



Digital Firefly Marketing Campaign Plan

Shannon Walsh
ADPR5920- Dr. Reber
Cullen Lab

Table of Contents

Fact Sheet.....	4
Planning Exercise.....	7
News Release.....	14
Feature Pitch.....	17
Feature Release.....	19
Interview Preparation.....	23
Speech.....	27
Social Media Calendar.....	31
Event Plan.....	34
Reference.....	37

Fact Sheet





252 Nassau St.
Princeton, NJ 08542

Digital Firefly Marketing

Media Contact:
Shannon Walsh
(267) 421-4877
sow32545@uga.edu

Digital Firefly Marketing provides digital marketing services that help companies develop and strengthen their online presence. The staff is comprised of creative strategists who value innovation and creativity, and their services continue to evolve with new developments in technology and digital marketing.

Company Offerings

Digital Firefly provides a full suite of internet marketing services to businesses including search engine optimization (SEO), pay-per-click (PPC) advertising, content marketing, social media marketing, and website development. With these marketing techniques, Digital Firefly strives to bring more traffic to a company's website that converts to more paying customers and clients.

Opportunities

Digital marketing and SEO services provide opportunities to strengthen the brands of a range of companies. Small, local business can better target specific geographic areas while larger, more established businesses can increase national traffic. When using a search engine, most users do not read beyond the first few searches of the results page. Digital marketing services help bring company websites to the top of the results page, resulting in more paying customers.

Benefits

Through extensive research, Digital Firefly understands the search behavior of their target audiences. With this data they optimize their clients' websites with keywords that better attract users and target potential customers.

Publics

While all brands and companies can benefit from digital marketing, having a strong online presence is particularly important for niche businesses. These companies have very specific publics with focused interests. Understanding their search behavior and online activity can help companies better attract these target audiences to their services.

Background

Digital Firefly was founded in 2001 by John Cashman and is located in Princeton, New Jersey. This modern and innovative business redefines the traditional workplace with remote employees based across the United States. The company's web development team is located in Dhaka, Bangladesh.

Leaders

John Cashman: President and Founder

Janet Allen: Vice President

Marissa Treece: Director of Marketing and Design

Rony Alimozzaman: Director of Development

For more information

To learn more about the team at Digital Firefly and their services visit

<https://digitalfireflymarketing.com/> or

contact *John Cashman* at

john@digitalfireflymarketing.com.

Submit a request for a free evaluation of your company website. Digital Firefly will evaluate which areas of your online presence need improvement, and propose a plan to refocus and strengthen your brand.



Planning Exercise



Situation Statement

History

Established

President John Cashman founded Digital Firefly Marketing in 2011. The team started with a few members and has since grown to include employees based across the United States, as well as a development team in Bangladesh.

Core Values

Digital Firefly Marketing's core values are innovation and creativity. The staff members at Digital Firefly are creative strategists who continue to learn about the industry and evolve their practices with new developments in technology and digital marketing.

Mission

Through innovation and creativity, Digital Firefly Marketing is devoted to helping their clients develop unique brands with a strong online presence.

Services

Digital Firefly Marketing provides a full suite of digital marketing services to businesses. These services include search engine optimization (SEO), pay-per-click (PPC) advertising, content marketing, social media marketing, and website development. These services help company websites improve their ranking on search engine results pages, and help to convert more site visitors into paying customers and clients.

Current Standing

Community Relations

Digital Firefly does not actively engage in community relations other than reaching out to business requesting links to their website.

Competition

While other digital marketing and SEO firms provide competition for Digital Firefly, there is no single company that stands out as a direct competitor. The lack of direct opponents signifies good standing within the company and control over their target market.

Corporate Staffing

Consistent with the personal nature of the company, Digital Firefly adds members to their team primarily through internships and referrals from friends, as well as from job sites like Glass Door.

President and Founder- John Cashman

Vice President- Janet Allen

Director of Marketing and Design- Marissa Treece

Web Developer- Jason Durity

Director of Development- Rony Alimozzaman

Digital Marketing Managers- Maarit Durity and Nancy Koziol

Social Media Manager- Bre Slocum

Structure

Digital Firefly Marketing is an LLC owned by John Cashman. The main office building is located in Princeton, New Jersey, but the majority of employees work remotely from around the United States, specifically Florida, Maryland, and Vermont. These remote employees primarily work on SEO and social content for clients. The company's web developers are based in Dhaka, Bangladesh.

PR/Communication Activities

Personal

Digital Firefly has no internal public relations director. Marissa Treece, director of design, is also the director of marketing and is currently leading the internal marketing campaign. Digital Firefly has discussed the possibility of creating a new position in the future for internal communications and marketing.

Campaigns and Sponsored Events

Digital Firefly has not sponsored any public relations campaigns or events. Because the staff and clients work remotely, it has not been practical to market to a specific local community. They have, however, helped market community campaigns and

events for specific clients by posting promotional material on their clients' social channels that engage the target audience of these events.

