

‘MARTHA MOVES UP’ BRAND DEVELOPMENT AND SOCIAL MEDIA LAUNCH

FAITH GORDON

Throughout my final semester at Brigham Young University-Idaho I completed my Senior Project. I worked with my client, Martha, to develop her new brand and launch professional social media accounts for her brand as well. Martha is developing her brand new business, ‘Martha Moves Up’, which advertises and sells motivational display cards with positive affirmations and quotes on them. Working with Martha has been a great opportunity for me to apply what I have learned in my schooling, gain real-world industry experience, and strengthen my communication skills.

MEETING MARTHA

I first began my Senior Project by meeting with Martha. During our first meeting we discussed Martha’s vision for her brand. Martha shared her ideas for her color scheme, font styles, and content designs. We also discussed a timeline and what she was hoping to have done throughout our time working together. We decided to set up professional social media accounts, create content for those accounts, write nine blog posts for her website, and take professional product photography for her brand.

TIME SPENT

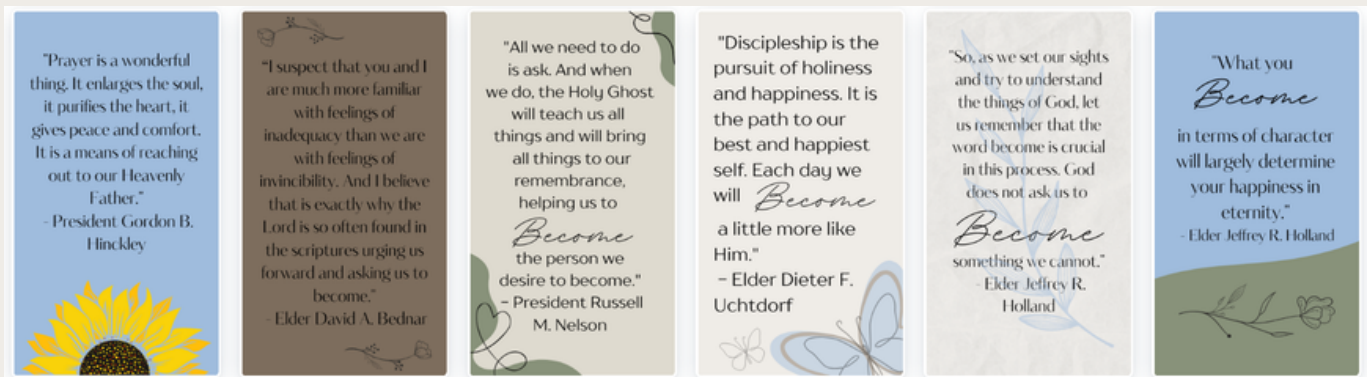
My Senior Project took about 10 week to complete. I was required to spend 50 hours working on my project, However, in the end I spent closer to 80 hours working on my project. Those hours were spent meeting with Martha and my project partner Emma Hyde. Meeting with my project mentor to discuss expectations for my project and my progress along the way, and doing individual work creating social media content, blog posts, and other brand content.

SOCIAL MEDIA

'Martha Moves Up' is a brand new business and it is important to Martha that she has a good presence on social media. I helped Martha create professional business accounts on her two main social media platforms, Instagram and Facebook. I also helped to create a social media content strategy. I helped to develop the start of a content calendar, created a visual plan for the 'Martha Moves Up' grid design, and created 30 Instagram and Facebook stories.

Here are the Instagram stories I created:





BLOG POSTS

For this project I created nine blog posts for Martha’s website. Martha loves to share her stories and messages and so I worked with her to create blog posts that are both professional and personal to her. Martha’s display cards are divided up into 12 words, one for each month of the year. Since we are already a few months into the year, we used the remaining words as topics for each of the blog posts. In total I created nine blog posts for her website. Martha sent me her stories and parts of each of her blog posts, and then I went through and edited each article, added additional research and text if needed, cited each source, and formatted each post as well.

If you would like to see the Martha Moves Up blog posts check out my project “Martha Moves Up - Brand Development and Social Media Launch on the Brigham Young University - Idaho Communications Department Senior Showcase [page](#).”

PHOTOGRAPHY

Although I did not act as photographer for this project, I did participate in two separate photo shoots for my client. I helped set up shots, adjusted the product and my client to create the best photos, and even contributed props of my own for the photoshoots. I learned a lot about photography and professional photoshoots from this process.

BUSINESS CARD

A business card was not something that I discussed with Martha. However, I took it upon myself to create a business card that she can use to promote 'Martha Moves Up'. I used her logo, her three business pillars, and added information about where to find her and her business. I left a spot open for her website as well so that she can add the address once her website is officially live.



LESSONS LEARNED

Working with Martha and completing my Senior Project has been a great experience for me. I have learned a lot about working with a client and it has been amazing to apply the skills that I have learned throughout college to this project. I feel that this project has prepared me for the future and has taught me that working in the industry will require effort, determination, and time. It has also taught me how rewarding it is to give my all to my work and see a project come together.