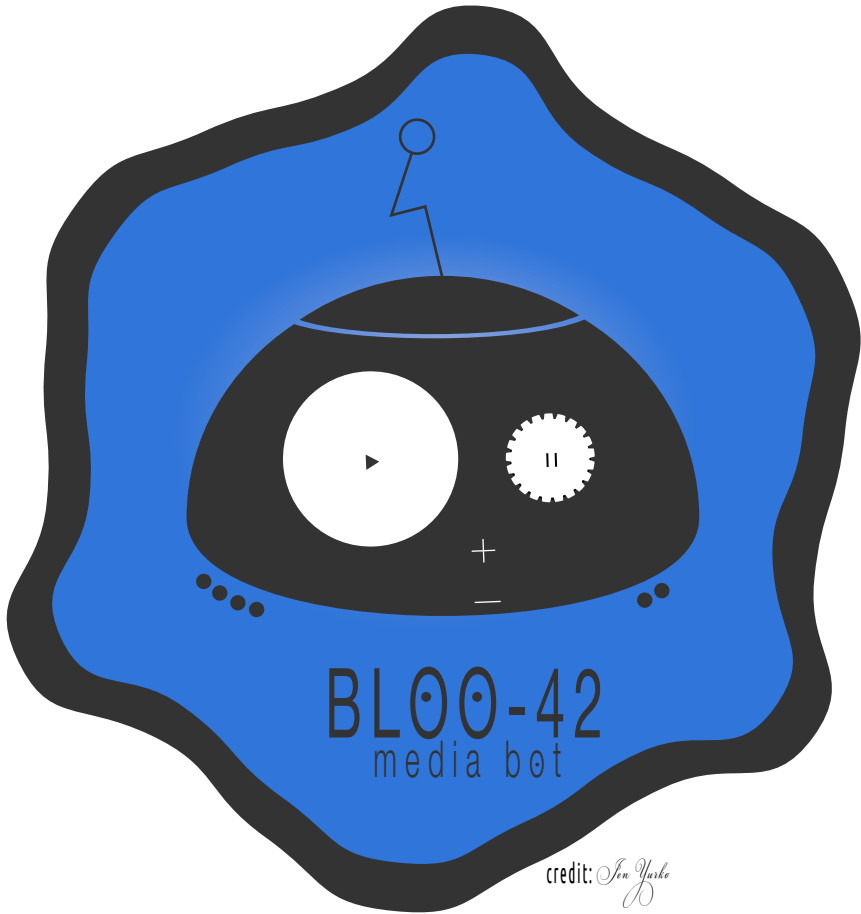


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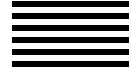
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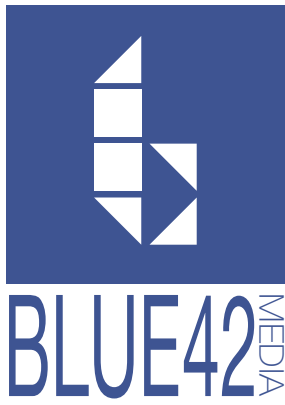




Matthew Mason
 123 Big Boulevard
 Meridian, MS 39301-2042

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Dear First Last Name,
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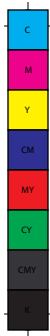
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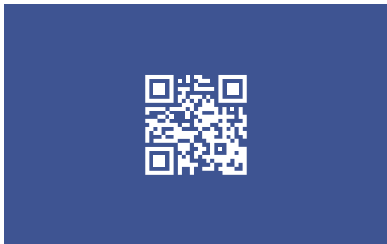
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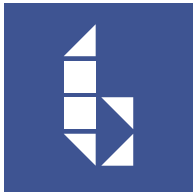
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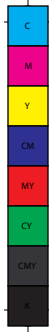


