

# Digital Marketing Plan: Opportunities Knock

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# Meet the Team



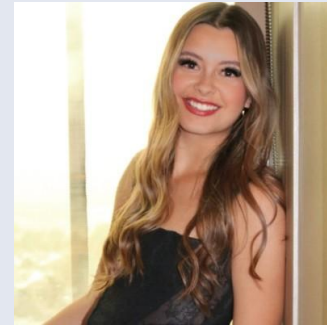
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Management  
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# Executive Summary

# Objectives

## Increase Brand Consideration

Increase brand consideration by 15% over the previous year through driving traffic on website and LinkedIn profile.

## Increase Brand Awareness

Increase brand awareness to reach 2,000 new customers by November 4th, as measured by impressions of our Google Ad campaign.

## Improve Digital Professionalism

Improve the professionalism of Opportunities Knock by ensuring consistency across all platforms and building brand reputation.

# Strategy



## Brand Consideration LinkedIn Ads

- Ran 2 ads with the same description but different images
- Targeted based on career interests



## Brand Awareness Google Ads

- Ran 2 ads through an optimized smart campaign
- Determined keyword themes and geographic targeting



## Digital Professionalism Online Reviews + SEO

- Implement Amazon reviews and customer testimonials directly on to home website
- Provide insight on how to improve website usability

# Results



## Brand Consideration LinkedIn Ads

- 14,282 impressions
- 182 clicks



## Brand Awareness Google Ads

- 3,590 impressions
- 50 clicks
- Popular search terms



## Digital Professionalism Online Reviews + SEO

- Improve brand reputation
- Enhanced page navigation leading to more inquiries and clients

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Strategy, Results, Value

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## **Digital Professionalism: Client Reviews + SEO**

Strategy, Results, Value

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## **Jan - March Plan**

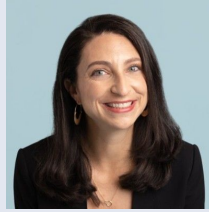
Suggestions,  
Implementation Plan

# Client Overview





# Opportunities Knock



## **Rebecca Otis Leder**

Founder, Coach, and Writer

- KNOCK: How to Open Doors and Build Career Relationships that Matter
  - Best selling book written by Rebecca that supplements her curriculum
- The Knock Method
  - The 5 step process on how to build meaningful career relationships

# Value Added

# Overall Value

## Brand Consideration

The LinkedIn Ads received **14,282 Impressions** and **182 clicks** of potential customers **considering** partaking in the workshops.

## Brand Awareness

The Google Ads showed **over 3,000 new users** the rebranding of Opportunities Knock and **showcased the newest workshop** offered.

## Digital Professionalism

Allows the client to **rely on the website for potential clients to find and gather information** about the brand and its offerings.

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**Thank You!**