

Matthew Edwards



Personal Creative Strategy

WWU Marketing Student

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Product or Brand Name:

Matthew Edwards, The Helping Hand

Purpose of IMC campaign

To successfully define my strengths, goals, challenges, and achievements moving forward to better both my self-image and the image others have of me as a professional in the marketing industry.

To develop my personal brand's look, feel, and credentials so as to better present my professional self in a positive, polished manner.

Tagline

"Eager to help."

Personal Brand Purpose

To design and create content and marketing strategies centered around the selling and consumption of entertainment media, namely media delivery systems of recent note including streaming, social media marketing, and other relevant media delivery methods.

To assist others in being as enthusiastic and effective in their efforts towards their passions as I am about mine.

Value Statements Framework

Creativity	Creativity when it comes to immediate problem solving, either in personal or professional life
Strategy	Planning and critical thinking go behind decision making when it comes to professional settings around me
Innovation	Not only willing but actively oriented around the drive to find new and exciting ways to do things that help people and deliver content in the form of entertainment
Excellence	Committed to being the best in my field when it comes to the ideas I come up with and the strategies I and my colleagues/superiors come to decide will be the way to go about things
Knowledgeability	Committed to making sure that my knowledge about whatever I choose to follow in terms of goals and the methods for achieving them is not only complete but extensive



People: Target Market Description

Demographics:

- Marketing Specialist (People I will Work With): (data pulled from Zippia.com)
 - **Age:** 36 years old on average, with 30's being the usual baseline for Marketing Specialists
 - **Gender:** On average, 65% of Marketing Specialists are Female
 - **Ethnicity:** On average, 64.5% of Marketing Specialists are White
 - **Income:** Marketing Specialists make roughly \$56,000 with a Bachelor's Degree, but more with higher educations
 - **Education:** Baseline is Bachelor's Degree
- Marketing Manager (People I will Report To): (data pulled from Zippia.com)
 - **Age:** 39 years old on average, with 35 being the usual baseline for Marketing Directors
 - **Gender:** On average, 53% of Marketing Specialists are Female
 - **Ethnicity:** On average, 74.6% of Marketing Specialists are White
 - **Income:** Marketing Directors make roughly \$120,000 with a Bachelor's Degree, but more with higher educations
 - **Education:** Baseline is Bachelor's Degree
- Streamers:
 - Streamers often come from nearly all walks of life, and usually dependent on size are of many different incomes, backgrounds, and other demographics. It should be noted that most of the top streamers in terms of raw audience numbers today are White, Men, and in their 20's-30's.

Psychographics:

- Most often, companies in the modern entertainment sector are looking for **creativity and innovation**. A sense of “being ahead of the curve”.
- Other values include:
 - Friendliness
 - A good work ethic
 - Collaborative mindset
 - Inclusivity
 - Not afraid of risks

Geographics:

- Most often located in urban settings, with high density in tech development and presence.
- Examples include: Seattle, San Francisco, Greater Los Angeles Area, New York, General NorCal Area

Benefits Sought by Employer:

- Confidence, Happiness, Peace of Mind, Growth, Desirability, Accessibility, Innovation, Creativity, Teamwork, Positive Progress

Problem Statements

Entertainment Companies:

I'm an entertainment provider on new age media platforms

And I am trying to interface with content creators on my platform in order to motivate consumers to use my platform

But I feel I may not be able to do so

Because I am unfamiliar with both partnering with these entities AND the systems/intricacies having to do with said partnerships, as well as not knowing how to market the partnerships to full potential

Which makes me feel out of my depth, as though I am losing out on opportunities, and scared to lose market share to companies taking better advantage of new age media

Companies seeking partnerships:

I'm a company providing some kind of relevant product such as clothes, food, or other similar “fun” items

And I am trying to partner with content creators on new age media platforms in order to market my brand and products

But I feel like that is not possible

Because the systems and relevant cultural trends surrounding content creators these days are hard to understand, much less use for marketing purposes

Which makes me feel irrelevant, scared of losing market share to more culture-savvy marketers, as though I am too old for the game

Content Creators:

I'm a content creator on new age media platforms

And I am trying to grow my audience and take advantage of growth to obtain sponsorships and such

But I cannot get the metrics I desire

Because marketing yourself on platforms like Twitch and Youtube can be difficult due to the sheer volume of people on the platforms

Which makes me feel discouraged, hopeless, unable to break through the ceiling into relevancy

User Story

Entertainment Companies:

As a: Mid-to-large sized entertainment company's marketing director looking to expand

Like: Twitch, Youtube, Kick, inStreamly

Who wants: To gain better understanding of their viewer-base and behaviors thereof, OR to obtain a liaison to communicate with content creators

So that: I can improve my understanding of my viewer-base and content creators catering to it, and gain improved communication to and from content creators on my platform

Companies Seeking Partnerships:

As a: Mid-to-large sized standard company's marketing director in a compatible field, like retail or food service

Like: Logitech, FurHaven, G-Fuel, etc.

Who wants: To partner with content creators

So that: I can improve reach and impressions, as well as generate conversions via the unbelievable consumer base of Twitch viewers.

