

GEORGIAN COURT UNIVERSITY

SCHOOL OF
BUSINESS & DIGITAL MEDIA



2022 Communication & Digital
Marketing Capstone

Program Overview ● ———



Today's marketing and communication professionals must combine creativity, expertise in use of digital technology, and business savvy to be successful.

The **Master of Science in Communication and Digital Marketing** program integrates the fields of communication and business (marketing) to satisfy the requirement that today's marketing and communication professionals must combine to gain understanding of the audience or customers. The program emphasizes utilizing technology in an ethical manner to communicate marketing objectives while forging a sense of community.

ABOUT US

In the **Georgian Court University School of Business and Digital Media**, our mission is **to empower our students to engage and succeed in this rapidly changing world**. Our approach includes a commitment to high-quality academic programs, opportunities for both within-school and campus-wide development, leadership opportunities, and career exploration through experiential immersion. Students can work with companies and nonprofits and network with marketing and creative specialists across the professional spectrum.

The Capstone ●



The **Campaign Planning & Management** course is the capstone in the Masters of Communication and Digital Marketing Program at Georgian Court University.

The course provides students the opportunity to create and implement a marketing and digital communication campaign for a local, national, or international business. Students develop and implement a digital marketing strategy by integrating digital storytelling, principles of integrated marketing, user-centered design, creativity, and digital analytics.

The following organizations sponsored the capstone: BlueClaws Charities, Heineken, Creative Click Media, Eastern Monmouth Area Chamber of Commerce, Bijoux + Spice, Ladacin Network, StuffedSicle and Bodyshell.

**Dr. Ashley Elmore,
Program
Director**



Sponsors



Bijoux + Spice is a female-owned and operated jewelry company run by Monmouth County, NJ mom Shalini Kapoor. Shalini sources high-end, shower, sweat, and swim-proof gold-filled beads for Bijoux + Spice jewelry. All of Shalini's materials and pieces are American made.



Creative Click Media is a full-service Internet marketing and SEO company offering innovative web marketing solutions to help businesses succeed in today's competitive online marketplace. As a leader in SEO, web design, e-commerce, conversion rate optimization, and internet marketing services. The firm prides itself on driving traffic, converting visitors, and measuring effectiveness to deliver tangible results for clients.



The LADACIN Network is a non-profit agency, who's mission statement is to provide a wide variety of care to people with physical or developmental disabilities in all stages of life.



StuffedSicle is a dessert company that specializes in custom dessert orders. StuffedSicle started with the idea of a cake pop with different fillings like peanut butter, chocolate, and caramel that ultimately sparked the idea for a dessert company.

Sponsors



The **Eastern Monmouth Area Chamber of Commerce** serves the interests of member businesses through skills building seminars, legislative advocacy, promotional support and referral services. The Chamber provides the resources and creates initiatives, programs, products and events to assist businesses toward becoming prosperous and contributing members of the community.



Heineken is one of the world's top brewing companies. They currently distribute products to over 190 countries across the globe. Heineken is based on family values and always makes sure that the quality of the product comes first.



BlueClaws Charities is the official 501c3 non-profit foundation of the Jersey Shore BlueClaws, the High-A Minor League Affiliate of the Philadelphia Phillies.



Bodyshell is BodyShell Detailing is a local business in Hillside, New Jersey, specializing in paint protection & detailing services for high-end automotive vehicles.



BIJOUX
+ spice

A L I C I A S M I T H

MAIN DELIVERABLES

01 REBRANDING

02 AFFILIATE PROGRAM

03 EMAIL NEWSLETTER

This project explored expanding on Bijoux + Spice's social media foundation and includes sample posts and advertisements, a social media posting schedule, and suggestions for growing your following. There is also a proposal for an affiliate program, as well as flyers and other revenue-generating outreach ideas.