Targeted Audiences

Primary

As a business-to-business, or B2B, company, Digital Firefly primarily sells marketing services to other business, particularly of niche industries. Since a marketing budget is often dependent on sales success, the majority of the clients are very well established and aiming to achieve the top search result in their industry.

Secondary

Another important audience for Digital Firefly is government subsidiaries.

Problem/Opportunity

Because Digital Firefly provides excellent marketing services to their competitors, they are faced with the necessity of showcasing their services through their own brand. This is an opportunity to market their services, or a problem if their internal marketing is not up to par with the services they provide for their clients. The company has not focused on internal marketing since 2014, so the focus of this campaign is to refresh their brand.

Objectives, Research and Evaluation

Goals, Objectives and Evaluation

Goal 1: To increase audience engagement.

Objective 1: To increase overall site traffic by 25% by April 1, 2017.

Evaluation: Monitor Google Analytics site traffic tool. Look for a 25% increase from October 1, 2016 to April 1, 2017.

Objective 2: To increase lead conversion by 25% by April 1, 2017.

Evaluation: Monitor Google Analytics to track conversion data.

Goal 2: To increase and secure the number of long-term followers and loyal customers.

Objective 1: To increase the number of engaged followers (sharing, liking, commenting) on Facebook and Twitter by 10% by April 1, 2017.

Evaluation: Use Hootsuite monitoring tool to track likes, followers, shares, and comments.

Objective 2: To increase the number of returning users by 10% by April 1, 2017.

Evaluation: Monitor Google Analytics New vs. Returning report.

Research

Because the success of this campaign depends on attracting customers online, extensive keywords research will be conducted before implementing the PPC campaign. Digital Firefly will place bids on relevant keywords that are most frequently searched, and place ads on Google. These keywords will also be embedded in the organic website content and owned media.

Google Analytics Keyword Research tool as well as SEMrush software will be used to research frequently used words, their bid prices and conversion rates. These platforms also provide information on keyword competitors.

Campaign Plan

Strategies and Tactics

Strategy 1: Publish content regularly to engage site users.

Tactic 1: Create downloadable “library” on website with resources about digital marketing in exchange for customer contact information.

Tactic 2: Publish weekly blog post about industry trends, client testimonials and employee spotlights, and allow readers to comment on posts.

Strategy 2: Create opportunities to attract high-quality site visitors.

Tactic 1: Redesign website.

Tactic 2: Overhaul and SEO existing web content.

Tactic 3: Implement PPC advertising campaign through Google AdWords.

Budget

Tactic	Hours Required	Pay Rate of Work	Cost to Implement	Google Analytics Subscription	Total Cost
Library	15/week	Salary	X	No Cost	No cost
	5 months= 20 weeks= 300 hours				
Blog Posts	2/week	\$12/hour (intern)	X		\$576
	6 months= 24 weeks = 48 hours				
Website Redesign and Content Overhaul	20/week	Salary	X		No cost
	3 months= 12 weeks= 240 hours	Salary	X		No cost
PPC Campaign	3/week analyzing	N/A	\$2,500/month		\$7,500
	3 months= 12 weeks= 240 hours		3 months		

Total.\$8,076

Timetable

	Aug. 2016	Sept. 2016	Oct. 2016	Nov. 2016	Dec. 2016	Jan. 2017	Feb. 2017	Mar. 2017	April, 2017
Library				<i>Begin collecting and creating resources</i>			<i>Make library public, but continue adding</i>		
Weekly Blog Posts									
Website Redesign			<i>Website launch</i>						
Content Overhaul			<i>Complete with website launch</i>						
PPC Campaign						<i>Begin campaign</i>			<i>Evaluate PPC</i>

References

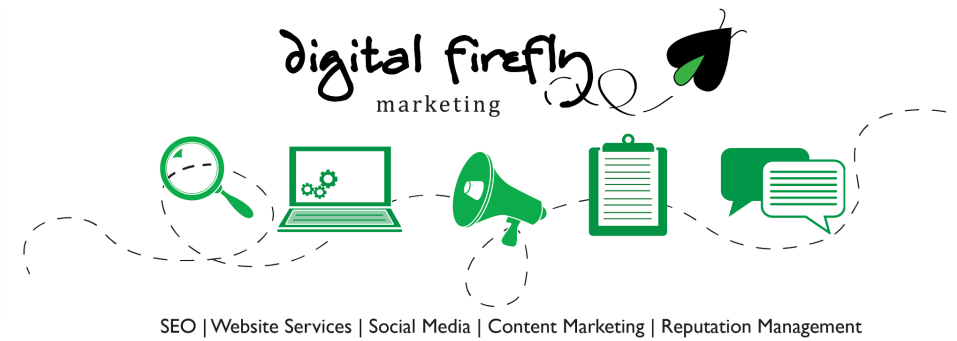
<https://digitalfireflymarketing.com/>

Interview with Marissa Treece

Interview with John Cashman

News Release





FOR RELEASE ON: September 30, 2016

Shannon Walsh
Marketing Intern
(267) 421-4877
Shannon@digitalfireflymarketing.com

DIGITAL FIREFLY MARKETING TO LAUNCH NEW WEBSITE

PRINCETON, N.J.- Digital Firefly Marketing will launch its new website in October, 2016. The site has been in development throughout the year, with the goal of modernizing the digital presence and optimizing for new search engine optimization (SEO) tactics. This project is part of the first internal marketing campaign for Digital Firefly since 2014.

