

Unapologetic Marketing Action Plan

- We should do a bio or video bio of you for Instagram and TikTok. It can be brief and just talk about you and your ideas for the company, where it came from, your goals. Etc. You could mention where you get your inspiration from.
- Get the URL for the Facebook page set to be 808unapologetic. We can then create a group for the company. This group would be a place where you can advertise the company and products but also discuss with people and share anything and everything you'd like. It can be about motivation, being who you are, being unapologetic, etc.
- Talk about Instagram. If you want any tweaks here. But either way, I'd like to post some of the items I create on the other platforms too. Another VIP part of marketing I do is advertise the other pages on the other social media platforms. So, on Instagram, we can advertise Facebook, X, TikTok, and so on.
- Talk about X. The same items would fit for this as Instagram.
- Get TikTok set up and working. This will be the BEST platform for you. I can explain why and how all this works; I can also do this for you. We can use your email or make another one. Whatever you want. This will help with what I want to do for you.
- I would like to do a Podcast where I can create either a segment where I talk about subjects that fit the goals and mission (nonpolitical) of unapologetic, and then I can mention you as a sponsor OR if you're up for it, we can do them as Unapologetic.
- I would like to do a blog for you. Or add to yours. You can let me know if you want to start one for the company and that way you can use it with other interns and with other interns if, or when, it comes to my internship ending. But I can start by doing posts on my own blog and linking your pages. This works either way.
- Who do you use for your website? Is it WordPress? Or a similar platform? I'd like to work on your SEO. These are the keywords that make your site come up first when people look for topics that have to do with your work. If you do not have a website besides the Spotify, we can use the blog on WordPress to do this.

- Have you ever had anyone wear your products that were involved in an event or advertisement? A TikTok or video? Anything like that? This could be something you can do on social media too. To get advertised. It depends what message you'd like to get across and to who.
- We can do special events for social justice and empowerment. It doesn't have to be political based. It can be empowering young men or women to strive for something, be something, work towards a goal, etc. It could be to draw attention to the rights of minority groups. It can be anything you want. It can even be toward pet lovers. There's really no limits.

Actions:

- After we get the social media platforms up, and we get started on the posts, I would like to do as you requested on your password sheet and do at least one post per day on your social media platforms across the board. This could vary from events, ads, discussions, podcasts, etc. We can do all sorts of things to make it exciting.
- Huda can help design these. I can show you examples if you want to visit my social media sites. I can post as me, even temporarily, about you. Then I can link it to your pages. But it won't be helpful when my internship ends, or you need other interns to access it.
- Blog posts. I would like to write at least one blog post a week. It can be about various topics and content related to your mission. This can directly tie into what you work on, what work you have completed, what inspires you, etc. It can keep people thinking about you and your name. This is a key part of advertising.
- Podcasts. I would like to include your company in podcasts. We can decide later how we can cover more topics. We could do interviews. We could have discussions. We could teach people something. ETC. This is a great way to include your products and services.
- I will research topic ideas and subject matter. This will help get a foundation for the start of each of these.

- If you can print on the products, and it's not difficult to do (and if you are interested) we could do a contest. This would increase likes, viewership and clients. You could do a contest to have a design made by people that states your message. The reward would be like a certificate, one item of each (sweater, T-shirt, hat, etc.) with the design on it, and anything you see fit. This would be a design you'd own the rights to. We would work on that. You can do more than one, choose multiple winners, etc. It could be fun.
- Call-to-Action. We can do a call-to-action digital events. These can be several things. It can go several ways. This could go with the design contest too. We could try to send out a message, increase the number of sales, make some sort of plea to the public for something, etc. We could also support something, or someone, like a sponsorship. Such as when people do run for a nonprofit, etc. Just an idea. Again, there are a ton of ways you can do it. There are free call-to-actions, there are paid, there are ones that benefit you, there are ones that benefit someone else, etc. But the end goal is that it draws attention to you, your mission and your name. The company is obviously in that too.