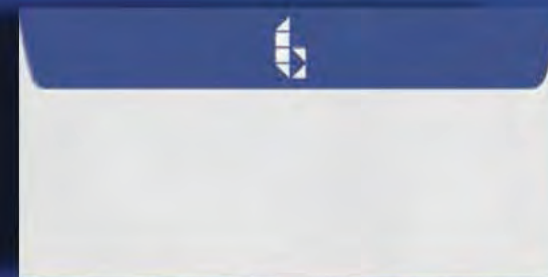
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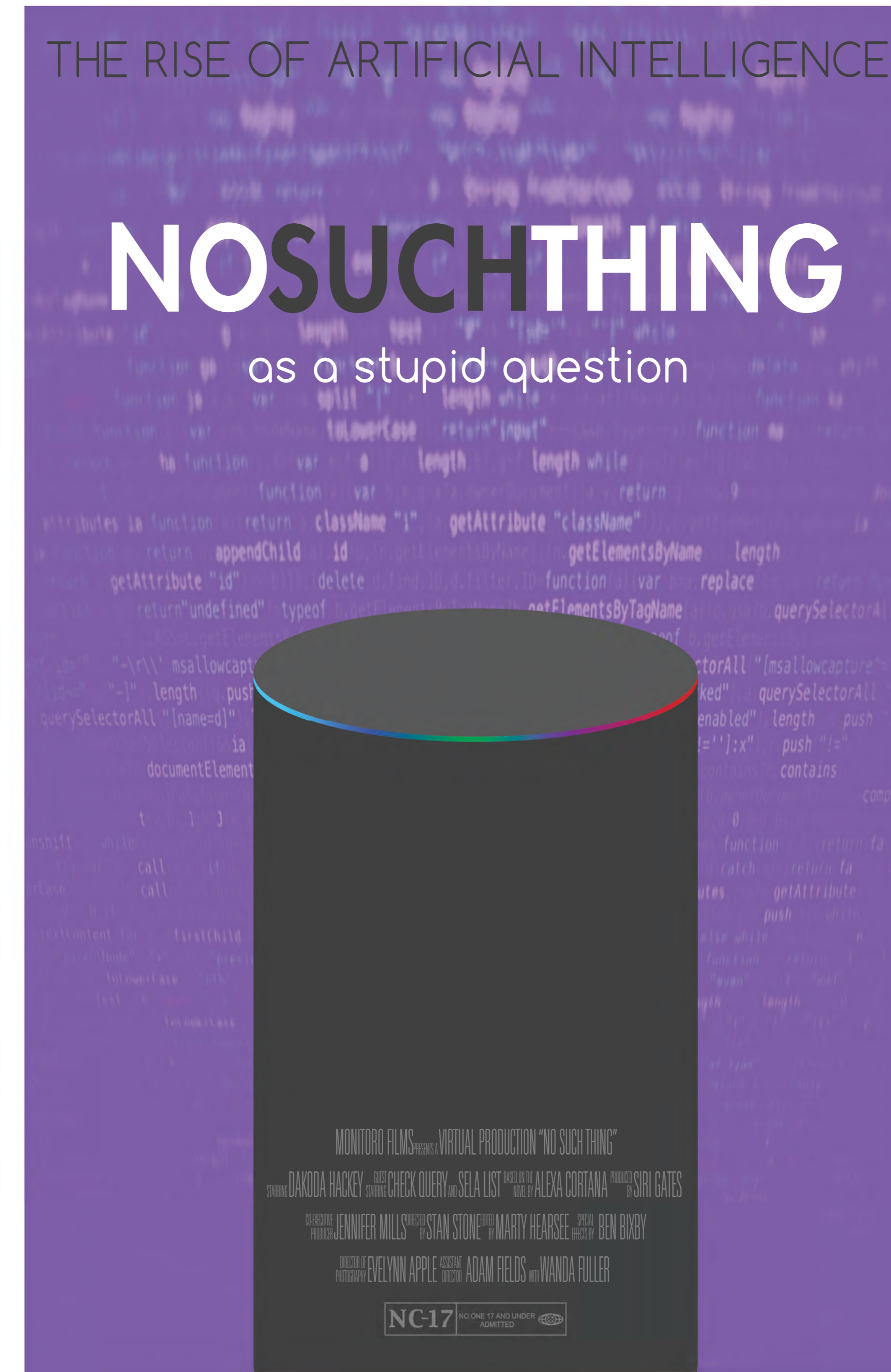
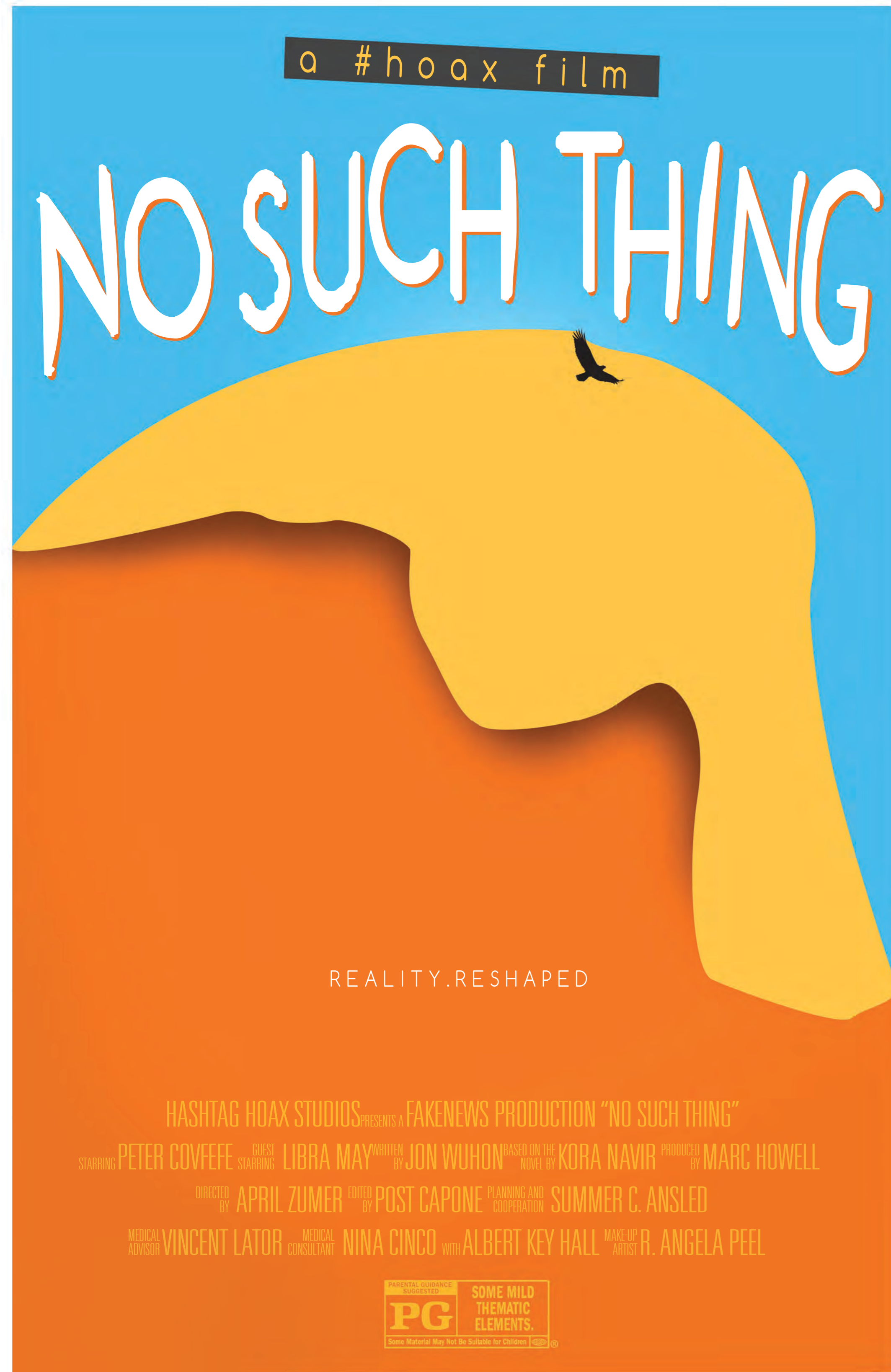
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Florence outdoors Florence online

