

Martha



MOVES UP

CASE STUDY

Emma Hyde & Faith Gordon

Prayer

is my sanctuary, where I
find solace, inspiration,
and spiritual renewal.

I believe in the
transformative energy of

Prayer

bringing blessings and
grace to my life and
the lives of others.

EXECUTIVE SUMMARY:

For our Senior Project we worked with our client, Martha, to help her develop out her brand and created content for her professional social media accounts. Martha is the founder of 'Martha Moves Up', a new brand that creates and sells motivational display cards. Throughout this case study we will discuss the work that we did during the semester and how we worked with our client to create content that fits her needs. We spent 50+ hours meeting with Martha and working individually to create social media content, blog posts, product photography, and a style guide. We learned a lot as we completed this project and gained great real-world industry experience!

ABOUT THE CLIENT:

Martha Sims is the founder of her new brand 'Martha Moves Up'. Her company sells display cards with motivational quotes and affirmations on them. Over the years Martha has had many instances where words played a big roll in her life. Focusing her attention on certain words has brought her joy and a positive mindset. Martha first decided to make display cards for her family and friends. She is now hoping to share her cards with the rest of the world! Martha is a loving mother, grandmother, and outdoor enthusiast. She is a new entrepreneur and is excited to start her journey as a business owner.



PROJECT DETAILS

- 50+ hours spent meeting with Martha, our project mentor, and working individually.
- 100 pieces of content created for social media including static image posts, reels, stories, and graphics.
- 9 blog posts created and edited.
- Two separate photo shoots for product photography and professional headshots.
- Content strategy, pitch deck, and style guide created for client.

BRAND DEVELOPMENT

We worked with Martha to help her develop the following tools to be able to get her company up and running...

- style guide
- content strategy
- fonts/ visuals
- brand voice and tone
- new business social media accounts



PITCH DECK

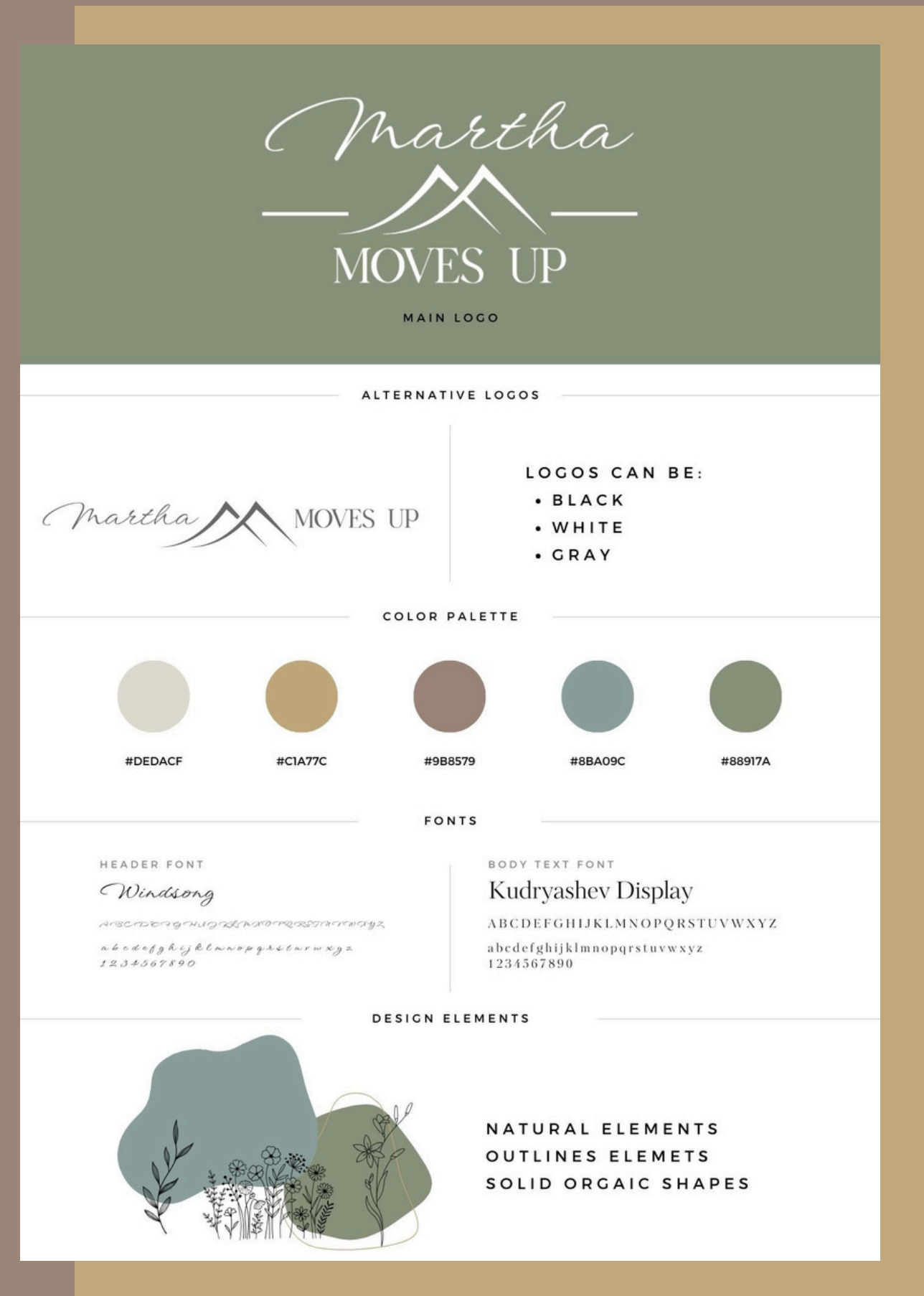
Any good marketer/communicator knows how to listen, interpret the information given and build off of that. To begin our project, we met with Martha to meet her and familiarize ourselves with her brand. During that first meeting we discussed about who she was, how she came up with the idea of the brand, what the brand was to her, where she saw it going, and what her goals were. Walking away from that first meeting we knew that we needed to develop some sort of pitch to be able to present to her the next time we met.