REBRAND + INSTAGRAM VISIBILITY

SAMPLE LOGOS 1 + 2



REBRAND + INSTAGRAM VISIBILITY

SAMPLE IG HIGHLIGHT COVER



AFFILIATE PROGRAM



NEWSLETTER



MAIN DELIVERABLES

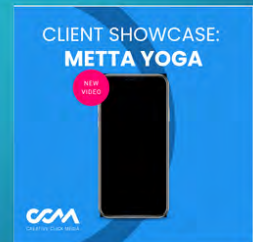
01 SOCIAL MEDIA CAMPAIGN

02 CONTENT CREATION

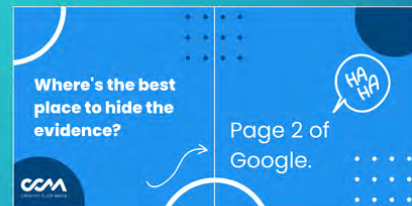
03 SOCIAL MEDIA TREND

This project included: partnering with Creative Click's social media manager on future client projects, company posts for their social media platforms, and research on the online social media presence of local and national competitors. In addition, CCM's social media strategy and presence was fine-tuned and reinvented - from content and engagement to the overall theme of the social media profiles.

Working Posts (cont.)

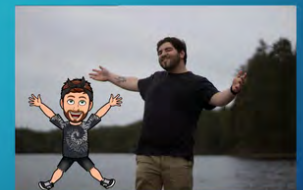


Working Posts



A Blast from the Past

- Does this remind you of anyone?
- Perhaps a star from the '90s and early 2000s?



What Dreams are Made Of



- That's right!
- We took inspiration from Lizzie McGuire in order to make the staff feel comfortable about being present on social media feeds.
- By utilizing Bitmoji avatars, we will be creating employee spotlight posts to generate that familiarity and humanity between CCM and its audience

MAIN DELIVERABLES

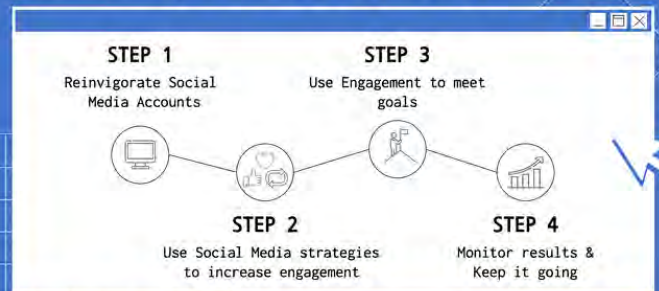
01 SOCIAL MEDIA PLAN

02 CONTENT STRATEGY

03 CONTENT CALENDER

This project explored updating the LADACIN Network's social media and partnership content calendar. The Network's Social Media revamp increased interaction with social media and other businesses in order to attract more volunteers, events, and donations. The revised social media schedule and more networking opportunities is extremely beneficial to the LADACIN Network's future.

CONTENT PLAN STRATEGY




The Calendar

DATE	TIME	TYPE	TOPICS	POST	EXAMPLE HASHTAGS
09/09/22	2:00 PM	Shared Content	Indie P222 Local Business Partnership	We'd like to thank indie for sponsoring the LADACIN Network this week. Make sure to stop by and show your support with a starring list of 10 style tips at 2103 W. Country Line Rd in Jackson. Come check out Sule and Laura, our newest volunteers as they man the stand at BlueClaws stadium.	#Pizz #PizzaLove #Nonprofit #Donate
09/10/22	1:00 PM	Promotion	Volunteer Promotions	Support our team by buying tickets or volunteering at https://www.ladacin.org/volunteer !	#Volunteer #Donate #BlueClaws
09/12/22	1:00 PM	Shared Content	Relevant Article for the Disabled Community	It's important to stay informed about recent events. Click Here check out this article from CAP about how recent changes in law affect the disabled community.	#Disability #Health #News
09/14/22	10:00 AM	Shared Content	LADACIN Network promotional Material	"Without LADACIN I never would have felt truly free," show support for our brave LADACIN network member as the details from the LADACIN Network changed her life forever.	#Interview #Love #Video #Inspire
09/14/22	2:15 PM	Promotion	Georgetown University STROLL FOR CONNECTION Booth	The LADACIN Network is proud to be a part of Georgetown's Stroll for Connection event. Come join us on the GCU campus at part of the intergenerational healing program by clicking https://www.ladacin.org or visit the LADACIN Network website directly at www.ladacin.org . Read any good books lately? Tell us below!	#GCU #Disability #Ladacin #Stroll #Nature
09/17/22	12:00 PM	Audience Engagement	Clackson County Public Library Book Reading with the LADACIN Network	Join us on the 28th for a LADACIN Sponsored book reading at the Clackson County Library of Disability Visibility. Independent accounts of the trials of living with a disability in the twenty-first century.	#Reading #Bookstagram #Books #Inclusion