Top 10 outdoor sites for work and study

By Matthew Mason | Aug. 1, 2020, 7:00pm CST

FLORENCE, Ala. – Remote working environments and virtual learning services are quickly becoming the new standard. With safety guidelines restricting our economic and education system during the coronavirus pandemic, society must adapt. To do this, businesses, schools, offices, classrooms, and events with social gatherings are turning to technology and going digital.

Online tools and devices are allowing people to work from anywhere, study at any time, and connect with anyone. With this transition, people are maintaining social distancing and avoiding confined spaces by taking their work outside. Nature is the new office, and the park is the new study hall. For Florence, this is Southern living at its best. This is how life is supposed to be.

If you're looking to take your work and study on an adventure, Florence has you covered! It's time to explore! It's time to discover! It's time to get back back with your backpack. So grab your mask, grab your tablet, get your coffee and get outside!



Below are the Top 10 sites in Florence to keep you connected:

1. **Cane Creek Canyon Nature Preserve**

Cane Creek Canyon Nature Preserve is a 413 acre, privately protected scenic natural area located in the Little Mountains region of Colbert County. With over ten miles of hiking trails, Cane Creek is a great start to get the creative juices flowing for your next big paper. For maps and more information, be sure to check them out at canecreekcanyon.org. Although the site seems to be broken at the time of this article.

2. **Florence Harbor Marina**

Want to study on a pier or take your next exam on a boat? Florence Harbor Marina is one mile from Historic Downtown Florence and offers a unique experience like no other. With picnic tables on the pier and pontoon boat rentals, you are sure to enjoy your trip to the “office.” Check them out at: florenceharbor.com.

3. **Hart Campground**

Just west of Florence at Hart Park Way in Waterloo, Hart Campground offers a great escape from the noise. It’s a traditional campground for RV and tent campers alike and offers excellent scenic fishing. Whether you want to sit out on the pier with your laptop and fish or travel in your camper, Hart Campground is a great spot for remote work and study. Check it out at: hartpark.com/index.html.

4. **Joe Wheeler State Park**

Located on the east side of Florence in Rogersville, Joe Wheeler State Park is a solid pick for the mobile office. A resort, a restaurant, cabins, cottages, camping, fishing, golf, tennis, swimming, and a marina, Joe Wheeler State Park has it all. With towering pines on the bluff and beautiful views of the Tennessee River, Joe Wheeler State Park is the perfect stress-free environment for online workers. Check it out at: alapark.com/parks/joe-wheeler-state-park.

5. **McFarland Park**

Located in east Florence, McFarland Park is exactly what you would expect from a relaxing outdoor park. With waterfront views, fishing piers, and plenty of picnic shelters, you are bound to find a quaint hotspot to set up shop for your next long study session. Check it out at: florenceal.org/departments/parks_&_recreation/mcfarland_park.php.

6. **Natchez Trace Parkway**

If you want to take your work and study on a field trip, the Natchez Parkway is a great place to start. The Natchez Trace is a 10,000-year-old ancient trail that stretches from Natchez, Mississippi to Nashville, Tennessee. This is the perfect place to take your work on the road. Check it out at: scenictrace.com.

7. **River Heritage Park**

Located next to the Tennessee River and Wilson Dam, River Heritage Park includes scenic overlooks, picnic shelters, and an interactive fountain. If your business comprises blogging and photography, River Heritage Park has no shortage of content. Check it out at: florenceal.org/departments/parks_&_recreation/river_heritage.php.

8. **Shoal Creek Preserve**

Situated on 300 acres in north Florence, Shoal Creek Preserve is a nature lover’s dream. Forests, bluffs, creeks, and waterfalls, this preserve has a little bit of everything. If you’re

looking for a quiet place to backpack and write, this is the spot. Check it out at: alabamaforeverwild.com/shoal-creek-preserve.

9. **Tennessee Valley Authority Reservation**

The Tennessee Valley Authority Reservation (TVAR) hosts one of the most scenic settings in the area. Beyond the natural beauty of wildflowers and birds, the TVAR grants access to a vintage restored railroad bridge that is a true inspiration for the zenthusiasts who want to get in the flow state while focusing on their work.

