

GoodWill

"Make Every Goodwill Count!"

Armando Castellanos

Luis Flores

Team Introduction

Hello, my name is Luis Flores, and my name is Armando Castellanos. We are students attending Diamond Technology Institute

We as a team will work together for a common goal, which is to improve Goodwill's social media marketing page.

Our plan would be to make a social media page on Twitter to promote Goodwill's plans to receive new people that are entering into the workforce for the first time, and people who have been affected by the pandemic or want a new job opportunity.



Current Brand

The client we have chosen to work with is the Central Coast Goodwill Workforce Development. Specifically, we will be assisting by promoting their need for extra workers, be it newer workers or people with no work experience who are willing to learn.





Current Brand (Continued)



ABOUT GOODWILL

The Goodwill Central Coast Workforce Development Services division is a brand that focuses on supporting individuals with new, updated skills that are required in the current workforce.



WORKFORCE

GoodWill offers their services to young adults that are barely entering the workforce.

Help those that have been displaced by the pandemic.

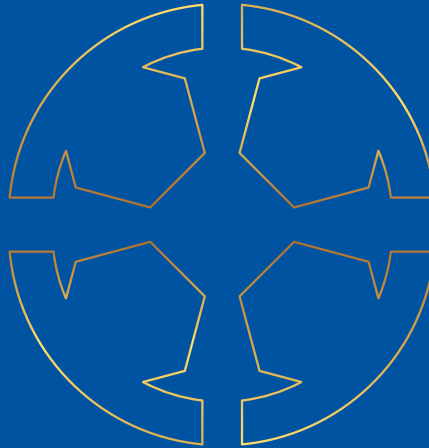
Target Market Analysis

What Goodwill May offer:

The main jobs Goodwill employees will be given include cashiers, drivers, etc.

Targeted Customers:

Our campaign is specifically aimed to attract young adults, along with any workers that have been displaced from their previous jobs.



Region Market:

The region we will be targeting is the Central Coast.

Buying Customers:

The majority of Goodwill's customers are people who love to thrift or buy quality clothes at a budget.

New Campaign Theme & Slogan



Our new campaign theme and slogan connect to each other since Goodwill is a nonprofit organization that sells used clothes to invest on new job opportunities for others.

Goodwill

Make Every Goodwill Count!















Campaign Goals

1. We will try to get at least 5 followers every month on Twitter.
2. We will do a weekly check-ins on our social medial pages to check for any progress.
3. We will post at least once a month.



Branding Board

Logo Full Color	Logo Black and White	Logo Variation 1	Logo Variation 2
			
goodwill	goodwill	GOODWILL	goodwill
Facebook Icon	Instagram Icon	Google Icon	Twitter Icon
			
goodwill	goodwill	goodwill	goodwill
Hex Color 1	Hex Color 2	Hex Color 3	Hex Color 4
RGB	RGB	RGB	RGB
CMYK	CMYK	CMYK	CMYK
	Hex Color: Raisin Black (#231F20)	Hex Color: White (#FFFFFF)	Hex Color: USAFA Blue (#0053A0)
Pattern/Inspiration 1	Pattern/Inspiration 2	Pattern/Inspiration 3	Pattern/Inspiration 4
			

Make Every Goodwill Count!



Goodwill Workforce Development

The Goodwill Central Coast Workforce Development Services Division is a brand that focuses on supporting individuals with new, updated skills that is required in the current workforce.

Long-standing nonprofit chain with a range of pre-owned clothing, furniture, housewares & more.

Address: 470 Main St,
Watsonville, CA 95076

Monday - Sundays 9AM-7PM

(831)-722-2376

goodwill.org

Poster Design



FRONT SIDE

ABOUT

Shopping at Goodwill is more than a fashion statement or a smart choice for your wallet - it's a social and environmental statement that truly makes a difference. We not only empower over 15,000 people per year through job training and employment opportunities, our programs are also helping save the planet.

In 2015, we diverted 70,000 tons of clothing and household items from ending up in local landfills. Most of these items were bought at local Goodwill stores and given a second life. The 4,000 tons of merchandise that didn't sell was salvaged. By shopping at Goodwill, you are also reducing the need for valuable natural resources in the production of new fabrics. To grow the cotton required to make a new cotton t-shirt and pair of jeans takes over 5,000 gallons of water, but by choosing to buy secondhand, you reduce that number to zero.

We are proud to do our part in reducing our community's environmental impact. Ready to join us? It's easy to help reduce waste in your community.

Goodwill

"Make Every Goodwill Count!"



GOODWILL CENTRAL COAST WORKFORCE DEVELOPMENT SERVICES

Salinas Neighborhood Career Center
(831) 287-2350

Watsonville Career Center (831)
763-8933

Monterey Bay Event & Training
Center (831) 423-8811 x 8240

Culinary Arts Program/Conference
Center (831) 423-8811 x 8240

Flea Market (Friday, Saturday, and
Sunday) Closed until further notice
(831) 462-4442



BACK SIDE

Free Tax Preparation

Goodwill Central Coast wants to help you get your entire tax refund by offering a free and easy way to get your hard-earned money back this upcoming tax season. In collaboration with the United Way, the IRS, and many other non-profit agencies, we are providing a free tax filing service to our employees and the community. You can prepare your taxes in our Career Centers and other locations in Santa Cruz, Monterey, and San Luis Obispo counties.