One key improvement in the new website is that the content has been transferred from Drupal to WordPress, allowing for better speed and a more positive user interaction. Additionally, there has been a full content overhaul to consolidate information, solidify a consistent voice, and improve organic SEO.

The organic SEO improvement on the new website is the front end of a long-term project to develop a structured marketing plan. Digital Firefly is essentially mirroring their professional practices internally. With the tools and information available on the new website, Digital Firefly is expecting to grow their audience and exposure.

Marissa Treece, Director of Design and leader of the internal marketing campaign says, “the main purpose behind content overhaul is to make sure our website is user friendly and that we can be viewed as a legitimate content source for our users, and as a helpful resource for learning about digital marketing.”

The resources available on the website are part of an objective to develop purchasable content that will increase clientele. As part of their long-term marketing strategy, Digital Firefly is also developing a library of resources on their website which users can download in exchange for an email address and other client information.

While the website focuses on developing organic traffic through content SEO, the firm eventually plans to implement a pay-per-click campaign to achieve more high-quality exposure. Digital Firefly's internal goal for 2017 is to have this PPC campaign in place.

For more information, visit <https://digitalfireflymarketing.com/>.

###

About Digital Firefly Marketing

Digital Firefly Marketing is dedicated to providing a full suite of Internet marketing services that gets companies discovered online. Through innovation and creativity, we are devoted to our clients and to helping them develop a unique brand and competitive edge. Digital Firefly is a modern company that redefines the traditional workspace with remote employees and clients. We are creative strategists who continue to evolve with new developments in marketing and technology.

Feature Pitch



Do-Hyeong Myeong, Editor in chief
The Daily Princetonian
48 University Pl.
Princeton, N.J. 08540

Dear Mr. Myeong,

Digital Firefly Marketing is an innovative digital marketing firm located in Princeton, New Jersey. This company practices the most current and effective digital marketing techniques. The team at Digital Firefly is preparing an internal marketing campaign to strengthen the brand, better engage customers, and attract new clients. One objective of the campaign is to establish the company as an online resource for information on digital marketing. They are working on compiling a library of downloadable resources, from which interested audiences can learn from experts about the relatively new and ever-evolving industry of digital marketing.

While the company has employees and clients based across the United States, the *Daily Princetonian* has a unique opportunity to highlight the firm as a local business. This story could showcase the firm's work and how they have benefitted their clients as well as include interviews with Founder and President John Cashman and Director of Design Marissa Treece, the leader of the internal marketing campaign. In addition to showcasing a local business, this feature can highlight digital marketing as an increasingly important component to any business.

This feature story will be particularly valuable to the local students of marketing. Princeton University's elite education provides students with the most current and innovative industry trends, and this story can supplement classroom lectures with a real-world example. In addition to students, business education is interesting and valuable to Princeton locals who also read the *Daily Princetonian*. The information provided in this feature may inspire the many traditional, family-owned businesses in Princeton to engage in digital marketing and improve their business strategies.

Digital Firefly Marketing will be available for assistance throughout the creation of this piece. More information about the business, their clients, and their work will be available upon request. Interviews can be set up by contacting John Cashman at john@digitalfireflymarketing.com or Marissa Treece at marissa@digitalfireflymarketing.com.

I will email you next Friday, October 21 to follow up with any question or additional information you may have. If you wish to reach me sooner, please contact me at 267-421-4877 or sow32545@uga.edu.

Sincerely,
Shannon Walsh
Intern, Digital Firefly Marketing

Feature Release





FOR RELEASE ON: November 1, 2016

Shannon Walsh

Marketing Intern

(267) 421-4877

Shannon@digitalfireflymarketing.com

Digital Firefly, Internet Marketing, and the Evolution of Business

PRINCETON, N.J.- Marketing students today are being taught much differently than in the those in the advent of social media. The Internet has redefined not only the techniques of marketing, but the guiding principles of the field as well. John Cashman, CEO of Digital Firefly Marketing explains how “marketing has become much more targeted. [While] it used to be... interruption based marketing like TV [advertisements], cold calling, [and] direct mail [it] is [now] much more targeted...” It is also becoming increasingly important for businesses to form connections with their clients in a way that speaks to a 21st century customer who is accustomed to immediate, individualized responses. What once was a one-way street of communication where companies mainly presented information to their clients has become a dialogue in which the consumer demands equal control of the conversation.