10. **WildWood Park**

If seclusion is your thing, come to WildWood Park. Located just a couple of minutes from downtown; this park is perfect if you wish to get away for an hour. Nature trails, picnic tables, and pavilion make this an ideal location for your next online meeting. Check it out at: florencial.org/departments/parks_&_recreation/wildwood_park.php.

There are many more sites to visit in Florence and a lot of good ones that are not mentioned here. If you are interested in exploring further, please visit www.visitflorencial.com. If you have any personal favorites or feel like I left something out, please let me know in the comments below. Until then, have fun, stay safe, and don't get too lost in your work this year!

For more travel blogs by Matthew Mason

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SPIN Strategic Questioning
Matthew Mason
University of West Alabama

The purpose of this assignment is to explore and demonstrate the practical techniques used with the S.P.I.N. questioning system for personal selling. To begin, I briefly define and describe personal selling. Next, I define the S.P.I.N. system and describe where it fits within the context of personal selling. Then, I explain each step of the S.P.I.N. system and illustrate, with included dialogue, its use in a practical application (see Appendices). This dialogue is between a university recruiter and prospective student. Finally, I conclude with a brief analysis to show why the S.P.I.N. system works and how it is important for the success of personal selling.

Personal selling refers to the interpersonal interactions between buyers and sellers to initiate, develop, and enhance customer relationships with business (Ingram, LaForge, Ramon, & Schwepker, 2019). Personal selling can be described as the practical art of persuasion through problem solving. For the buyer, personal selling is a search for solutions. For the seller, it can mean a search for problems. Different people have different problems and different problems call for different solutions. With that said, there are countless varieties of techniques, methods, and approaches adapted by salespeople to be successful persuasive problem solvers.

The S.P.I.N. technique is a prominent method of questioning that stands for Situation, Problem, Implication, Need-Payoff. In order to give context to where S.P.I.N. fits into the overall sales process, we can break down the sales process, or sales call, into four distinct stages: preliminaries, investigating, demonstrating, and commitment. Within these four distinct stages, the S.P.I.N. system is used during the, arguably most important, investigating stage (Rackham, 1988). The investigating stage happens during the initiation phase of a sale, where the seller and buyer begin to interact. During this investigative stage, S.P.I.N.'s four-part sequence of questions are designed to discover the buyer's situation and needs, expose their explicit problems, reveal the implications of their problems, and advance the the proposal of solutions into the need stage.

During the initial stage of S.P.I.N., the seller asks general questions about the buyer's situation (Appendix A). Situation questions are essential in the beginning to establish a positive relationship while assessing the general needs and expectations of the buyer. This can be thought of as the feeling-out part of the process because it can be touch-and-go depending on the dynamics of the buyer and their situation. The approach and delivery of questions during this stage should be adjusted appropriately to reflect the unique nature of the interaction. It is important to practice active listening skills and employ open questions here to allow the prospective buyer to fully express their situation and needs.

After learning about the situation and establishing an understanding of buyer needs. The seller begins to switch focus to Problem questions (Appendix B). Here, the seller begins to probe further about specific issues, existing difficulties, developing problems, and any other areas where the prospective buyer may be explicitly dissatisfied with their situation. When answering, the buyer should focus on current and developing problems that are relevant to the seller's product service offering. Many times a buyer can start talking about unrelated problems. So, the seller needs to guide the interaction with questions about problems, in which he can provide a solution. In order to avoid any issues that would threaten the trust bond relationship, staying focused, explicit, and transparent are very important during this stage.

After explicit problems have been expressed and addressed, the seller begins asking implication questions (Appendix C). Implication questions enable the buyer to think about the extended impact of their current problems. When formulating questions here, the seller should think about all of the secondary and tertiary problems that occur as a result of the seller's primary problems. Answering these implication questions allows the buyer to have greater perspective and view their existing situation from a broader scope. Implication questions can change the

buyer's perceived needs by magnifying their problems and intensifying the urgency for a solution.

The final step in the SPIN system is Need-Payoff (Appendix D). After the seller builds up the urgency to of the situation problems with implication questions, need-payoff questions are presented to propose viable solutions. These questions are generally more positive than in any other step because, instead of consequences and problems, they switch focus to solutions and benefits. These questions should place the prospective buyer in a hypothetical progressive mindset where all their problems are resolved and business is booming! If the seller is successful here, the buyer should be ready to commit and advance the sale. Good Need-Payoff questions lead the buyer to dream and think about bigger and better things to come. This leads to the proverbial fist pump, high-five, and hand-shake to seal the deal.

In conclusion, the SPIN Questioning system is an indispensable tool that every sales professional should have under their belt. Although there are a variety of approaches, methods, and techniques that work, the SPIN system is studied as one of the most comprehensive and successful (Rackham, 1988). For a questioning system to be effective, it needs to generate involvement, provoke thinking, provide information, clarify, show interest, gain confirmation, and advance the sale (Ingram, LaForge, Ramon, Schwepker, & Williams, 2019). Here, we see that SPIN checks all of those boxes. I chose to study the SPIN system because it objectively categorizes the overall subjective process of selling. For personal selling, SPIN turns—what is otherwise considered an art—into a science.

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Appendix A

Situation

University Recruiter: “Hello, my name is Caleb. I’m calling on behalf of the University of West Alabama. I see you are interested in our program and have requested more information in regards to our Personal Selling program...”

