

"Producing good opportunities!"



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Diamond Technology Institute,
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TEAM INTRODUCTION

Hi, we are Maria and Adriana.

Our team is experienced in using all types of technology. We are able to create a plan with steps on how to increase viewership and interactions on social media.

Our soft skills:

- Communication
- Flexibility
- Leadership
- Problem-Solving

Our hard skills:

- Bilingual
- Photoshop
- Accounting
- Marketing

CENTRAL COAST GOODWILL WORKFORCE DEVELOPMENT

Problem:

Want to increase viability in across
social media

Increase engagement & awareness

Brand itself as a workforce expert in
Monterey & Santa Cruz counties

Help individuals find jobs & better
careers (post pandemic)

Support individuals with their updated
skills



“Not Charity, but a Chance”



CENTRAL COAST GOODWILL WORKFORCE DEVELOPMENT

What do they do?

Goodwill is not only a “thrift store”, but they are a workforce where they help individuals use their skills to find better jobs. Goodwill supports these individuals throughout the whole process.

TikTok: 6 followers

Instagram: 605 followers

Twitter: 8 followers

Facebook: 2617 likes on their page

Sponsors: Addams Family 2 (movie)

Target Market Analysis

Target Market(s) our campaign will attract/ speak to?

- We will attract women, students, and people entering the workforce.

Region & Total Target Market(s) in Region

- Cities in Southern California, customers can find goodwill locations locally

Describe the customer this campaign is targeting

- highschool/college students (18-24 years old)
- Women entering/reentering the workfield
- Veterans
- Minority adults 37+

Buying patterns / social media use of target customers?

- The people buying would be thrifters and those who prefer to purchase at eco-friendly shops.

New Campaign Theme & Slogan



"Producing good opportunities!"











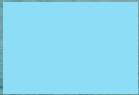

The logo is about reaching out and giving help. Slogan informs the reader who are searching for help that GoodWill is there.



New Campaign Theme & Slogan

Campaign Goals / KPI

- Increase in social media followers / likes / shares
- Increase enrollment persons using goodwill services who engage with marketing/social media

Logo full color	Logo black and white	Logo variation 1	Logo variation 2
			
Facebook Icon	Instagram Icon	Google Icon	Twitter Icon
			
Hex color 1 RGB CMYK	Hex color 2 RGB CMYK	Hex color 3 RGB CMYK	Hex color 4 RGB CMYK
<u>Primary Font Name</u> CAPITAL view LOWERCASE view		<u>Secondary Font Name</u> CAPITAL view lowercase view	
Pattern/Inspiration 1	Pattern/Inspiration 2	Pattern/Inspiration 3	Pattern/Inspiration 4
			



Goodwill Central Coast Workforce Experts

Serving: Monterey & Santa
Cruz Counties

Helping young adults enter the
workforce for the first time!

Getting involved by using our
services to find jobs and work
towards better paying careers,
market themselves, and gain new
employability skills in the
post-pandemic workforce.

PROPOSED POSTER

Instagram: [coastgoodwill](#)
Facebook: [Goodwill Central Coast](#)
Twitter: [@GoodwillCoast](#)

FRONT OF TRIFOLD



THE GOODWILL ENTERPRISE IS A NETWORK OF 156 COMMUNITY-BASED, AUTONOMOUS ORGANIZATIONS IN THE UNITED STATES AND CANADA WITH A PRESENCE IN 12 OTHER COUNTRIES.



give.org



TALK TO US

Goodwill Central Coast Workforce
Development Services
Monterey and Santa Cruz Counties



"Producing good opportunities!"

Did you know Goodwill has job training programs, employment placement and other community-based programs?

BACK OF TRIFOLD



- learn new skills
- work collaboratively
- hands-on experience



- preparing you for a job
- unlock new potential
- help build your resume

**HELPING YOUR
COMMUNITY BUILD
NEW JOBS**

**HELPING PEOPLE
RENTER OR ENTER THE
WORKPLACE**

**HELPING YOU GAIN
NEW SKILLS**

**Goodwill Central
Coast Workforce**

*help make the
workplace
a better place*

Instagram: coastgoodwill
Facebook: Goodwill Central
Coast
Twitter: @GoodwillCoast

December Social Media Post

Twitter



Projected likes: **10**

Projected shares: **5**

Projected comments/engagement: **2**

Total projected followers: **9**



This December we are gifting opportunities! Join a local Goodwill Central Coast Workforce Development Services program. Remember this month's professional character trait: leadership.