This shift in power between companies and their clients has been fostered through the game-changing dynamic created by the infant industry of digital marketing. The aim of digital marketing is to strengthen a company’s online presence and develop a brand that engages its consumers. In order to remain relevant and competitive players on this new game field, it is essential for all companies to have an online presence. This presence can no longer be sustained through a simple company website, but rather must evolve to include social platforms, blogs, viral videos, and e-commerce stores. Because developing an online presence is another business in itself, an industry has developed to ensure that companies maintain competitive advantage.

Many companies are turning to digital marketing firms to direct their online activity. Digital Firefly Marketing is an Internet marketing firm located in Princeton, New Jersey that practices the most current and effective digital marketing techniques. This company offers a full suite of digital marketing services to fulfill any company's marketing needs. These services include search engine optimization (SEO), pay-per-click (PPC) advertising, content marketing, social media marketing, and website development. Essentially, Digital Firefly's goal is to ensure that their clients' websites rank at the top of search engine results pages (SERP), thus attracting users who will hopefully become paying customers.

SEO is a marketing practice that involves researching the search habits of Internet users. With the use of analytics platforms, firms can identify the most commonly used keywords of those searching similar products and services. These words are then used throughout the website content so that when they are searched, the particular web page appears higher on search results pages, statistically prompting more visits than those web pages which appear lower on the results page. This can be done organically through optimizing the company's owned content to reflect competitive keywords, or through paid advertising. In a PPC campaign, the firm bids on competitive keywords so that when they are searched, company ads appear on the results page. Digital Firefly typically engages in both forms of marketing for a client, but may favor one over the other in specific markets or financial situations. Many clients find that it is more cost effective to pay a flat rate to organically optimize its owned media rather than pay to place ads, as every time the ad is clicked the company owes the search engine.

In addition to helping websites rank at the top of a SERP, Digital Firefly also helps its clients develop and maintain communication with its customers. Companies often use social media platforms to facilitate essential two-way communication. Digital Firefly administrates many of its clients' social media accounts to help foster this dynamic.

Team member Bre Slocum's job is devoted to maintaining the social media presence of all of Digital Firefly's clients. Each day, Slocum creates a queue where she outlines the daily posts on each platform for every client. She often plans her posts weeks in advance, and uses scheduling platforms like Hootsuite to

organize and record content that will later be posted automatically. As a young employee, Slocum enjoys the modern spin on one of the most essential components of successful marketing.

Other team members work to maintain brand communication by creating blogs for their clients. Blogs have become a way for brands to showcase their voice and values and create a more personal connection to their audiences. This aspect of marketing is more appropriately classified as public relations, as it does not directly convert to sales but rather helps to solidify company image.

Cashman believes that “the future of marketing will continue to be more targeted on an individual level, but rather than waiting for a customer to search for something, marketers will start suggesting things. Booked a trip to a ski resort? You should go to this restaurant. Just started running? You need new shorts. [This trend can already be seen] online, but with wearables like Apple watch, smart cars and Amazon echo integrations, it will become more pronounced in the coming years.”

Cashman’s understanding of the industry’s evolution is even indicated in the structure of the workplace itself; while the main building is located in Princeton, N.J., the business redefines the traditional workplace with many remote employees. Currently the team is located across the United States with a web development team located in Dhaka, Bangladesh. Although the firm works with clients all over the country, local Princeton businesses have the advantage of being able to meet with team members in person. The team also has the advantage of experiencing the businesses first-hand, which is particularly beneficial when creating a brand voice for businesses like niche restaurants.

As Digital Firefly continues to strengthen the brands of its clients, it also continues to develop its own online presence. The firm has recently embarked on an internal marketing campaign that involves a new website and content overhaul, and plans to begin a PPC campaign within the next year. The team at Digital Firefly continues to establish themselves as digital marketing experts. Amongst other developments, the company is working on creating a downloadable library of resources for its website. With this library Digital Firefly aims to become educators, continuing to foster relationships with their clients as a trusted knowledge source.

Interview Preparation



To: John Cashman
From: Shannon Walsh
Date: November 18, 2016

Content

A local Princeton journalist has called to request an interview with you. She is doing a story on local businesses and would like to feature Digital Firefly Marketing. The interview will be this Sunday, November 20, on Princeton Community TV at 5:00pm during the “In the C Suite” broadcast highlighting small business owners.

This interview will discuss the evolution of Digital Firefly Marketing as a business, focusing on the internal marketing campaign that is currently in process and touching on what is planned for the near future. As the founder of a small company, emphasize your personal journey and what inspired you to build your own business. Prepare to discuss briefly the initial creation of the business and how your work has changed since its birth.

Behavior/Attire

We want to emphasize the personal aspect of the business, so speak conversationally and personably. Dress casually, as you would in the office, as you will be discussing the non-traditional workplace and flexible nature of the business, as well as the remote communication with clients.

