

GoodWill Central Coast Social Media plan

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Team Introduction

Frank Martinez



Vicente Rodriguez



Several local businesses have become large corporations through our firm, and we plan to do the same for you. While there is no guarantee, we promise to build you a better business. We believe that our marketing firm will improve your business's social media presence.

Current Brand

Goodwill's Central Coast division, Workforce Development Services, needs to brand itself as an expert in workforce development. The job market post-pandemic requires more individuals to acquire new skills and improve their employability. They want their service to help more people market themselves and gain more jobs, in addition to finding jobs. The campaign aims to build visibility and engagement within the community by leveraging social media and networking.



Current Brand

Goodwill strives to improve the lives of all people by building strong communities, removing barriers to opportunity, and engaging people in learning and developing their potential.

Twitter- <https://twitter.com/goodwillcoast?lang=en>

Facebook- <https://www.facebook.com/goodwillcentralcoast/>

Instagram- <https://www.instagram.com/coastgoodwill/>

Target Market Analysis

Target market in region

- Central Coast Population: 336,714
- Residents of Santa Cruz County
- Residents of Monterey county

Our Campaign will attract/speak to?

- Highschool/ College students entering the workforce first time
- Veterans
- Women entering/ reentering the workforce

What Campaign is targeting?

- People in Central Coast area
- Highschool/ college students between ages of 18-24
- Women entering/reentering workforce
- Veterans

Buying patterns/ social media use of target customers?

- People 18+ who are either entering the workforce or reentering
- Job seekers | Employers, Stores, and or Donation Centers

New Campaign Theme/Slogan



A community has a story and yours starts here.



New Campaign Theme/Slogan












Key Performance Indicator 1

Increasing Followers/views/Likes are a good indicator of how much support this campaign will get

Key Performance Indicator 2

Engagement and suggestions within social media community to indicate how well received we are

Campaign Branding Board for: Good Will

<p>Logo Full Color</p>	<p>Logo Black and White</p>	<p>Logo Variation 1</p>	<p>Logo Variation 2</p>
			
<p>Facebook Icon</p>	<p>Instagram Icon</p>	<p>Google Icon</p>	<p>Twitter Icon</p>
			
<p>Hex Color 1</p> <p>RGB</p> <p>CMYK</p>	<p>Hex Color 2</p> <p>RGB</p> <p>CMYK</p>	<p>Hex Color 3</p> <p>RGB</p> <p>CMYK</p>	<p>Hex Color 4</p> <p>RGB</p> <p>CMYK</p>
<p>Pattern/ Inspiration 1</p>	<p>Pattern/ Inspiration 2</p>	<p>Pattern/ Inspiration 3</p>	<p>Pattern/ Inspiration 4</p>
			

11x17 Poster

Workforce Development



Goodwill Central Coast

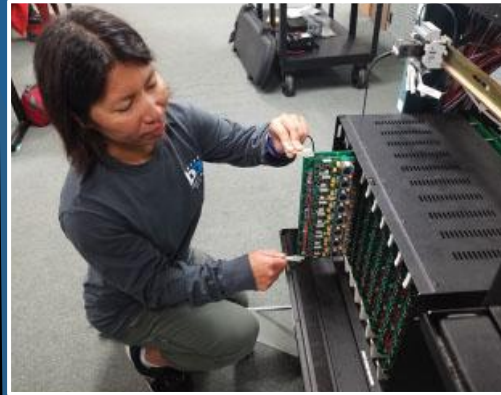
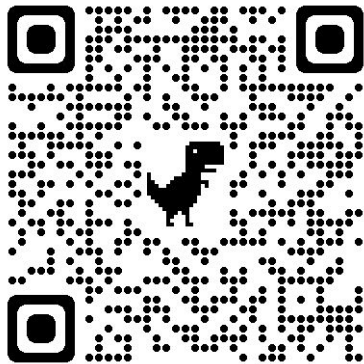
1566 Moffett Street,
Salinas, CA 93905
(831) 423-8611

- Job skill training
- Job employment
- Tax Filing

Front of Trifold Flyer



Want to Learn
more? Scan here



Lady using new job training digital skills

The Workforce Development Service wants to help you! With job services such as (job employment, job skill training) goodwill wants to make a better you!

