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Dr. Pitts

Internship

1 December 2021

Internship Report, Reflection and Exploratory Research

Report

For my internship I completed work for ShapeShifter Fish and Friends, a brand that creates unique sun protective clothing. They are based in Tampa Bay, created to inspire friendship, support diversity, and motivate you to get outside; with their message being, “friends come in all shapes, colors, and sizes”. Their sun protective UPF shirts are chemical-free and make it easy (and safe) to transition from inside to outside.

For this internship, I was tasked to create 5 blog posts, and a short marketing plan involving these blog posts. The blog posts were created with the hashtag, #getoutside being the main premise for each one to promote getting outside while using sun protective clothing to practice safe sun exposure. The sun protective shirts are created with UP50+ fabric that blocks out 98% of the sun’s rays. In order to create these blogs, I had to do research in a couple of different areas. The first area of research that I needed to complete was exploratory research involving marketing plans. A marketing plan is a document in which you strategically map out your marketing objectives by laying out your actions to get there. This was done by writing out the date the blog would be published, the campaign (premise for the blog), the channel the blog will be promoted through (some form of social media such as instagram, facebook, etc), and the copy (the main content that will be discussed). The objective of the marketing plan was to enable awareness of the Shapeshifter Brand and engage prospective customers. Of the multiple types of digital

marketing, the main takeaways I used was search engine optimization through keywords and hashtags, content marketing and social media marketing. These types of strategies were used to grow the blog and bring in more traffic to the site. With this being a new and smaller company, it was important to use these strategies in order to grow the blog to create a more accessible place for customers to interact with the brand and get to know them and their message better.

* A more detailed note of this research and my sources can be found at the end of this report and reflection

The next part of my research involved learning more about the tampa bay area, ways to get outside, and the components involving sun protection. This information can be seen in the detailed report, where I describe what work was completed for each blog.

Below is the detailed log of work that I completed measured by each week. It also includes the number of hours it took me each week to complete. The work required for this content took approximately 105 hours total.

Date	Work Completed for Content Creation	Hours Worked each Week
10/4-10/10/21	<p><u>Blog #1</u> - Give the Gift of Experience: 5 Places to #getoutside in Tampa Bay</p> <p>- 5 places included: Friends of the RiverWalk, ZooTampa at Lowry Park, Busch Gardens in Tampa Bay, Gallagher's Pumpkins and Christmas Trees and St. Pete Pier</p> <p>- Research was completed for:</p> <p>Each outdoor place to visit in Tampa</p> <p>SEO and Keywords most important in blogs about UPF50+ sun protective clothing</p> <p>- A sun protective long sleeve was chosen to accompany each place to promote sun protection and the sale of shirts while enjoying those places</p>	15

10/11-10/17/21	<p>Marketing Plan - Exploratory Research on what a marketing plan is and determine an acceptable model</p> <p>When looking at acceptable models, I needed to be sure they were tailored towards the inclusion of social media as a form of marketing because older marketing plans did not include this (things like hashtags, SEO, etc.)</p> <p>I learned about potential keywords and seop that was important in getting outside and sun protective clothing</p>	10
10/18-10/24/21	<p>Blog #2 - New Year's Resolutions to #getoutside with the whole family</p> <p>Research was completed on relevant activities to do outside as a whole family during the day</p> <p>Each activity was tailored toward the daytime to promote sun protection and the sale of sun protective shirts</p> <p>The activities included were;</p> <p>Kayak adventures, family walks, yoga in the park, going to the beach, and fishing</p> <p>The call to action encouraged readers to protect their skin with SSFF products</p>	15
10/25-10/31/21	<p>Marketing Plan - Using a relevant marketing plan involving marketing strategies, social media, and content</p> <p>I discussed with my supervisor what she wanted as a model marketing plan and the components that she wanted included, which were;</p> <p>The Date, the campaign, the channel, and the copy</p>	10