Your objectives

During this interview, focus on the innovative nature of the business, and how all Digital Firefly’s employees hold this value at upmost importance. Explain the infancy of digital marketing as an industry and how Digital Firefly is a company that changes and develops alongside the industry. Discuss the remote nature of your business, and how you work remotely with employees and clients from across the country. Because Digital Firefly is a non-traditional business structure, we want to highlight how a flexible working schedule and workplace benefit the company and help it grow. Additionally, be sure to focus on the vast suite of services that Digital Firefly can provide, and how you consider each client’s unique audience, reach, and budget when implementing marketing tactics.

Talking points:

- Explain how Digital Firefly employees stay on top of the most current industry trends.
- Describe a typical work day for a Digital Firefly employees.
- Explain how the team communicates remotely.
- Describe ways that the Digital Firefly team builds community and friendships despite not working in the same physical location.
- Explain briefly the main marketing services provided and how they can benefit clients.

Potential Questions

Q: What is your education background in digital marketing?

I did not go to school for marketing. I have a degree in biochemistry. I believe that my degree is very useful to marketing though, as my education in biochemistry has taught me to think very analytically. This is the approach I now take with marketing.

Q: How have you stayed up to date with new trends and tactics in digital marketing?

I read a lot. I subscribe to all the industry publications and dedicate several hours a week to reading up on industry news, trends, and developments. I also spend a lot of time studying other marketing firm- whether they are our direct competitors or not- to learn from others in the industry and consider which strategies and methods can make Digital Firefly grow.

Q: What initially inspired you to start your own business?

To be honest, my inspiration was financial. I began investing some of my money and became fascinated in the returns, and what factors influenced a positive or negative return. By studying investments, I began to understand which businesses were profitable, and I was inspired to invest in my own business that I believed would give me a positive return.

Q: Do you believe this is a sustainable business that will continue to be profitable? In other words, do you believe digital marketing will remain essential to business marketing strategy?

Absolutely. The world is becoming increasingly digitally-focused, and I think that marketing and advertising methods will eventually be executed through almost exclusively digital mediums. A website is now the centerpiece for a company's online image, and knowing how to develop that site to attract customers is increasingly important.

Q: How does Digital Firefly's non-traditional workplace benefit its business?

Because all our work is digital, there isn't the necessity to be in the same office as your employees or meet in person with clients. This gives me the opportunity to hire the most skilled professionals and work with a wider array of clients, regardless of where anyone is based.

Q: What is one of your aspirations for the future of your business?

We are currently in the process of an internal marketing campaign that is working to establish Digital Firefly as a top source of digital marketing information and an example of exemplary technique. We want to not only help our clients with their own marketing, but be a prime example of a business who utilizes these techniques and teaches other how to.

Q: How can businesses benefit from digital marketing?

Almost everyone searches a business before visiting. Whether it is a restaurant, retail store, doctor's office... we rarely blindly engage in business with a company. Having a strong digital presence allows companies to be noticed online and selected over others when searchers are exploring new businesses.

Q: What is your favorite thing about your job?

I love the innovative nature of my job and how I am constantly learning and growing my own skills. I think marketing is a wonderful mix between strategy, analytics, and creativity.

Speech



Local Business Owner Speaks About Innovative Industry

Hello, my name is John Cashman and I am the founder and CEO of Digital Firefly Marketing here in Princeton. First I would like to thank everyone for being here tonight. As a company that works primarily remotely, it is wonderful for me to be around people today! Thank you, also, to Princeton University, for hosting me. I am honored to be speaking to some of the brightest young minds in the country. While most of my employees work remotely and live around the country, I am fortunate to be based in such a lovely town. Today I will discuss with you my experience building a business in an infant industry, how that business has evolved, and some of my plans for the future.

It is interesting to me to be addressing a group of students whose education is focused on digital marketing because when I was in school, the business did not exist. I am excited to see such potential in the future of this industry. My inspiration for creating my own business came from a fascination with investments. Through studying investments and investing my own dollars, I saw a trend in the businesses that were growing and seeing positive returns. Innovative firms that embraced the newest business techniques and technologies were excelling. As I said, digital marketing is a relatively new industry so I was not educated with a marketing degree. I actually have a degree in biochemistry, which oddly has greatly influenced my approach to marketing. My biochemical education taught me to think analytically, a critical thinking skill that I apply in my work.

What is most interesting about digital marketing is that it combines creative thinking with analytical thinking. With science background, I never would have expected myself to work along-side writers and graphic designers, but this business allows people with greatly different skill sets to collaborate. Our firm employs analysts, computer coders, graphic designers, sales experts, and writers.