Lead a successful life with help from Goodwill.
Read about our success stories:

<https://www.goodwill.org/category/blog/my-story/>

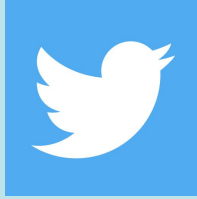
3:22 PM · Dec 24, 2021

5 Retweets 2 Quote Tweets 10 Likes



January Social Media Post

Twitter



Projected likes: **31**

Projected shares: **11**

Projected comments/engagement: **8**

Total projected followers: **9**



MOCKUP OF MONTHLY TWITTER POST

February Social Media Post

Twitter




Projected likes: **38**

Projected shares: **22**

Projected comments/engagement: **19**

Total projected followers: **10**



Goodwill Industries Internationa  @GoodwillIntl · Feb 4 ...

Don't wait until the last minute and let us help you with taxes! We are partnering with United Way for FREE tax preparation. Head to a Career Center now! We have all the resources you need to help you find a job that complements your abilities and interests.

List of locations and times here:

<https://www.ccgoodwill.org/work/career-centers/>

17 19 26 



Im so Broke  @unemployedguy47 · Feb 4 ...

how do they like help tho?

1 1 



Goodwill Industries Internationa  @GoodwillIntl · Feb 4 ...

Here are some things we provide:
Work with trained staff to polish your resume, write a winning cover letter, and practice for your interview.
Competitive edge with typing and computer skill certifications.
Never miss a job opening with our up-to-date job boards, job search workshops, and job fairs!

2 3 12 

MOCKUP OF MONTHLY TWITTER POST

March Social Media Post

Twitter



Projected likes: **25**

Projected shares: **19**

Projected comments/engagement: **8**

Total projected followers: **11**



"March" into a new job with the help of us!
Some events include March 29th, National Mom & Pop
Business Owners Day AND March 31st, National Farm
Workers day!!! 😊😜

12:00 PM · Mar 1, 2022

7 Retweets 2 Quote Tweets 25 Likes



MOCKUP OF MONTHLY TWITTER POST

April Social Media Post

Twitter



Projected likes: **43**

Projected shares: **21**

Projected comments/engagement: **37**

Total projected followers: **13**



It's April! While flowers bloom, your taxes are due. Don't be an April fool and miss out on the free tax help at our centers.

9:21 AM · Apr 1, 2022

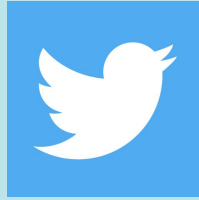
21 Retweets 37 Quote Tweets 43 Likes



MOCKUP OF MONTHLY TWITTER POST

May Social Media Post

Twitter



Projected likes: **54**

Projected shares: **40**

Projected comments/engagement: **19**

Total projected followers: **14**



Goodwill Central Coast ✓

@GoodwillCoast



Time to spring into new skills that employers cannot resist! This month's professional character trait that employers look for is planning and research skills. We will teach about how to develop plans and research possible job openings.

8:23 PM · May 7, 2022

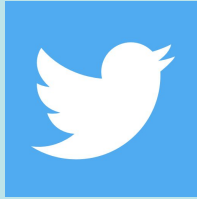
40 Retweets **19** Quote Tweets **54** Likes



MOCKUP OF MONTHLY TWITTER POST

June Social Media Post

Twitter



Projected likes: **51**

Projected shares: **43**

Projected comments/engagement: **31**

Total projected followers: **15**



Goodwill Central Coast 

@GoodwillCoast



It is June, National Rebuild your- life Month! 😊 We are here to help new college and high school graduates "rebuild" their resumes. 😎 We also have interview coaching. June 30th is National Work From Home Day! Our Monthly Professional Character Trait that Employers look for is Adaptability! 🤗

9:03AM · June 12, 2022

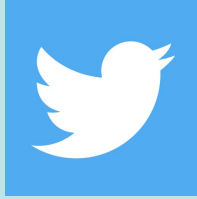
43 Retweets 31 Quote Tweets 51 Likes



MOCKUP OF MONTHLY TWITTER POST

July Social Media Post

Twitter



Projected likes: **47**

Projected shares: **54**

Projected comments/engagement: **60**

Total projected followers: **15**



This month has been so hot and "hot" jobs are available if you have marketable skills! 🙌 July is National Culinary Arts Month. July 25th is National Hire A Veteran Day and July 29th is National Intern Day! As always our Monthly Professional Character Trait that Employers look for is Attention to Detail! 🧐