11/1-11/7/21	<p>Blog #3 - The Ultimate Guide to Sun Protection: UPF vs SPF</p> <ul style="list-style-type: none"> - This blog gives the details on why the sun is harmful to skin, the explanations on UPF vs SPF and promotes SSFF Sunprotective Shirts, and Shapeshifter Shades - Research was completed on: UPF vs SPF - their definitions and what role each plays in sun protection What UV radiation is and how the sun protective shirts and sun protective sunglasses protect customers from those harmful UV rays emitted by the sun - Research on relevant hashtags and SEO strategies was also completed - Keywords for sunscreen, sun protective clothing, sunglasses, spf, upf - #getoutside - Promotion of the Shapeshifter Shades and how they also play a role in sun protection 	15
11/8-11/14/21	<p>Marketing Plan - Finalization of the marketing plan. Determining what blog will be posted from December through April, to start off the new year with an efficient number of blog posts. This session included the work of mainly putting in the copy and finalizing what blog posts would best fit a theme for the month.</p> <p>Blog #1 (December) - Places to visit during the holiday season - tailored towards christmas and giving the gift of experiencing instead of materialistic gifts - promotes getting people outside rather than staying in</p> <p>Blog #2 (January) - New Years Resolutions to get outside and spend quality time with the family - tailored towards the holiday of the new year and also promote healthier lifestyle by getting outside</p> <p>Blog #3 (February) - differences between UPF vs SPF and promoting shapeshifter shades - a place to reiterate the importance of sun protection while promoting the sun protective products - also puts a break between lists</p> <p>Blog #4 (March) - Spring Break destinations in Tampa Bay area/ Florida in general - time where kids are being let out for spring break - promotes the area the</p>	10

	<p>company is based while still promoting sun protection and getting outside</p> <p>Blog #5 (April) - Children and Nature awareness month - dedicated to keeping kids connected with nature and the outdoors - parallels ssff message of getting outside while promoting the sun protection and putting emphasis on the kids/toddler sizes of the line</p>	
11/29-12/5/21	<p>Blog #4 - Spring Break Destinations</p> <ul style="list-style-type: none"> - This blog gives details on places to visit near Tampa Bay for spring break - the destinations all involve being outside and in sunny weather - promotion of the sun protective clothing to promote safe sun protection practices - lists 5 places to visit, which includes: TradeWinds Island Resort Sirata Beach Resort Disney World Universal Studios in Orlando Orlando's Seaworld - Research was completed on each place to ensure it was a good fit - Utilization of keywords included: sun protective clothing, UPF50+, sun protection 	15
12/6-12/12/21	<p>Blog #5 - Children and Nature Awareness Month</p> <ul style="list-style-type: none"> - Research on Children and Nature Awareness Month was completed to understand what it's message and goals are Founded by the Children Nature Network Dedicated to the message that kids are happier, healthier, and smarter when immersed in nature - Used this to promote the message behind the Shapeshifter brand and promote the toddler sizes of the sun protective clothing and the kids shapeshifter shades - Utilization of keywords included: sun protection, children and nature, environment, education 	15

All blog posts have been completed to their fullest potential, and will be published promptly according to the month they were created for.

Reflection

Before this internship I didn't know much about marketing plans and what went into them. I initially did a lot of exploratory research on what goes into a relevant marketing plan that involves social media promotions, hashtags, and search engine optimization keywords. It was really helpful in teaching me how to complete marketing plans. Marketing plans are really considered the bones of a blog or any form of marketing. So it helped me feel more confident in the future work I may complete after graduation.

This internship is relevant to my future career plans because it taught me how to professionally interact with a client and create content that was relevant to what they were looking to promote. This was my first opportunity actually working with someone and creating content for more than just myself. It helped show me that my writing skills can have a purpose of reaching an audience. It also helped me think more creatively, which I think is essential when working with more than one client since every client requires something different.