When I first started my own firm I depended on connections that I had made through other jobs and my personal life. Regardless of your career path, place great value in networking. It is through friendships and business partnerships that I grew this business. What started as a team of two, myself and our design director Marissa Treece, has expanded to a staff that includes internationally-based web developers. I am proud to say our company has developed into strong business with loyal customers. *SEO Companies Reviewed* referred to

Digital Firefly Marketing as a “trusted search engine optimization company” that “boast[s] a remarkable 90% client retention rate” (SEO Companies Reviewed, 2016).

Today, our team provides a full suite of internet marketing services to a wide array of clients. We provide SEM, SEO, web design, and content creation services. While most of the audience here are students who are educated in the basics of digital marketing, I will give a brief run-down for those audience members who are not students but wish to learn more about the industry.

First, I would like to applaud your interest and learning about the industry and I hope that I can inspire you to pursue learning more. I will start with SEM, which stands for “search engine marketing.” This marketing techniques buys and places advertisements on a search engine for particular search terms. For example, I have bid on ads for “digital marketing firms,” so when that phrase is searched an ad for Digital Firefly Marketing comes up at the top of the Google results page.

SEO refers to “search engine optimization,” which is the process of creating web content so that it is crawled more frequently by a search engine and organically will end up on the top of a results page. Unlike SEM for which the business who places the ad pays Google every time a user clicks the ad and visits their site, SEO is a one-time cost to embed frequently-used keywords into content and tags on the website. We do this through primarily through blog content, which gives us the opportunity write in depth about a topic. For example, one of our clients is a professional organizing company and we use their blog to write about organization tips to create more searchable content. We will then link to our blog content on other pages and websites. In an article by *The Content Factory* titled “7 Secrets of Professional SEO Article Writers,” the importance of sharing your content is stressed stating, “the final step of all web content writing is acting as your own online PR agency — link to your content all over the place” (The Content Factory, 2016).

Most businesses will use a combination of both techniques. When we optimize a website or implement and SEM campaign, we then track the site traffic for several months to monitor changes and hopefully see in increase in traffic and conversions into sales. This means that we are monitoring how many people visit the site, and how many of those people contact the business and become customer. In addition to these marketing

techniques, we provide web design services and content creation in the form of blog posts or social media content.

While these are the services we provide currently and most frequently, our business will continue to evolve with the ever-changing industry. That is my favorite thing about my job and this innovative industry, having the opportunity to continue learning and growing professionally. As future leaders of this industry, I advise you to read as much about the business as you can. As William Faulkner puts it, “read, read, read” (Goodreads, 2016). In order to stay up to date with industry trends and developments, I subscribe to all of the main industry publications and dedicate several hours a week to reading and learning. Developing this habit as students will set you apart when applying for jobs and when you enter the work force.

Before I finish today I would just like to bring attention to Marissa Treece in the audience. As I said before, Marissa is our director of marketing and design and has been with me at Digital Firefly since the beginning. Marissa is currently in the process of leading a big internal marketing campaign that we are very proud of hope to see very positive results in the near future. She has been working tirelessly for months overhauling our web content and designing a new website that will be launched within the coming weeks. The goal of this campaign is to refresh our brand and digital presence in order to remain an exemplar example of our own services.

Additionally, Marissa plans to establish Digital Firefly as resource bank for digital marketing resources and strategies. We are working on creating a resource library on our website to which users can subscribe. Our long-term goal is to eventually build resource library to become a top industry publication.

Thank you again to everyone in the audience for being here today and listening to the story of my business. I am enthused for the future of the industry and I am confident that it will excel with the guidance of great leaders that you will all become. If anyone is interested in learning more about Digital Firefly or my experience building my own business, I would like to talk to you after. Thank you again, and good luck in your future career pursuits. Be sure to check us out at digitalfireflymarketing.com!

Works Cited

- Goodreads (2016). *A Quote by William Faulkner*. Retrieved from <http://www.goodreads.com/quotes/39009-read-read-read-read-everything---trash-classics-good-and>.
- SEOCompaniesReviewed (2016). *Digital Firefly Marketing*. Retrieved from <http://www.seocompaniesreviewed.com/reviews/digital-firefly-marketing/>.
- The Content Factory (2016). *7 Secrets of Professional SEO Article Writers*. Retrieved from <http://www.contentfac.com/7-secrets-of-professional-seo-writers/>.

Social Media Calendar



The three social platforms most applicable to Digital Firefly Marketing are Facebook, Twitter, and LinkedIn, as these are three platforms best catered towards businesses. Because Digital Firefly is primarily a B2B, or business-to-business, company, their social media must be directed at other professionals during work hours.

The information presented in class reveals that 9am, 1pm, and 5pm are prime social media hours. This is when most employees are starting their morning scanning social media, reading their feeds on their lunch breaks, and finishing up the afternoon at work by checking social media before they leave for the evening. Because the main audience for Digital Firefly Marketing is other business, Digital Firefly should strive to keep social media presence to a minimum on weekends and holidays in order to respect the rest days of other professionals.