Goodwill Central Coast

Workforce
Development
Service



GOODWILL

Central Coast

Back of Trifold Flyer

Participants of Goodwill's programs are offered a variety of training and employment tools to maximize their full potential.



1566 Moffett Street,
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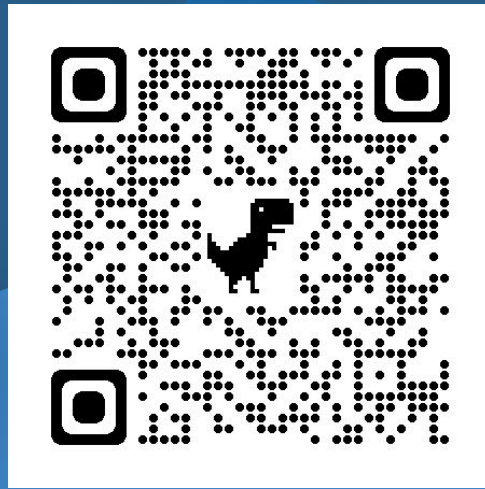
Try

Try again

Try Differently

Try to fix the problem

Keep trying until you succeed



- Goodwill has helped me out so much through this pandemic. Thank you Goodwill!

- This is an excellent program for someone who has goals, and looking for a fresh start

- Goodwill has taught me various skills through work experience when I worked there.

December Social Media Post



Platform Name:
Facebook


←Social Media Platform Logo

Projected Likes 5


Projected Shares 1




Projected comments/engagement: 0


Total Projected Followers: 3






 **Goodwill Central Coast**
Today at 6:00am · 🌐

Welcome, Goodwill has a present for you! Goodwill is here providing you job skill training, so you can be ready for next year!



5  Like  Comment  Share

 David and 4 others

 Write a comment...    

January Social Media Post



Platform Name:
Facebook

←Social Media Platform Logo

Projected Likes 10

Projected Shares 3

Projected comments/
engagement: 0

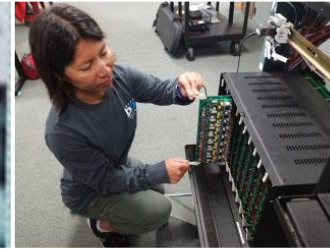
Total Projected Followers: 5



Goodwill Central Coast

Today at 6:00am · 🌐

New Year, New you! Goodwill wants to help you start off this new year with some job training. So join us, we are here to help!



8



Comment



Share



David and 10 others



Write a comment...



February Social Media Post



Platform Name:
Facebook

←Social Media Platform Logo

Projected
Likes 14

Projected
Shares 6

Projected
comments/
engagement: 2

Total Projected Followers: 8



Goodwill Central Coast

Today at 6:00am · 🌐

Happy Valentines Day! Surprise your loved one with some Goodwill Job training. We also accept loners too!



Like



Comment



Share



David and 14 others



Write a comment...



March Social Media Post



Platform Name:
Facebook

←Social Media Platform Logo

Projected Likes 21

Projected Shares 9

Projected comments/
engagement: 4

Total Projected Followers: 10



GoodWill Central Coast

Today at 6:00am · 🌐

Spring is here, showing new life and new beauty to all that is. Show off your new life and beauty with job training on us



👍❤️ David and 21



Write a comment...



April Social Media Post



Platform Name:
Facebook

←Social Media Platform Logo

Projected
Likes 38

Projected
Shares 12

Projected
comments/
engagement: 5

Total Projected Followers: 15



Goodwill Central Coast

Today at 6:00am · 🌐

April Fools! Fool your loved ones into the opportunity to gain more skills in our job training program. DON'T FORGET IT'S TAX SEASON!!!



Like



Comment



Share



David and 37



Write a comment...