Prospective Student: “Hi Caleb, Yes. I just saw an ad on YouTube and wanted to know more about it...”

University Recruiter: “Ok great, No problem! We have a link here with more information. If you don’t mind me asking, is there anything specific that has you interested in this particular program?”

Prospective Student: “Yes, actually I’m looking to start my own business but just don’t know where to start?”

University Recruiter: “Well you seem to be on the right path...mmmWhat type of business are you looking to start?”

Prospective Student: “I’m thinking a tshirt or lawn service...but I’ve got so many good ideas, I just don’t know how to organize them.”

University Recruiter: “I can understand that, Our Personal Selling program will definitely be able to help you with that. Are you looking to enroll for our upcoming term?”

Appendix B

Problem

Prospective Student: “I’m not sure if I can start right now, it might have to wait. I’m dealing with personal issues so my schedule is limited and it looks expensive.

University Recruiter: “I totally get it. We do offer online courses for students with demanding schedules and we also have several options for financial assistance if that’s something you would be interested in.

Prospective Student: “O wow, I didn’t know that.

University Recruiter: “Here is a link to the services we offer for that. Do you have anymore concerns? Would you be entering as a new student or transfer?”

Prospective Student: “Well, I’m not sure, I’ve taken some courses in the past but don’t know if they count for anything.”

University Recruiter: “No problem! If you’re not sure we can check for you and have any credits transferred, here’s a link to a form. Btw, Ignore the \$45 fee at the top, I’ll waive that charge for you.

Prospective Student: “Thanks, I don’t want to make any decisions right now or sign any contracts”

University Recruiter: “Of course, No Worries! This is just a transcript release form to see if you have any transferrable courses. It usually takes a couple of days to go through so you’ll have plenty of time to make a decision on enrollment”

Appendix C

Implication

Prospective Student: “Ok thanks. I just didn’t want to sign any contracts that I can’t honor.

University Recruiter: “Right, you’ve got plenty of time to look over everything before making a decision. Like I said, this usually takes a few days. In the meantime, if you have any questions or concerns, I’ll be happy to help!

Prospective Student: “If none of my credits transfer, will I have to start from the beginning?”

University Recruiter: “The number of courses that transfer do affect where you start in the program, but that is usually not an issue. The Personal Selling program generally takes students two years to complete following the academic calendar, but the schedule is flexible, and some students take longer while others finish faster.

Prospective Student: “So, I can work at my own pace?”

University Recruiter: “Yes.”

Prospective Student: “Nice, I just don’t want to start something that is going to take four years to finish. I just don’t know if I can dedicate that much time to study right now.”

University Recruiter: “I completely understand, that was the same problem I had four years ago. It’s a tough decision but one you’ll thank yourself for in the end.”

Prospective Student: “Yea, that’s the problem. There’s a million other things I could accomplish, and I just don’t know if I have the time to put into it.”

University Recruiter: “I know you said you were looking to start your business...?”

Prospective Student: “Yea, and I’m looking to get a new job soon. I also just got engaged so we’re looking into buying a new home, and then of course...my parents really want me to get a degree...”

University Recruiter: “Congrats! It sounds like you stay busy. If you don’t mind me asking, why type of job are you looking to get soon...”

Prospective Student: “Yeah, that’s why I just don’t know if this is the right time to start something new. And...I don’t mind, I’m working nights at stocking shelves right now but I got an offer for management position that pays twice.

Prospective Student: “but theres a couple of problems with that, first I have to switch my schedule to work during the day, and second they want me to be in school or have a degree.

University Recruiter: “I see, you have a lot going on”

Prospective Student: “Yea a lot, what would you do if you were me?”

Appendix D

Need-Payout

University Recruiter: “Well, I can’t say for sure, I think only you know the answer to that.”

Prospective Student: “Yea, I guess...”

University Recruiter: “If you’re concerned about the time you could spend doing other things, Just look at all the time you put into this program as preparation for your t-shirt and lawn care business. By the time you’re done you will be able to finally start the business you want.”

Prospective Student: “I didn’t think about it like that.”

University Recruiter: “Also, you may be able to get that advancement at work if they see you’re enrolled.

Prospective Student: “Hopefully. They did tell me that.”

University Recruiter: “You said it paid double what you get now...”

Prospective Student: “Yah!”

University Recruiter: “Then you may be able to buy your dream home”

Prospective Student: “Keep going...”

University Recruiter: “How does a degree sound with your new wife, home, and job?”

Prospective Student: “Don’t forget respect from my parents”

University Recruiter: “So when do you want to start?”

Prospective Student: “I WANT TO START NOW!”

University Recruiter: “Do you have any more questions.”

Prospective Student: “Not today.”

University Recruiter: “Ok, I’ll get back in touch when your transcripts come in.”

Prospective Student: “Alright.”

University Recruiter: “In the meantime, be sure to reach out if you need anything, my extension is #9886”

Prospective Student: “Ok, will do thanks!”

University Recruiter: “You’re welcome, Goodbye”

Social Media Manager Interview

Matthew C. Mason

Professor Kimberly King

University of West Alabama

Abstract

In this paper, I will interview a social media manager to explore and learn more about what it takes to be successful in the field of social media marketing. The format for this paper will begin with an introduction section to briefly define and describe social media marketing. Next, an about section will be included to introduce the subject of the interview. Then, an interview section will be included with dialogue. This interview will follow a traditional question and answer APA-style dialogue where the question (Q) represents the interviewer, and the answer (A) represents the interviewee. Finally, this paper ends with a conclusion to briefly summarize the material.