Social Media Strategies

- Utilize:
 - In-links
 - Hashtags
 - @'s
 - Calls to Action
- More Small Business partnerships
 - A simple back and forth on Social media once a week could be all it takes to get attention
- Colleges:
 - Students need volunteer hours and something nice for their resume
- Have a solid consistent message
 - You don't want to come off as sounding robotic, or worse
- Average 3-7 posts per week
 - Keep that audience engaged!
- Set up a Google Adwords Account
 - There is a grant awarded to nonprofits at no cost!
- Post Engaging Content:
 - Not everything has to be original!
- Avoid any possible blunders:
 - Measure Twice, Post once
- Post at the best times
- Use the rule of 3's
 - Have 1/3 Content, 1/3 Engagement, 1/3 Promotional material
- Measure your success!

Example Twitter Post



People love doing charitable things, they also love being credited

- Ample use of @
- Plan out your posts

Having a plan ahead of time can make all the difference in the world



J O S H U A T I N T O

MAIN DELIVERABLES

01 REBRANDING

02 MATERIAL DESIGN

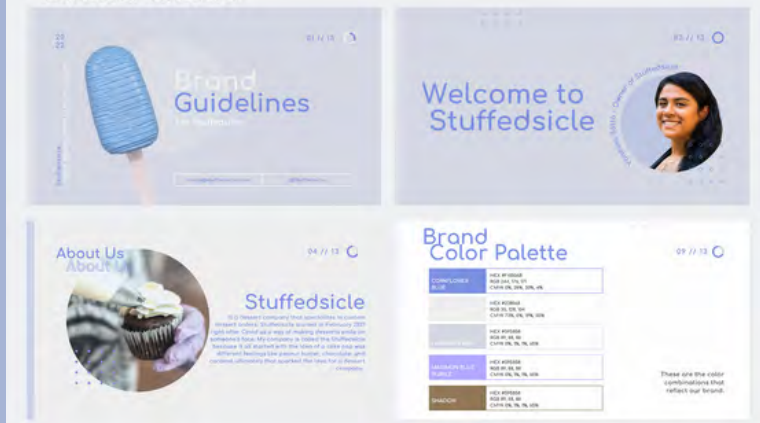
03 WEBSITE

This project explored the company's online presence to ensure consistency and cohesiveness. Overall, the company excels at word-of-mouth marketing, so the goal was to give people even more to talk about. Women aged 22-40 make up the majority of customers in New Jersey. As a result, the goal is to increase brand visibility and sales to that segment by a complete rebranding and website redesign.

Logos:



Brand Guide





N E R E A B R A J A C

MAIN DELIVERABLES

- 01 SOCIAL MEDIA CAMPAIGN
- 02 FUNDRAISER CAMPAIGN
- 03 CONTENT CALENDER

This project developed a social media marketing plan and strategy for social media team. It included post recommendations for future stories, highlights, and captions. In addition, the recommendations also spanned fundraising campaign ideas.

Instagram Posting Schedule

Date	Time	Media Type	Content Description
8/15/21	12:00 AM	IMAGE	Get your claws ready! Join us this Thursday the 19th at the Lakewood Country Club for drinks, music and some fun through the tunnel! #GoClaws #BCC #golfevent
8/16/21	11:00 AM	IMAGE	Looking for our next lucky golden ticket winner? Who's going to be next? Try our delicious bake sale! #GoClaws #BCC #bakesale
8/17/21	8:00 AM	VIDEO	Recap of yesterday's home game highlight! Don't miss out on the fun next week! #GoClaws #BCC
8/18/21	1:00 PM	IMAGE	Nothing like a delicious warm brownie from our bake sale! Yummmmm! Come and see if you are the next lucky golden ticket winner! #GoClaws #BCC #bakesale
8/19/21	12:00 AM	IMAGE	Butler is waiting for the next 2050 winner! He has a surprise for them... Who is going to be?? #GoClaws #BCC #butter
8/20/21	8:00 AM	IMAGE	Let's end the season with a bang! Come and join us at our next home game! We have delicious baked sweets waiting for you with a special surprise for the gold ticket winner! #GoClaws #BCC #goldticket
8/21/21	3:00 PM	VIDEO	