2:30 PM · July 18, 2022

54 Retweets 60 Quote Tweets 47 Likes



MOCKUP OF MONTHLY TWITTER POST

August Social Media Post

Twitter



Projected likes: **45**

Projected shares: **30**

Projected comments/engagement: **57**

Total projected followers: **17**



Back to school is here and so is back to work!! 😊
August 31st is World Distance Learning Day. Let's not forget to enroll in the Workforce Innovation and Opportunity Act (WIOA) to start a new career in a high-demand industry. Our Monthly Professional Character Trait that Employers look for is Oral and Written Communication Skills! 😊👍

1:30 PM · Aug 20, 2022

30 Retweets 57 Quote Tweets 45 Likes



MOCKUP OF MONTHLY TWITTER POST

September Social Media Post

Twitter



Projected likes: **50**

Projected shares: **43**

Projected comments/engagement: **48**

Total projected followers: **22**

 **Goodwill Central Coast** 
@goodwillcoast



September is the month to update your resume. September 5th is Labor Day, the 16th is Working Parents Day and the 17 is National Tradesmen Day. The Monthly Professional Character Trait that Employers look for is ... Work Ethic!!!! 🤔🤔

12:00 PM · Sep 1, 2022

55 Retweets **37** Quote Tweets **58** Likes



MOCKUP OF MONTHLY TWITTER POST

October Social Media Post

Twitter



Projected likes: **54**

Projected shares: **33**

Projected comments/engagement: **54**

Total projected followers: **29**



Goodwill Central Coast ✓

@GoodwillCoast

The spooky season is here and we are taking the "scary" out of job hunting! 🧟 October 1 is World Smile Day 😊 and October 27 is National Mentoring Day. As always, our Monthly Professional Character Trait that Employers look for is... Self Management! 🌟

12:00 PM · Oct 1, 2022

33 Retweets 54 Quote Tweets 54 Likes



MOCKUP OF MONTHLY TWITTER POST

November Social Media Post

Twitter






Projected likes: **58**

Projected shares: **55**

Projected comments/engagement: **37**

Total projected followers: **34**

 **Goodwill Central Coast** 
@goodwillcoast

 November  is here and it is the month of National Career Development. Thankfully tons of jobs are available for persons with the right skills. November 1st is Job Action Day. The Monthly Professional Character Trait that Employers look for is ... Technology Skills!! 



12:00 PM · Nov 1, 2022

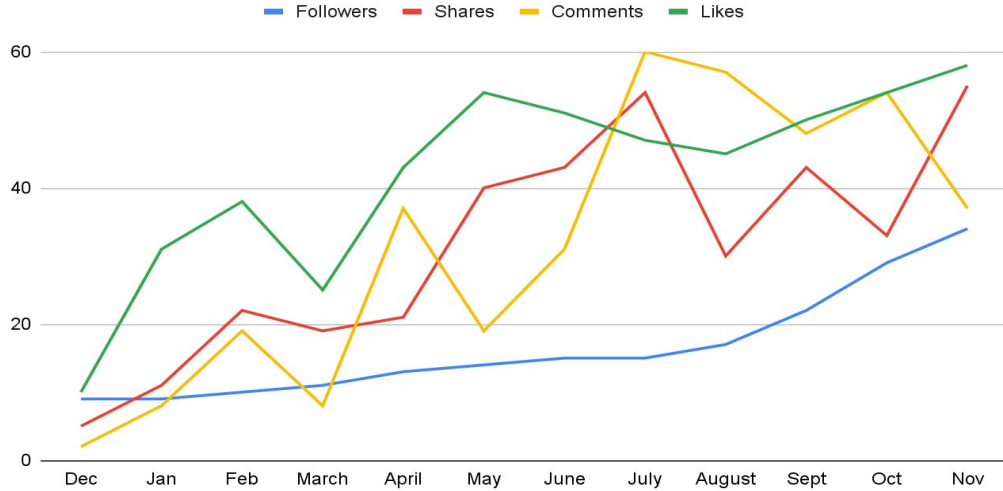
55 Retweets **37** Quote Tweets **58** Likes



MOCKUP OF MONTHLY TWITTER POST

PROJECTED CAMPAIGN SOCIAL MEDIA ENGAGEMENT

Campaign Projections



Campaign Projections	Dec	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Totals
Likes	10	31	38	25	43	54	51	47	45	50	54	58	550
Shares	5	11	22	19	21	40	43	54	30	43	33	55	389
Comments	2	8	19	8	37	19	31	60	57	48	54	37	385
Followers	9	9	10	11	13	14	15	15	17	22	29	34	400



MOCKUP OF A FACEBOOK POST



Goodwill Central Coast

Today at 8:40am · 🌐

Speak to our employment training professionals, sales personnel, donation center attendants, warehouse and distribution workers, and administrators. They are all here to aid in your advancing career path.