The voice of Digital Firefly's social content will present the brand as industry experts in digital marketing, but also as a personable small business that values their employees and customers. The content will present a combination of educational and innovative industry content, as well as client and employee spotlights, kind holiday wishes to their followers, and continue the presently-used #FunnyFriday jokes.

Week 1							
	Sunday	Monday	Tuesday, November 1	Wednesday, November 2	Thursday, November 3	Friday, November 4	Saturday, November 5
Facebook	Work week productivity/simple SEO tips	Links to DFM blog #DFM	SEO articles	Client spotlight	Employee spotlight	Funny Friday/SEO jokes #FunnyFriday	SEO news
		Ex. Your logo is crucial to your company image and your clients' first impression. For a strong and effective logo, we recommend 6 simple steps. Check out our #LogoDesignProcess https://digitalfireflymarketing.com/logo-design-process-6-steps-logo-success		Ex. In Order to Succeed is a professional organizing firm and a wonderful client of Digital Firefly. Check out their blog for organizational tips!			
9am							
	Share link to article with organizational tips		DFM promotional post		Promotional post		
5pm							
Twitter							
		Ex. Enhance your image with a strong and effective logo. We recommend 6 simple steps in our #LogoDesignProcess http://digitalfirefly.com/2911166Y					
9am							
		Retweet relevant article	Retweet relevant article	Retweet relevant article	Retweet relevant article		
1pm		Promotional post	Promotional post	Promotional post	Promotional post		
5pm							
LinkedIn		Share article	Share article	Share article	Share article		
9am							
5pm							
Week 2							
	Sunday, November 6	Monday, November 7	Tuesday, November 8	Wednesday, November 9	Thursday, November 10	Friday, November 11	Saturday, November 12
Facebook	Work week productivity/simple SEO tips	Links to DFM blog #DFM	SEO articles	Client spotlight	Employee spotlight	Funny Friday/SEO jokes #FunnyFriday	SEO news
			Ex. Stop taking valuable time away from your business to manage SEO... that's our job! Entrepreneur.com agrees. Here are 7 reasons why you should leave SEO in the hands of a professional. https://www.entrepreneur.com/article/278493		Ex. Ryan Gosling's got it right. #FunnyFriday #SEOJokes http://thesemblog.com/wp-content/uploads/2012/03/Ryan-Gosling-CPM.jpg		
9am							
	Tip from DFM about productivity		DFM promotional post		DFM promotional post		
5pm							
Twitter			Ex. Here are reasons from Entrepreneur.com to stop managing your SEO and leave it up to the professionals. http://digitalfirefly.com/29WFgYr				
9am							
		Retweet relevant article	Retweet relevant article	Retweet relevant article	Retweet relevant article	Retweet relevant article	
1pm		Promotional post	Promotional post	Promotional post	Promotional post	Promotional post	
5pm							
LinkedIn		Share article	Share article	Share article	Share article	Share article	
9am							
5pm							

Week 3	Sunday, November 13	Monday, November 14	Tuesday, November 15	Wednesday, November 16	Thursday, November 17	Friday, November 18	Saturday, November 19
Facebook	Work week productivity/simple SEO tips	Links to DFM blog #DFM	SEO articles	Client spotlight	Employee spotlight	Funny Friday/SEO jokes #FunnyFriday	SEO news
9am					Happy Thanksgiving from our team at DFM! We wish you a day full of family, food, peace, and joy! #thankful	Black Friday Shopping joke #BlackFriday #FunnyFriday	
5pm	Simple overview of SEO from DFM		DFM promotional post				
Twitter					Thanksgiving message		
9am							
1pm		Retweet relevant article	Retweet relevant article	Retweet relevant article		Retweet relevant article	
5pm		Promotional post		Promotional post			
LinkedIn							
5pm		Share article		Share article		Share article	
Week 4	Sunday, November 20	Monday, November 21	Tuesday, November 22	Wednesday, November 23	Thursday, November 24	Friday, November 25	Saturday, November 26
Facebook	Work week productivity/simple SEO tips	Links to DFM blog #DFM	SEO articles	Client spotlight	Employee spotlight	Funny Friday/SEO jokes #FunnyFriday	SEO news
9am							
5pm	How to be productive at work while preparing for Thanksgiving		DFM promotional post				
Twitter							
9am							
1pm		Retweet relevant article	Retweet relevant article	Retweet relevant article	Retweet relevant article	Retweet relevant article	
5pm		Promotional post		Promotional post		Promotional post	
LinkedIn							
5pm		Share article		Share article		Share article	
Week 5	Sunday, November 27	Monday, November 28	Tuesday, November 29	Wednesday, November 30			
Facebook	Work week productivity/simple SEO tips	Links to DFM blog #DFM	SEO articles	Client spotlight			
9am							
5pm	How to get back in to work mode after a holiday		DFM promotional post				
Twitter							
9am							
1pm		Retweet relevant article	Retweet relevant article	Retweet relevant article			
5pm		Promotional post		Promotional post			
LinkedIn							
5pm		Share article		Share article			

Event Plan



To: John Cashman
From: Shannon Walsh
Date: November 18, 2016
Subject: Spring HireTigers Meetup Attendance Proposal

Dear John Cashman:

Digital Firefly Marketing could educate an interested audience and increase brand awareness within the local Princeton community by participating in an event at Princeton University this winter. Below is more information regarding this suggested event.