May Social Media Post



Platform Name:
Facebook

←Social Media Platform Logo

Projected
Likes 45

Projected
Shares 15

Projected
comments/
engagement: 7

Total Projected Followers: 17

Goodwill Central Coast
Today at 6:00am · 🌐

Happy Mother Day! Poze with our company mascot with you and your mother.



👍 Like 💬 Comment ➦ Share

👤 David and 44



Write a comment...



June Social Media Post



Platform Name:
Facebook

←Social Media Platform Logo

Projected Likes 60

Projected Shares 18

Projected comments/engagement: 12

Total Projected Followers: 20



Goodwill Central Coast

Today at 6:00am · 🌐

We would like to congratulate the Graduating class of 2022! We offer job skill training for those looking to get into the work force.



Like



Comment



Share



David and 58



Write a comment...



July Social Media Post

Platform Name:
Facebook



←Social Media Platform Logo

Projected
Likes 73

Projected
Shares 21

Projected
comments/
engagement: 14

Total Projected Followers: 27



Goodwill Central Coast

Today at 6:00am · 🌐

Happy 4th of July! We encourage all of you to take the opportunity to take our job skill training program so that you can be better prepared for entering the workforce.



Like



Comment



Share



David and 72



Write a comment...



August Social Media Post



Platform Name:
Facebook

Projected Likes 90

Projected Shares 24

Projected comments/engagement: 15

Total Projected Followers: 30



Goodwill Central Coast

Today at 6:00am · 🌐

Happy National Secondhand Wardrobe Day! if you don't already you should come to goodwill and grab second hand clothing from us.



Like



Comment



Share



David and 89



Write a comment...



September Social Media Post



Platform Name:
Facebook

Projected Likes 101

Projected Shares 27

Projected comments/
engagement: 17

Total Projected Followers: 34



Goodwill Central Coast

Today at 6:00am · 🌐

Just a reminder, goodwill is always here to help with job skill training. We also give out free tax filing and help with job employment.



👍 Like

💬 Comment

➦ Share

👍👍 David and 101



Write a comment...



October Social Media Post



Platform Name:
Facebook

Projected Likes 143

Projected Shares 30

Projected comments/engagement: 22

Total Projected Followers: 40



Goodwill Central Coast

Today at 6:00am · 🌐

Happy Halloween! Come by and grab your costumes, while you are here; you might as well enroll in our job training program too.



Like



Comment



Share



David and 142



Write a comment...



November Social Media Post



Platform Name:
Facebook

Projected 205
Likes

Projected 33
Shares

Projected
comments/
engagement: 24

Total Projected Followers: 45



Goodwill Central Coast

Today at 6:00am · 🌐

We train people ages 18+ who are entering or reentering the workforce.
We help job seekers get employed.



👍 Like

💬 Comment

➦ Share

👤❤️👤 David and 204



Write a comment...



Projected Campaign Social Media Engagement

Campaign Projections	Dec	Jan	Feb	Mar	April	May	Jun	Jul	Aug	Sep	Oct	Nov	Total
Likes	5	8	14	21	38	45	60	73	90	101	143	205	803
Shares	1	3	6	9	12	15	18	21	24	27	30	33	199
Comments	0	0	2	4	5	7	12	14	15	17	22	24	117
Followers	3	5	8	10	15	17	20	27	30	34	40	45	254

Promotional Item:

Vendor: Goodwill Central Coast

Item: Goodwill Stress Ball

Item Number: 1

Colors/Description: Blue/black with logo

Cost per item: 1.75

Shipping/Handling: Free shipping handling

Art Setup Fee \$

Required Quantity: 200

Total Cost 200 of this item
274.00



Why you chose this Item?

Good stress reliever for your new job after goodwill job training

New Campaign Commercial/PSA

11x17 Poster

Workforce Development



GOODWILL
Central Coast

Goodwill
Central Coast

1566 Moffett Street,
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- Job skill training
- Job employment
- Tax Filing



New Campaign Theme/Slogan



A community has a story and yours starts here.

The background features a white central area surrounded by abstract, organic shapes in shades of light blue, dark blue, and grey. Scattered throughout are small, solid-colored dots in the same color palette.

Thanks For Your Time