Golf Social Event

The third fundraising idea will be hosting a fundraising/networking dinner event at the Lakewood Country Club. I believe this would be a great idea for the BlueClaws Charity because it gives them the opportunity to give out their introduction and explain their purpose and mission.

- This will allow them to gain more fans as well as donations from individuals and local companies.

At this event, the guest will have the option to golf if they desire at an additional cost.

For the rest of the guest there will be music, food and refreshments served through the afternoon, all up until the dinner.

Details on how to execute:

- Country Club reservation; \$1,500
- Cost per Guest: \$200
- Cost per Guest with golfing: \$300
- Catering: \$150
- Decoration: \$100
- Music: \$150 - \$250

BlueClaws Camp

BlueClaws kids camp for four days at the ShoreTown Ballpark. I believe this would be effective because it would within our stadium so we would be saving money in that portion. Also, it would be a great to get the community as well as children involved in sports and supporting our BlueClaws team.

At this event, the campers will be required to bring their own snacks and food for lunch. However, we will also provide snacks and drinks at our concession stand, as well as BlueClaws t-shirts, jerseys and hats. The children will have the opportunity to meet some of the players and the staff, while getting the opportunity to enhance their baseball skills.

Details on how to execute:

- Reserve ShoreTown Ballpark
- Volunteer helpers/ BlueClaws players (few)
- Price for per camper: \$200
- Price for chips: \$1
- Price for Gatorade: \$3
- Price for water: \$1
- Price for t-shirt: \$25
- Price for Jerseys: \$30
- Price for Hats: \$10

Bake Sale

Details on how to execute:

Volunteer bakers
Concession stand
Volunteer sellers
Price of the baked goods: range between \$2 - \$10
Pies: slice \$5, whole \$10
Cookies: \$2
Brownies: \$3
Cupcakes: \$4
Donuts: \$3

The second idea of fundraising will be a bake sale. It will be held once a every week or every other week at the BlueClaws baseball games.

- Within each weeks' batch there will be a golden ticket placed within one of the baked goods. Whoever the winner is gets the opportunity to throw a pitch at the seventh inning, as well as meet the team, and receive a free signed jersey or hat.
- This idea has potential because it is a fun and delicious way to gather fans of all ages together and enjoy some delicious treats while fundraising for the BlueClaws Charity.



E L I S A L O P E Z

MAIN DELIVERABLES

01

BRAND AMBASSADOR CAMPAIGN

02

STORE DISPLAY

03

VIRAL CHALLENGE

This project explored the idea that a beer that is known globally, should be shown around the world. Showing the beer across the world in various locations, enjoyed by various people to demonstrate the company's inclusiveness and global standing. This was done with the creation of a TikTok trend and a brand ambassador campaign.

Brand Campaigns

- With Heineken recently signing Alex Scott as a brand ambassador, ideas for branding would be to utilize her football background.
- Football being a sport that is loved globally, Alex allows for that connection between fan and brand to happen.

Ad Campaign



TikTok Ideas:

A beer that is known globally, should be shown around the world.

- **Concept:** Show the beer around the world in different areas, enjoyed by different people. To express its inclusivity and global standing, people of all races, genders, and backgrounds should be represented enjoying Heineken products.
- **Process:** Take photos of the beer around the world. Showing the international presence while bringing a fun angle to a popular TikTok trend.
- **Hashtags:** #TheBeerToCheer
- The goal is to have a handle that can engage consumers to share their own videos.



TikTok Example:



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<https://georgian.edu/academics/school-of-business-digital-media/>