Introduction

For any brand with a digital media presence, social media managers are essential to the success or failure of a marketing strategy. Social media managers are marketing communication professionals who provide strategy, guidance, and direction for any business with an online presence. The primary purpose of a social media manager is to build, maintain, and enhance the brand by creating, engaging, and interacting with the market. Since social media is such a new and dynamic field, each business has a unique approach to management, and sometimes it can be challenging to understand what the industry is all about. So, to get a better idea of what a social media manager does, I interviewed the consummate IMC Professor, Social Media Manager, and Marketing Professional—Randa Hovater.

About

Randa Hovater is a Marketing professional who specializes in Social Media Marketing. A former student of the University of Alabama and current resident of the Muscle Shoals region in North Alabama, Randa holds a Bachelor of Science and Master of Arts in Integrated Marketing Communications. Randa also holds a certification from Florida Atlantic University for Hospitality and Tourism, and she is currently licensed by the Southeast Tourism Society. With over 7-years of experience in Social Media Marketing, Randa has held positions as a Web Designer, News Anchor/Reporter, Newspaper Editor In Chief, Brand Designer, Graphic Designer, Marketing Specialist, Media Relations Manager, Marketing Manager, City Council Member, Adjunct Professor, and Director of Communications—which is her current title at North Alabama Medical Center. So, without further ado, let's dive into the interview!

Interview

Q: "Hello, thank you for taking the time to do this interview! My name is Matthew Mason, and we'll go ahead and start with the first question: What is your name?"

A: "Hi, Matthew! My name is Randa Simpson Hovater!"

Q: "Okay, Randa, what is your job title?"

A: "I am the Director of Marketing Communications at North Alabama Medical Center."

Q: "How long have you been in the industry?"

A: "I've been working in the Marketing and Social Media Industry for about seven years!"

Q: "Okay, I know you've already answered this, but could you restate the company you work for?"

A: “Sure, I work for the North Alabama Medical Center and North Alabama Shoals Hospital!”

Q: “What made you get into social media marketing?”

A: “First of all, I love people! My career started off in the tourism and hospitality industry, which allowed me to connect with visitors worldwide while promoting a destination. This kind of kickstarted my love for the social media marketing industry!”

Q: “Nice, can you tell us a little more about your current job and job duties?”

A: “Yes, I’m in charge of all internal and external communications for both hospitals [North Alabama Medical Center and North Alabama Shoals Hospital]. I’m in charge of community engagement where we tap into local markets, schools, churches, nursing homes, and everything in the local community of the Shoals area. I’m also in charge of tapping into regional markets such as rural Tennessee. This includes everything such as the purchasing of billboards, conducting media interviews, writing press releases, and managing all of the social media accounts for online communications. With each of these, I’m in charge of content management, photography, videography, and graphic design.”

Q: “Wow! That’s a lot; what does a typical day consist of?”

A: “Haha, the typical day is... there are no typical days! In the hospital world, every day is crazy and different. If there is a normal day, we’ll have a director and manager meeting at 8:30 in the morning. These meetings are usually about anything relevant that needs to be addressed. We may discuss anything from the Covid Census to any good stories that have happened that would be good for a press release, social media release, or campaign. If there’s a good story, we’ll gather content, take photos, videos, write copy, and do whatever we need to do to tell the story.”

Q: “Nice, can you share a story or talk about one of your most successful campaigns?”

A: “Yes, one of our most successful campaigns was actually one of our more recent campaigns! In September, we started a social media story about collecting wedding dresses for babies who have been lost at birth. A family member of our staff takes these wedding dresses and creates dresses, tuxedos, and even pockets for pocket babies born too small. So, we’re taking these wedding dresses and making them into useful items for the community. In about a month, we’ve been able to collect nearly 300 dresses locally and internationally. Many of the dresses come from our region, but some have been sent from as far away as Canada! The campaign was much more successful than we initially anticipated, so now, we’re making plans for the surplus to help the surrounding area and hospitals to give back to the community!”

Q: “That’s interesting. You know there’s a common misconception that social media is just a waste of time, but I think your story here proves otherwise. What is one thing that most people may not know about social media?”

A: “I think it’s easy for people to assume that social media marketing can be done by anyone with a smartphone, and many businesses or companies just hire someone they know who has a kid or friend that’s active on social media just because they know how to use Facebook. Without any concept for business or marketing, many people on social media don’t have any direction, method, or strategy, and that can be super frustrating to professionals in our industry. It’s also assumed that people in social media shouldn’t get paid because they just play on their phones all day, but that’s just a big misconception!”

Q: “I totally agree! The social media profession is still young, but I think it’s only a matter of time before businesses understand the actual value that it can offer. Is there anything else you would like to add, or anything else you can share that you’re working on for the future?”

A: “Well, right now, we are completing our strategic plan for 2022, which includes creating campaigns and selecting new markets to focus on for the coming year. It’s a never-ending process of setting goals, following objectives, and integrating tactics for our strategy! We’re currently going over things that worked this year and things that didn’t work! For everything that did work, we will continue into the next year, and we’ll be discontinuing or redeveloping everything that did not work. We stay busy!”

Q: “Well, Randa... that’s it! Stay safe and take care! Thank you so much for your time, and God bless!”

A: “Thank you! I enjoyed doing this, and if you would like to know anything else about the industry, just let me know! Have a good day!”