You can find the link to our pitch deck [here](#).



STYLE GUIDE

Martha had a good idea of what she was looking for as far as what she wanted her brand to communicate and what she envisioned. We were able to help her sort out and choose specific details so she could develop a brand with cohesive messaging. We created a style guide with her where we choose fonts, various logos, design elements, and a color scheme.



CONTENT STRATEGY

Taking the target audience and personas that we developed with Martha we then discussed the plan for her social media accounts. We were able to come up with a content strategy which can be found [here](#).



Inside:

- goals and objectives
- audience personas
- target audience
- content themes/pillars

SOCIAL MEDIA STRATEGY/PLAN

Posting Frequency

Instagram: 4-5 times per week, including stories

Facebook: 4-5 times per week

Pinterest: Daily pinning of relevant content... (eventually)

Primary Platforms: Facebook, Instagram

<i>Sunday</i> - Stories: Christ centered Grid: NONE	<i>Monday</i> - Stories: Phone screensaver Grid: Color blocking quote	<i>Tuesday</i> - Stories: Survey Grid: Photo	<i>Wednesday</i> - Stories: Survey follow-up Grid: Simple quote carousel
<i>Thursday</i> - Stories: ?? Grid: Meet Martha Reel	<i>Friday</i> - Stories: ?? Grid: Movement Fridays color block post/carousel	<i>Saturday</i> - Stories: ?? Grid: Product promotion photo	

posting calendar/ daily schedule

IMPLEMENTATION/ FOLDER OF DELIVERABLES

We created content for Martha until the end of the year. As a new brand Martha did not quite have everything ready to go. Which is where we come in. We helped her to create business accounts so that she can eventually start posting. Starting July 1st we provided Martha with content until the end of the year. If you follow the link below, it will take you to a folder with a series of different posts, reels, photographs and more that are all for Martha to post.

See the full gallery of deliverables [here](#).

MOVING FORWARD

We are excited to see the growth of ‘Martha Moves Up’ as Martha begins to share her product with the world. Since Martha’s product is not yet ready to be sold, we chose to create a library of all of the content we created to give to Martha. This allows her the opportunity to take the content and use it when it best suits her. We are looking forward to seeing our content in action soon.

This project has been a great way to learn about the industry. We will take the lessons learned from this project and apply them to both our professional work moving forward and our personal lives as well.

CHALLENGES/OBSTICLES

This project has been a wonderful opportunity. However, we did face some challenges along the way. As we met with our client, we created deadlines for ourselves. We initially planned on creating and posting content over the last two months. We also planned on posting blog posts to her website. However, Martha's process was slowed due to outside factors, which in turn changed our process quite a bit. We had to learn to be flexible and work with the clients timing. Another obstacle we faced was learning to see the clients vision. After our first meeting with Martha, we had a vision in mind for what we thought her brand should look like. Although similar to Martha's vision, there were design and color choices that we had to change after talking with her. We had to learn to see our work through Martha's eyes.

LESSONS LEARNED/ APPLIED KNOWLEDGE

Being able to test your knowledge and apply it to real life situations is powerful . Over our time here at BYU-Idaho we have spent countless hours, taken several classes and learned how to become effective communicators and professionals, and it has payed off! This project was a way for us to test our skills. We took knowledge we learned in classes such as Design for Social Media, Digital and Social Media Campaigns, Digital Media Content Creation, and Social Media Marketing to be able to accomplish this project. We feel as though we have been able to gain the skills needed to survive in the industry and this project helped us prove that.

CONCLUSION

Martha Moves Up is just beginning! We are thankful for the opportunity we had to work with Martha and her company to develop out her brand and social media for her. We look forward to seeing the hard work pay off and the content we have created go live.

EMMA'S SUMMARY

I am thankful for the opportunity I have had to prove my skills on this project. I have learned a lot as a student here at BYU-Idaho from all of my various classes. Working with Martha gave me a chance to prove not only to myself, but to others what I am capable of. Using my skills and knowledge I have gain here is a list of what I was able to help Martha accomplish:

- pitch deck
- content strategy
- personas
- target audience
- photoshoots (headshots and product photos)
- grid content for June - December (quotes and affirmations)
- Sunday stories for July, August and September
- set up business accounts on instagram and facebook
- set up professional business email

To see a full list and read morea bout what I did please click [here](#).

FAITH'S SUMMARY

As I completed my Senior Project and worked with my client, Martha, I was able to use my own unique skill set to contribute to her brand. I applied the knowledge that I gained during my time at BYU-Idaho to the work that I did for this project. My training in visual design, photography, long-form content writing, and digital analytics helped me create work for my client that fit the needs of her brand. I spent close to 80 hours creating content for Martha's business social media accounts and her website. I worked closely with my client in order to understand her needs, expectations, and desires for her new business.

You can read more about how I worked with my client and the work that I completed [here](#).