Free Online Training at GCFLearnFree

This excellent program, sponsored by Goodwill Industries International, gives you the freedom to learn what you want, when you want, for absolutely free! Check out the Everyday Life, Basic Math, and Computer Training today at www.gcflearnfree.org.

Subsidized Job Placement Program

We work closely with our community partners to assist people eligible for CalWorks to find meaningful work experiences that will lead them to a career. Specific programs differ in each county, and we are always looking for community-minded employers who need new talent and are willing to assist in the training and development of our participants. If you are an employer or a CalWorks participant looking for work, please call your nearest Goodwill Central Coast Career Center.

December Month

- **Projected Likes: 52**
- **Projected Retweets: 6**
- **Projected Quote Tweet: 1**
- **Projected Followers: 5**



January Month

- **Projected Likes: 70**
- **Projected Retweets: 9**
- **Projected Quote Tweet: 2**
- **Projected Followers: 7**



February Month

- **Projected Likes:** 51
- **Projected Retweets:** 7
- **Projected Quote Tweet:** 0
- **Projected Followers:** 5



March Month

- **Projected Likes:** 46
- **Projected Retweets:** 9
- **Projected Quote Tweet:** 4
- **Projected Followers:** 4



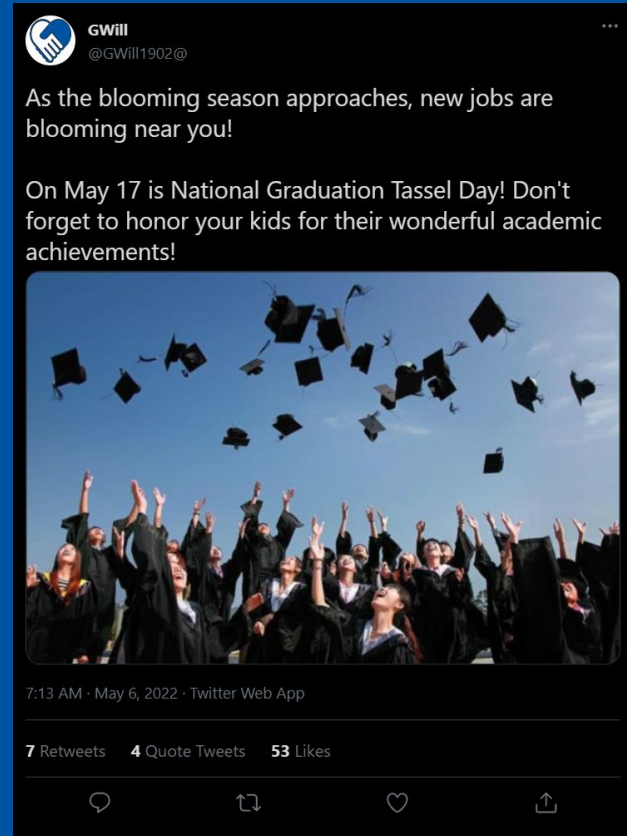
April Month

- **Projected Likes: 39**
- **Projected Retweets: 8**
- **Projected Quote Tweet: 5**
- **Projected Followers: 3**



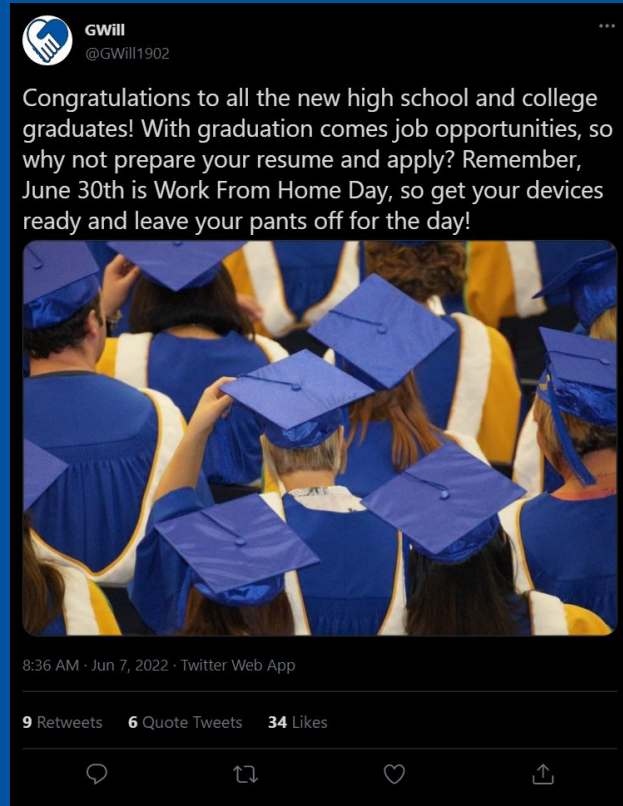
May Month

- **Projected Likes: 53**
- **Projected Retweets: 7**
- **Projected Quote Tweet: 4**
- **Projected Followers: 5**