Conclusion

In summary, we can see that a social media manager requires many skill sets. From engaging with the company internally to interacting with the community externally, a social media manager is the primary frontline representative of a brand. In such a new, fast-paced, and dynamic industry, it’s clear that there are no typical days for a social media marketer. Each day is different, and a social media manager has to expect the unexpected. In order to stay competitive and adapt to the ever-changing market environment, social media managers must be able to set clear goals, follow sound strategies, and use solid tactics. Contrary to common misconceptions, the social media manager is not an easy occupation as it requires skill, training,

and expertise. In the end, as the popularity of social media continues to grow and more companies embrace an online social presence, it's safe to say—the Social Media Manager is here to stay!



Reigns on reins on reigns

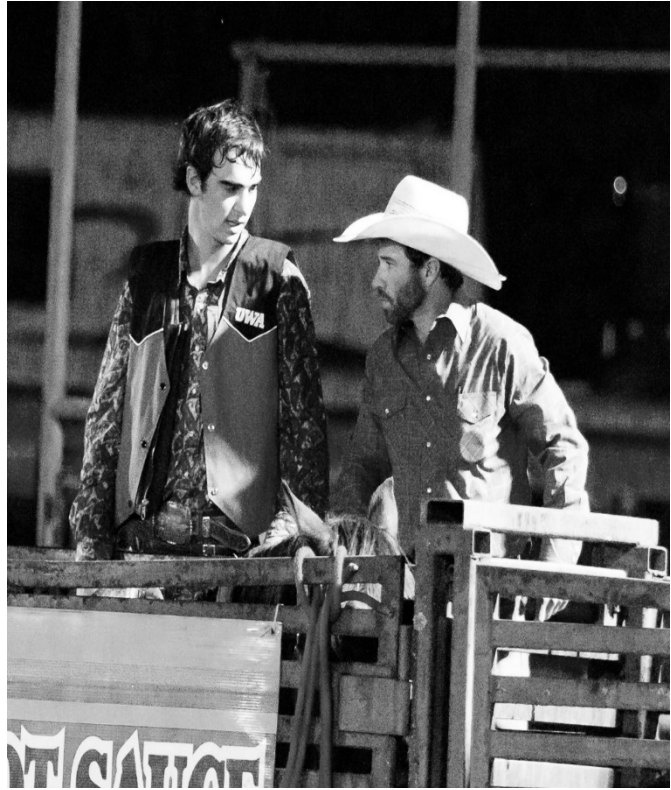
By Matthew Mason | July 19, 2020, 5:00pm CST

LIVINGSTON, Ala. – This season, the UWA Rodeo team looks to get back in the saddle after the COVID-19 coronavirus pandemic pulled the reins on their reign last season. For the 2019-2020 season, first-year head coach, Daniel Poole, lead the Tiger wranglers to top-three finishes in every event for their region. Assistant head coach, Lucas Brown, tirelessly worked with the community to set a record for the highest attendance in program history. "The first year was [going] great, and our team was consistent," said Coach Poole.

By mid-spring, the team had already produced three champions: Women's All-Around Champion, Heather McLaughlin, Men's All-Around Champion, Ryder Ladner; along with Team Roping Champion, Chase Graves. Coach Poole said, "For those who aren't familiar with rodeo, the All-Around Title is given to the number one cowboy and cowgirl in the region with the most points in more than one event. They worked hard to accomplish that by beating out over 250 other contestants from 15 different colleges." Riding on the tag of "team of the decade," each was set to compete in the National College Finals in Casper, WY, until everything got canceled. Enter the pandemic.

The attendance, the events, the practice, the season, the finals—canceled. "We had to shut everything down by mid-March," said Poole. Everything... canceled. "The pandemic made it challenging for us as I am sure it has been for everyone. We were bummed that we weren't able to compete in the last three rodeos or compete in the Finals." Even though the team was forced to close the gate on dreams of a national championship, Coach Poole remains humble and focused on the positive, "although we missed the last three events, we are still grateful that we got to compete in the other seven, which is more than some sports teams can say."

Like the rodeo, sometimes life throws an unexpected twist that bucks you off. Getting 'thrown' is part of the game, but you can't just lie there with your face in the dirt. You've got get up and move! Otherwise, you'll get stomped. The rodeo is about building success through experience by bouncing back and moving forward—and this is exactly what the coaches have done. With safety guidelines preventing campus visits and face-to-face interactions, Poole and Brown are recruiting on the move. Poole said, "Coach Brown and I are working hard to build the best team we can for the upcoming season. We have many returners with a lot of talent as well as some handy transfers and freshmen coming in. We were also fortunate to attend the High Finals in June which gave us an opportunity for some face-to-face interactions in recruiting. Our fingers are crossed that everything will be a go this Fall so we can show what we got!"



The UWA rodeo lives by the motto, "when the going gets tough, the tough get going," and that's what they intend to do this Fall. They certainly know how to pull themselves up by the bootstraps and get their hands dirty, but they don't do it alone. Coach Poole reiterates the fact that we're all in this together. "One major thing that makes this program so special to be a part of its long history of support. The program was first established in 1995 and has been a dominant program in the college rodeo scene nearly every year since. It all started with the tireless work from ranchers in the community who got together and donated countless hours and materials to get the program started. It has also had many great coaches come through that produced some of the most competitive rodeo athletes in the country." Although the individuals and team carry a responsibility, it's the strong support of the student body and community that keeps everything moving forward.