Marketing Plan

Date	Campaign	Channels	Copy
12/07/21	5 Ways to #getoutside this Holiday Season (promote UPF50 shirts)	<ul style="list-style-type: none"> • Blog Post • Instagram • Instagram Story • Facebook 	<p>Blog Post Link</p> <p>Give the Gift of Experience: 5 Places to #getoutside in Tampa Bay</p> <p>The holiday season is upon us friends, and we've created a list of experiential gift ideas in the Tampa Bay area, paired with the perfect ShapeShifter Fish and Friends UPF50+ long sleeve, for the coolest outdoor gift set.</p> <p>Did you know, even with dropping temperatures you are still at risk of UV exposure? You can't see or feel UV radiation, so don't mistake the changing weather for a lack of radiation. It is still present even if it isn't that warm outside. But don't worry, we've got you covered... literally.</p> <p>Check out our new blog for a list of some of the best places to give the gift of experience. Link in bio.</p> <p>#sun protective clothing #getoutside #TampaBay #holidays #UPF50</p>
1/10/22	New Years resolution for the whole family (promote UPF50 shirts)	<ul style="list-style-type: none"> • Blog Post • Instagram • Instagram Story • Facebook 	<p>Blog Post Link</p> <p>New Year's Resolutions: 5 Places to #getoutside with Family</p> <p>A New Year means new experiences, friends, and we have created a list of fun places for you and the family to get outside! The New Year is a great time to reflect the past year and set goals for the New Year. Whether you are trying to get healthy, find a new hobby, or spend more time with family, there is always something for you and the family to do to #getoutside. Being outside means concerns for sun protection, but we've got you covered.</p>

			<p>Check out our list of New Year's Resolutions and click the link to browse our collection of UPF50+ sun protective clothing in sizes 2T-2X: #getoutside #sun protective clothing #UPF50 #newyear #new year's resolutions</p>
2/15/22	<p>Ultimate Guide to UPF vs SPF (promote UPF50 shirts & UNBREAKABLE shades)</p>	<ul style="list-style-type: none"> • Blog Post • Instagram • Instagram Story • Facebook 	<p>Blog Post Link</p> <p>The Ultimate Guide to Sun Protection: UPF vs SPF</p> <p>Have you ever looked at a sunscreen bottle and wondered what those big SPF numbers on the front mean? Or wonder why we mention UPF50+ whenever we mention our sun protective clothing? Look no further friends, as we give you an ultimate guide to UPF vs SPF and what role they play in sun protection!</p> <p>When looking at sun protective products, you have probably seen UPF and SPF; but what do they mean and how do they play a role in sun protection? We give you the inside scoop on all things sun protection and how you can protect yourself and the whole family with our ultimate guide to UPF and SPF sun protection!</p> <p>P.S - We even give you an inside look at our new Shapeshifter Shades for Kids for the extra mile in sun protection!</p> <p>Sometimes sunscreen isn't always practical. We recommend you check out our UP50+ sun protective long sleeve tees and our Shapeshifter Shades for kids for ultimate protection.</p> <p>#upf50 #sun protective clothing #upf #spf</p>

3/15/22	Spring Break Destinations in Florida (promote destinations in florida with the promotion of sun protective tees sales)	<ul style="list-style-type: none"> • Blog Post • Instagram • Instagram Story • Facebook 	<p>Blog Post Link</p> <p>Get Outside for Spring Break Vacation: Our Top 5 places to Vacation near the Tampa Bay Area</p> <p>Looking to get away this year? Spring Break is a great opportunity for families to get a much needed break from day to day life. What better way to spend your time off than to enjoy our very own Tampa Bay Florida?</p> <p>While Tampa Bay is a great destination to enjoy the Florida sun, it is also a great opportunity to practice safe sun protection! We have come up with our list of top 5 places to vacation in the Tampa Bay area while donning our sun protective clothing in sizes 2T-2X:</p> <p>Check out our new blog for a list of some of the best places to vacation for spring break near the Tampa Bay area. Link in bio.</p> <p>#getoutside #sun protective clothing #spring break</p>
4/12/22	Children and Nature Awareness Month (promote children's sun protective tee sales and kids shapeshifter shades)	<ul style="list-style-type: none"> • Blog Post • Instagram • Instagram Story • Facebook 	<p>Blog Post Link</p> <p>Children Awareness Month: Ensuring the Positive Connection between Children and Nature.</p> <p>Founded by the Children Nature Network, the month of April is dedicated to the awareness of Children in Nature because they believe that nature makes kids happier, healthier and smarter.</p> <p>We give you a list of some of the best environmental education programs to give you and your kids the best opportunities to engage in environmental issues and take action to improve our environment</p> <p>Check out our new blog for a list of some of the</p>