Learn to keep a positive mindset at one of our four Career Centers. Located in Santa Cruz, Monterey, and San Luis Obispo counties.



Like



Comment



Share



Joe Biden, Kamala Harris, and 107 others



Write a comment...





MOCKUP OF AN INSTAGRAM POST





MOCKUP OF A TWITTER POST



 **Goodwill Central Coast** ⋮
@Goodwillcentralcoastintl

Goodwill's goal is to help create jobs and help prepare people for those jobs!

12:00 PM · Jun 1, 2021

20 Retweets **15** Quote Tweets **55** Likes

PROMOTIONAL ITEM: PEN



Vendor: vistaprint

Item: Engraved Pen

Colors/ Description: Ocean blue, metallic, laser engraved, black ink, ball point

\$3.29 / unit

Shipping&Handling: \$11.99

Required quantity: 200

Total Cost 200 of this item: \$658.00

We chose this item because it is practical, people would carry this useful tool with them everywhere.

PROMOTIONAL ITEM: WATER BOTTLE

Vendor: 4imprint

Item: Perth Stainless Bottle - 24oz.

Item Number: #155705

Colors/ Description: Blue, stainless steel cap and base, screw-on lid features a rubber tether that doubles as a carrying loop

\$5.96 / unit

Shipping&Handling: \$11.99

Art Setup Fee: \$55

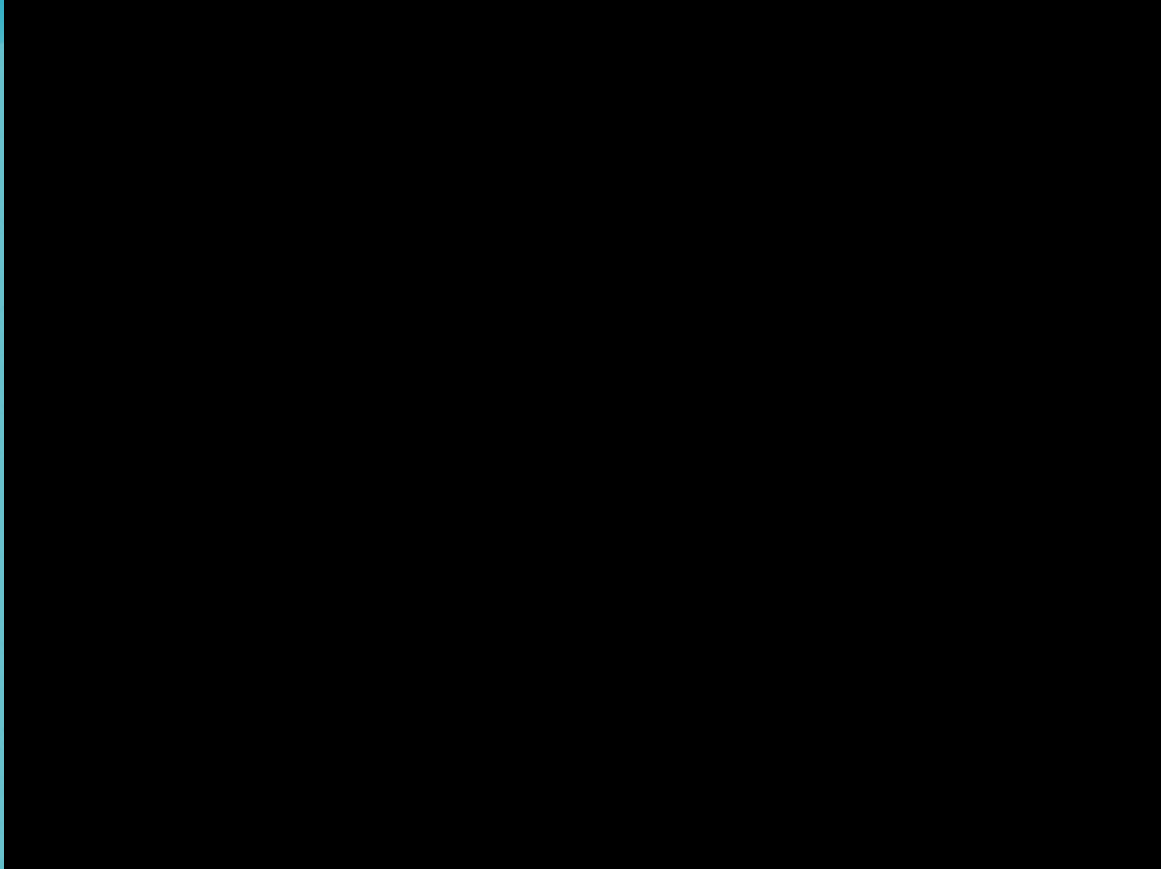
Required quantity: 200

Total Cost 200 of this item: \$1247

We chose this item because it is practical, people would carry this useful tool with them everywhere.



NEW CAMPAIGN COMMERCIAL



NEW CAMPAIGN LOGO + SLOGAN



"Producing good opportunities!"

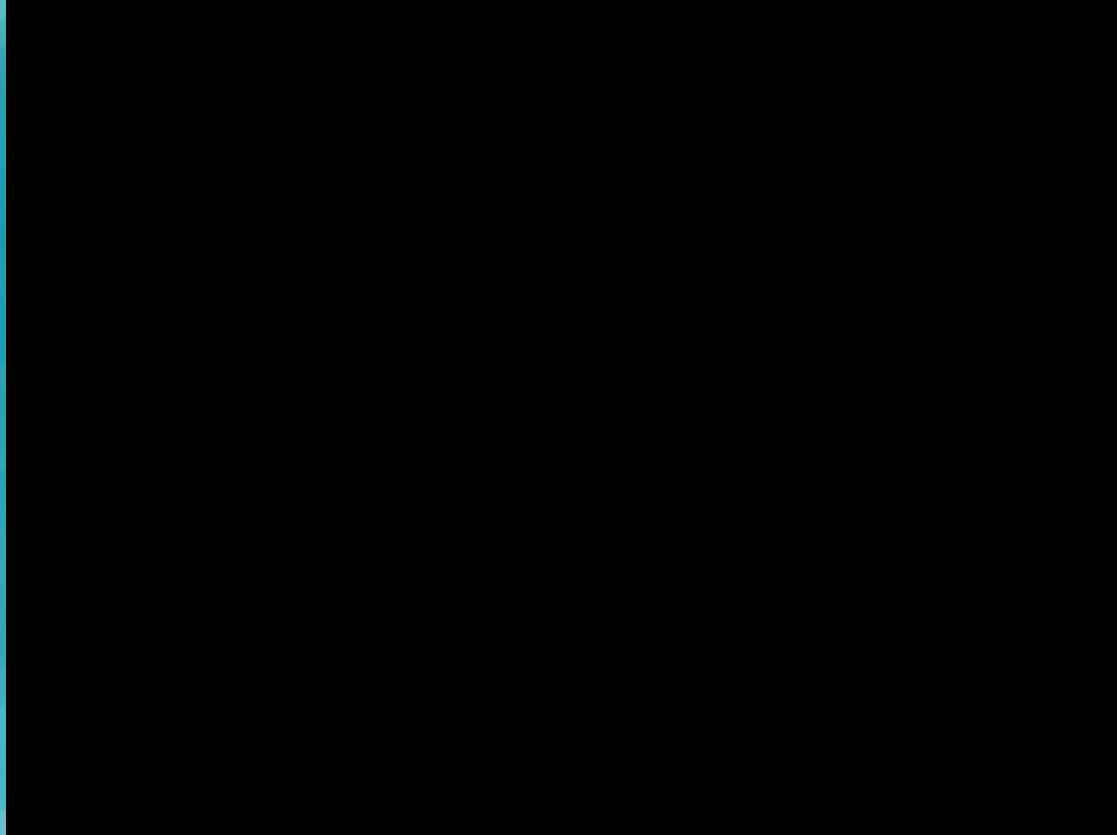
Reasons our team believes this new campaign will succeed:

- ***Cause we are cool***
- ***Social media marketing skills***
- ***Offer valuable skills***
- ***Optimize our strategy to reach our KPI goals***



THE END

NARRATED PRESENTATION SLIDES



File link: [Presenting the Goodwill campaign slides](#)