The Event

Several times a year, the University of Princeton hosts informal career fairs called “Meetups” where students are given the opportunity to meet with different employers and participate in career preparation events.

The next Meetup is called Spring HireTigers and will be held in the Frick Lab at Princeton on February 17th. This event is ideal for Digital Firefly because it is informal and will hold industry chat areas rather than large booths, providing more opportunity to speak directly to those interested in learning about the business.

As a local Princeton business operating within an innovative industry, Digital Firefly has a unique opportunity to educate pre-professional marketing students. Moreover, they can network with potential future employees, and promote the company to a local audience and other businesses. Digital Firefly will host a booth at event and provide a speech to an audience interested in digital marketing.

While Digital Firefly will continue to set up booths at Princeton local events and has the possibility to return to future Meetups, this specifically is a one-time event.

Logistics

The logistics for this event are simple for Digital Firefly, as most of the planning regarding facilities and participation will be coordinated by Princeton University. Digital Firefly will only need to prepare the materials for their presentation, and specific needs like a table, auditorium or audience seating area, microphone and projector will be provided within the facility by Princeton.

All permits for the event will be handled by Princeton, but Digital Firefly must submit an informal proposal to Princeton expressing interest in attending the event as an employer and speaker. This proposal will include some background information of the firm, an outline of the objectives of the presentation, and why Digital Firefly is an attractive company to the students of Princeton University.

Neither prizes nor sponsorships are needed to be coordinated by Digital Firefly. The event will be of little cost to the firm, as Digital Firefly will only have to pay to create the promotional materials and presentation. The promotional materials will be primarily digital content like social media posts and graphics, as well as printed flyers to post on Princeton’s campus. The presentation will include a digital slideshow as well as a visual aid like a tri-fold presentation or poster. Additionally, business cards and printed flyers with the company information will be offered to the students at the event.

In order to prepare for the event, John and Bre will be primarily involved in communicating with Princeton University as they are the only employees based in Princeton. Marissa will be invited to fly to Princeton to attend the event and be available to discuss her work in the upcoming internal marketing campaign. There is no need for a planning committee to meet regularly for this event, as the only planning involved in the event are to contact and get approval from Princeton, create the presentation, and schedule Marissa's flight.

The responsibility to design and prepare the presentation and promotional materials will fall primarily on Marissa as the director of design and head of internal marketing. Nancy, the content writer, will write John's speech and the initial proposal to Princeton.

Promotion

While the University will be promoting the event themselves, Digital Firefly will promote their presence at the event through their website and social channels like Facebook and Twitter. They will also repost promotions for the event from Princeton and other professionals attending. As soon as Digital Firefly's attendance is confirmed, you will announce it on your pages and then will post daily about the event in the week leading up to it.

The writing tasks involved in this event are the proposal to Princeton to request your presence and a speaking opportunity, a speech, an updated business brochure, and updated trifold and slideshow presentations.

Calendar

November 21-25	John presents event to team & assigns proposal to Nancy
November 28- December 2	Nancy finishes proposal & Bre contacts Princeton
December 5-9	*wait for confirmation from Princeton*
December 12-16	*wait for/receive confirmation from Princeton*
December 19-23	John hosts meeting to discuss event & content for speech/presentation
December 26-30	(break from event planning for holidays)
January 2-6	Marissa books flight to Princeton
January 9-13	John hosts progress meeting with Nancy, Bre, and Marissa
January 16-20	Continue working on presentation (Marissa) & speech (Nancy)
January 23-27	Continue working on presentation (Marissa) & speech (Nancy)
January 30- February 3	Marissa finishes promotional materials/ submit to be printed
February 6- 10	Nacy finishes speech
13-Feb	Bre promotes event via social media/ John picks up printed materials
14-Feb	Bre promote event via social media
15-Feb	Bre promote event via social media
16-Feb	Bre promote event via social media/ Marissa arrives in Princeton
17-Feb	HireTigers Meetup event

Summary

The Spring HireTigers Meetup is the perfect event for Digital Firefly to engage the local Princeton community, network with the future professionals of the industry, and promote its business. A budget for the preparation of the event will be proposed later, upon attendance confirmation from Princeton University.

References



<https://digitalfireflymarketing.com/>

<http://www.dailyprincetonian.com/>

<http://www.princetontv.org/Home.html>

<https://careerservices.princeton.edu/undergraduate-students/career-programs-fairs-events/career-events>

Interviews with John Cashman

Interviews with Marissa Treece