			best environmental education programs to encourage a positive connection between your children and nature. Link in bio. #ChildrenAndNatureAwareness Month #sun protective clothing #UPF50 #sunglasses
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Informal Exploratory Research Notes (with links to sources)

Digital Marketing Plan - A digital marketing plan is a document in which you strategically map out your digital marketing objectives, as well the actions you'll take to achieve those objectives. (Basically it's a plan to help you achieve your digital marketing objectives by detailing your actions to get there.

Research:

Source 1:

https://www.wix.com/blog/2020/08/what-is-digital-marketing/?utm_source=google&utm_medium=cpc&utm_campaign=12188669214^114296906861&experiment_id=^^497047742394^^_DSA&gclid=CjwKCAiA78aNBhAlEiwA7B76p6RCo0CyRWggIMXVqOiyy_0yj6EqUojLmDWIUbPdBigZcgX4hd4HChoCKYkQAvD_BwE

Benefits of digital marketing:

- Building brand awareness by putting your stamp on the web
- Engaging prospective customers and generating leads
- Deepening customer relationships and building a loyal customer base
- Guiding customers through the marketing funnel, from the first touchpoint to the sale

Types of digital marketing: (The description of each it located in the blog #1-12)

- Search engine optimization (SEO)
- Content marketing
- Social media marketing
- Pay per click (PPC)
- Native advertising
- Affiliate marketing
- Influencer marketing
- Email marketing
- Marketing automation
- Online PR
- Mobile marketing
- Conversion rate optimization (CRO)

Why you need digital marketing:

- “Whether you decide to grow your blog, create an email newsletter or advertise on Google, you’ll be able to bring more traffic to your site, build stronger connections with your customers, and track and measure your results.”
- “Not only will this help you gain customers in the short term, but it will also help you build a sustainable, long-term strategy for future improvement and growth.”

Source 2:

<https://blog.hubspot.com/marketing/what-is-digital-marketing>

- “With how accessible the internet is today, would you believe me if I told you the number of people who go online every day is still increasing? It is. In fact, "constant" internet usage among adults increased by 5% in just the last three years, according to Pew Research.”
- “Marketing has always been about connecting with your audience in the right place and at the right time. Today, that means you need to meet them where they are already spending time: on the internet.”

Why is digital marketing important?:

- You can target only the prospects most likely to purchase your product or service.
 - Digital marketing, on the other hand, allows you to identify and target a highly-specific audience, and send that audience personalized, high-converting marketing messages.
 - For instance, you might take advantage of social media's targeting features to show social media ads to a certain audience based on variables such as age, gender, location, interests, networks, or behaviors.
- It's more cost-effective than traditional marketing methods.
 - Digital marketing enables you to track campaigns on a daily basis and decrease the amount of money you're spending on a certain channel if it isn't demonstrating high ROI.
 - ROI-return on investment
 - The same can't be said for traditional forms of advertising. It doesn't matter how your billboard performs — it still costs the same, whether or not it converts for you.
 - Plus, with digital marketing, you have complete control over where you choose to spend your money.
- Digital marketing lets you outrank bigger players in your industry.