June Month

- **Projected Likes: 34**
- **Projected Retweets: 9**
- **Projected Quote Tweet: 6**
- **Projected Followers: 3**



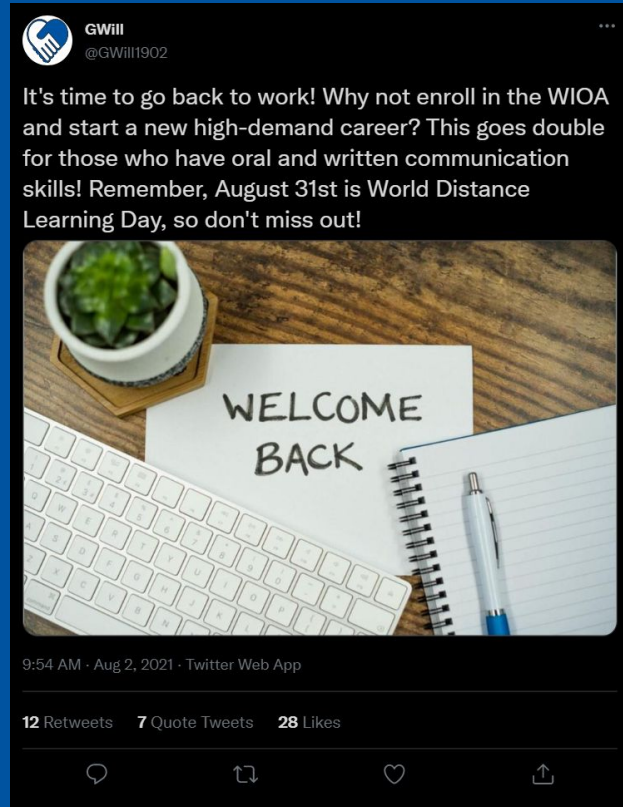
July Month

- **Projected Likes: 50**
- **Projected Retweets: 13**
- **Projected Quote Tweet: 6**
- **Projected Followers: 5**



August Month

- **Projected Likes: 28**
- **Projected Retweets: 12**
- **Projected Quote Tweet: 7**
- **Projected Followers: 2**



September Month

- **Projected Likes: 33**
- **Projected Retweets: 7**
- **Projected Quote Tweet: 4**
- **Projected Followers: 3**



October Month

- **Projected Likes: 53**
- **Projected Retweets: 12**
- **Projected Quote Tweet: 6**
- **Projected Followers: 5**



November Month

- **Projected Likes:** 28
- **Projected Retweets:** 12
- **Projected Quote Tweet:** 7
- **Projected Followers:** 2

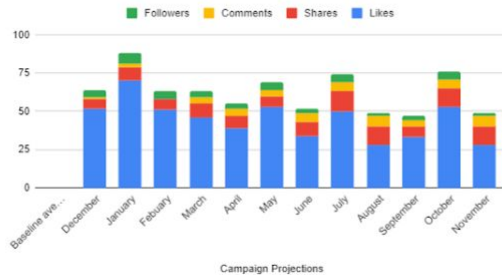




Projected Campaign Social Media Engagement

Campaign Projections	Baseline averages before campaign	December	January	February	March	April	May	June	July	August	September	October	November	Totals
Likes	0	52	70	51	46	39	53	34	50	28	33	53	28	537
Shares	0	6	9	7	9	8	7	9	13	12	7	12	12	111
Comments	0	1	2	0	4	5	4	6	6	7	4	6	7	52
Followers	0	5	7	5	4	3	5	3	5	2	3	5	2	49

Likes, Shares, Comments and Followers



Promo Item

- **Vendor:** Goodwill
- **Item:** Shirt with large logo design
- **Item Number:** 001
- **Color/Description:** White shirt with large blue logo design
- **Price per item:** \$8.49
- **Art Set-up:** N/A
- **Quantity:** 200
- **Total Cost for the 200 items:** \$1,498.00
- **Why we choose this item:** We chose this item to have consumers show their appreciation of the organization



Promo Item:

- **Vendor:** Goodwill
- **Item:** Sweatshirt with a heart logo
- **Item Number:** 002
- **Colors/Description:** A white sweatshirt with blue logo design
- **Price per item:** \$21.75
- **Art-Setup:** N/A
- **Quantities:** 100
- **Total cost of 100 items:** \$1,975.05
- **Why we choose this item:** We chose this item because it will keep the consumer warm, and looking very fashionable.





New Campaign Theme



Our Campaign will be successful because we will bring more awareness to our local Goodwill Central Coast Workforce Development through the use of the social media platform, Twitter.