"This year's been a wild ride, and we are all sitting on go waiting for the new season to get here," said Poole. The schedule is still tentative, but the team is back to practicing and preparing for a full season. Coach said, "As of now, it looks like all the rodeos will be a go for the Fall. Our first rodeo will be at Missouri Valley College Sept. 17-19, followed by our home rodeo here in Livingston Sept 24-26." Let's just keep our fingers crossed that the full season remains intact, and everyone stays healthy so we can see the Tiger wranglers continue their 25-year reign as a dominant program in the National Intercollegiate Rodeo Association (NIRA).

To support and follow the team, please check out the links below:

Facebook: www.facebook.com/university-of-west-alabama-rodeo-team

Instagram: www.instagram.com/uwaathletics

Event Photos: www.gamedayphotos.uwa.edu/rodeo

For news, stats, calendars, and more information on the UWA Rodeo roster please visit:
www.uwaathletics.com/sports/mens-rodeo and www.uwaathletics.com/sports/womens-rodeo

Welp... what's there to eat?

Make yourself a dang quesadilla!



- ✓ Chicken
- ✓ Cheese
- ✓ Tortillas

Check, check, check, three ingredients! No one could possibly get this wrong—right? Right. Quesadillas are easily my favorite food. I order them everywhere I go but when all the restaurants closed during the pandemic I started to panic. How am I going to get a quesadilla? Simple, I'll just make one myself. After months of failed attempts trying to find the right combination of chicken, cheese, and tortillas, I finally found the perfect recipe for authentic Mexican restaurant style quesadillas!

Ingredients

Here's what you'll need:

- 1 lb. Tyson Grilled and Ready Fully Cooked Grilled Chicken Breast Strips
- 1 oz Lawry's Taco Seasoning Mix
- 8 oz. Pancho's White Cheese Dip
- 8 oz. of Shredded Cheddar Cheese
- 1 package (20 count) Mission Fajita Flour Tortillas
- 1 stick of butter
- 1/2 c. of water



For the chicken, you can use whatever you prefer. Personally, I have tried multiple approaches with the chicken. White meat, dark meat, canned, boiled, baked, fried, un-cooked, pre-cooked, and this is the Tyson Grilled and Ready is the best I've had so far. It comes in a bag at Wal-Mart for around five bucks. For the taco seasoning, this is also a personal preference. All taco seasonings are more or less a combination of paprika, garlic, onion, cumin, and chili powder. So, you can make your own or use any brand you like. The white cheese dip is really the secret ingredient here. If you want authentic Mexican restaurant flavor, you have to include the white cheese dip. I prefer Pancho's, but there are also other brands, such as Gustoso, Gordo's, or El Terrifico, and they each work just as well for this recipe. For the cheddar, you can shred your own or use pre-shredded, depending on your preference. For tortillas, the Mission brand seems to work best. Old El Paso is good, but they puff up too much when cooking. Don't at me. The last thing you'll need is butter. Several recipes do not butter their tortillas but trust me—you want to butter your tortillas!

Preparation

Here's what you'll need:

- 1 10-12" skillet
- 1 11-20" griddle
- 1 Microwave
- 1 spatula

A regular skillet around 10-12" is the perfect size for a pound of chicken. I like to use an electric griddle for the tortillas because you can cook up to six at a time on a 20" surface. If you don't have a griddle just use another skillet on your stove. The idea here is to have two hot surfaces

going at once in order to simultaneously prepare the chicken and tortillas, the goal is to finish in under 20 minutes. Yes, this is a race! You'll need a microwave to melt the white cheese dip and a spatula to stir, scoop, flip, and spread. These are all the tools you'll need so let's get started!

Instructions

Set the timer for 20 minutes:

First, put your skillet on the stove and set the temp to high. Next, dump the bag of chicken into the pan and empty the packet of taco seasoning. Add the 1/2cup of water and stir.

While that's heating up, go ahead and turn on the griddle and set the temp to 275. Next, grab your spatula, butter, and tortillas. Start spreading that butter on each tortilla. You want a light coat of butter on both sides. I like to spread the butter on one side, then as I stack the tortillas the under side gets coated from the top of the tortilla that's underneath.

By the time you're finished buttering the tortillas, the griddle should be preheated. Place the tortillas on the griddle. After 2 minutes, you will need to flip the tortillas to the other side.

As you wait to flip the tortillas, place the white cheese dip in the microwave for 90 seconds (be sure to remove lid first). As the cheese melts in the microwave, stir the chicken in the skillet to make sure nothing is burning.

Once the microwave beeps, it's time to flip the tortillas. You're almost done!

Immediately after flipping the tortillas, sprinkle the shredded cheddar cheese on top of each. As it melts, start scooping the chicken from the skillet and topping each tortilla with a generous helping.

Once you have the chicken on top of each tortilla, remove the white cheese dip from the microwave. Go ahead and pour about one to two tablespoons of cheese dip on top of the chicken. Be careful, this cheese gets very liquidy, so don't pour too much.

Once that's complete, the bottom side of the tortilla should be golden to perfection. They are now ready to close. Take the spatula and fold the tortilla shut being careful not to make a mess with the melted cheese and chicken inside.

Place the first batch of tortillas on a plate and begin preparing the second batch. Remember we're cooking six at a time. When the second batch is complete, your timer should be going off.

Let everything cool for about 5 minutes and enjoy!

For more recipes by Matthew Mason

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