- If you work for a small business, it's likely difficult for you to compete with the major brands in your industry, many of which have millions of dollars to invest in television commercials or nationwide campaigns.
- You might identify certain long-tail keywords that relate to your product or service, and create high-quality content to help you rank on search engines for those keywords. Search engines don't care which brand is biggest — instead, search engines will prioritize content that resonates best with the target audience.
- Digital marketing is measurable.
 - Digital marketing can give you a comprehensive, start-to-finish view of all the metrics that might matter to your company — including impressions, shares, views, clicks, and time on page.
 - While traditional advertising can be useful for certain goals, its biggest limitation is measurability.
 - “If you've ever put an advertisement in a newspaper, you'll know how difficult it is to estimate how many people actually flipped to that page and paid attention to your ad. There's no surefire way to know if that ad was responsible for any sales at all.”
- Digital Marketing Examples: (viewable in source two document)
 - Lego's Rebuild the World Campaign
 - Dove's Real Beauty Campaign
 - Jennifer Lopez's #InTheMorningChallenge
 - Always' #LikeAGirl Campaign
- How to Do Digital Marketing:
 - Define your goals.
 - Identify your target audience.
 - Establish a budget for each digital channel.
 - Strike a good balance between paid and free digital strategies.
 - Create engaging content.
 - Optimize your digital assets for mobile.
 - Conduct keyword research.
 - Iterate based on the analytics you measure.

Source 3:

<https://digitalmarketinginstitute.com/blog/why-digital-marketing-is-important-for-small-business>

- Getting started on digital marketing for small businesses
 - Small businesses can believe they don't have the time or money to compete online. As a result, many prefer to take things slowly and stick with one or two forms of traditional advertising, assuming that their business will evolve as time passes.

- So delaying building a presence online is not an effective approach. The best way to ensure success is to promote your business on a global scale and use targeting to attract customers that are interested in your service or product.
- Realize Your Customers Are Online
 - In today's digital age, customers expect to find a website and social media presence. They may be looking for reviews so they can learn what other people are saying about your company and whether it is a good place to do business. For local businesses, 87% of consumers read online reviews - a growth of 6% from 2019 to 2020.
 - So if a potential customer can't find you online, they may conclude that your business doesn't appear to be legitimate. There is a very good chance that a lot of these prospects may decide not to take your business seriously and they will quickly head somewhere else.
- Find Out What Your Competitors Are Doing Online
 - For your business to be successful, you need to pay attention to what your competitors are doing and learn from it.
 - When you look at what your competitors are doing online, you will get some idea of what is and isn't working.
 - How do they communicate their brand and what makes them unique? How well do they engage with the audience? Can you do better?
 - Find out what platforms they use, do they focus on keywords, are there influencers they use to drive traffic? Luckily there are some great online tools that can help you do this:
 - Semrush - great for keyword ranking and keyword traffic
 - Ahrefs - useful for discovering competitors' most linked content
 - Moz - another platform for keyword ranking
 - BuzzSumo - track popular content types and influencers
 - Google Alerts - a tool for tracking mentions of any competitor you choose to track
 - Ontolo - a great tool for backlinks and content marketing
- Let Customers Come to You
 - Think of digital marketing as a way to make yourself accessible to the people you're trying to target.
 - Through a web presence, your business is open for business even when you're not! You can create an environment where your customers can contact you day or night.
 - In addition, potential customers who have no way of physically coming to you can still do business with you through an e-commerce function or simply by using social media.
- Get to Know Your Target Audience

- Digital marketing allows you to engage with prospects. You can get to know them and their pain points to provide a solution. On social media or through a blog you can start a conversation or run a survey to gain insights.
- By interacting with people online, you can start to get to know what they're looking for.
- Use this information to offer solutions through your product or service. Using digital marketing helps you take the guessing out of who your customers are so you can personalize communications and refine targeting.
- By doing this, you will build a relationship with your customers. You become much more than a business, you become a trusted partner.