Content Creators:

As a: Content creator on a new age media platform

Like: Ludwig, Kripparian, or other similar multimedia content creators with central focuses that act as attraction hubs for their audience, but then branch out into other series to have wide spread

Who wants: To partner with large companies

So that: I can both make money and build my audience and credibility as a content creator

Product MKTG Mix

Place/Distribution Strategy	<p>Product: B2B service as marketing agent or in-house employee</p> <p>Distribution method: Direct Distribution</p> <p>Distribution Intensity: Hopefully exclusive, but realistically distributed as a member of an agency</p> <p>Distribution Channels:</p> <ul style="list-style-type: none"> • In-Person: Providing services either in-person at things like meetings, consulting sessions or otherwise • Online: Zoom Meetings, project coordination, likely organized via something similar to Trello • Social Media: Lots of it. Every channel I can reasonably promote either the contracted or in-house employer I am working for.
Pricing Strategy	<p>Myself: Commensurate with whatever experience level's pay amount is currently standard in my area and skill level.</p>
Product Strategy	<p>Product or Service: B2B service as either an agent or in-house employee</p> <p>Marketing Type: Specialty Service</p> <p>Product Life Cycle: (?)</p> <p>Product Development Strategy: Ongoing learning at WWU!</p> <p>Customer Benefits Sought: <i>*see table below</i></p> <p>Product Physical Features: <i>*see table below</i></p> <p>Product Intellectual Advantages: <i>*see table below</i></p> <p>Product Emotional Benefits: <i>*see table below</i></p>
Promotion Strategy	<p>My personal website, social media promotion, pitching myself at events, networking at WWU, etc.</p>

Physical features sought by customer	Intellectual advantages sought by customer	Emotional benefits sought by customer	Customer Benefits Sought
Marketing content such as physical promo like posters, merchandise, etc.	Standard, friendly and traditional marketing content for growing reach and conversions	Traditional feel-good safety behind assured advertising methods	*cont'd on next page
Digital advertisements such as PPC ads (distributed both via programmatic and also standard Google placement methods)	Efficient and effective advertising relevant to today's technology to grow reach and conversions	Confidence behind innovation, safety in being guided	
Campaigns for both streamers and companies partnering with each-other	Provides strategy behind how streamers will promote, and how companies will pay and reciprocate with/supply material	Excitement and confidence in new ideas, safety in being guided through the process, empowerment in being at the forefront of industry practices	

Customer benefits sought	Product Physical Features	Product Intellectual Advantages	Product Emotional Benefits
Safety	Well planned, strategic content that carries itself by merit of sound planning	Provides standardized and local reach, hopefully generates conversions	Safety, confidence, readiness
Confidence	Traditional <i>or</i> well planned, strategic content	Pushes reach and conversion generation to greater lengths than other advertising methods	Confidence, excitement, empowerment, happiness
Empowerment	Innovative content securing the position at the forefront of the industry	Reaches new audiences through channels as of yet unexplored, especially to audiences with excellent conversion rates	Empowerment, excitement, happiness
Excitement	Breaching new frontiers in advertising strategies	*see above*	*see above*

Value Proposition

FOR THE WORLD AT LARGE:

I help: People! Everyday people, of all walks of life

Do: Be enthusiastic about their passions, their projects, anything they really care about and want to share with other people, whether it's to make money or simply share their creations with the world

By: Being as passionate about the positive energy of others as they are for their own projects, and helping them achieve their goals by being both supportive and knowledgeable

Benefits include: Betterment of societies around the people I work with, the advancement overall of human goals, and the betterment of myself through experiencing journeys with other people.

Entertainment Companies:

I help: Entertainment Companies

Do: Navigation of understanding, collaborating, and partnering with content creators in a culturally relevant space in order to market both the brand and product of companies and the creators they partner with

By: Providing relevant information on what an everyday viewer expects from a content creator (and their sponsorships), as well as demographic data on them. I also can show how to market partnerships for both creators and companies alike.

Benefits include: Making both parties feel confident, secure, and excited about the possibilities that can come with partnership opportunities.

Positioning Statement

For: Entertainment companies

Who: Want to expand their knowledge of viewer bases, and communicate with content creators, I am an excellent choice

That provides: Both insight into how viewers behave and live, as well as understanding how the content creation field works on a deep level

Unlike: Other potential marketing employees looking to work in this field

Because: Due to my being a regular viewer of many streams, and due to both my participation in and enjoyment of content creation, I can provide insight and enthusiastic about marketing the topic.

For: Regular companies looking to partner with content creators

Who: Want to improve reach for their brand overall, and are interested in doing so via the avenue of communicating to an impressionable audience like Twitch stream audiences, I am an excellent choice

That provides: Insight into how viewers behave and live, and good, professional communication skills when interfacing with content creators, and is aware of cultural trends and norms in today's world

Unlike: Other potential marketing employees who want to reach toward newer channels like new age social media

Because: I am a regular stream audience member, keep up with relevant trends and topics, know how content creators work and am excited about the topic!

Potential MKTG and Communication Objectives

MKTG Objectives:	
Get Internship:	<ul style="list-style-type: none">• Get an internship for the summer of 2023 that hopefully pays well enough to support my staying in Bellingham over the summer• Use internship as a catapult to get hired permanently once graduated (emphasize internship when networking)
Get Hired:	<ul style="list-style-type: none">• Get stable, paying job with salary of at least \$50k yearly (average entry level salary) by end of year 2024• Get stable, well-paying job with salary of at least \$70-100k by end of year 2030
Participate in noteworthy projects:	<ul style="list-style-type: none">• Work on impactful, important work in fields I care about (new age social media entertainment) that has tangible effects by 2025
Develop a firm, constant brand I can use for myself moving forward	<ul style="list-style-type: none">• Solidify my brand image and who I am as a professional by end of Spring quarter 2023

Communication Objectives		
Achieve 80% awareness of my personal brand in my local circle of potential hiring opportunities	Through	Networking at WWU events, continuing to advertise myself on platforms like LinkedIn, finding opportunities around me in my social environment
Achieve 60% knowledge of my potential as a superior choice in the field of marketing in hiring groups and individuals	Through	*see above*, as well as demonstrating my ability to deliver superior services and products in my field
Achieve 40% liking of my services and products I have provided to both content creators and companies, as well as audiences overall in the streaming community	Through	Creating solid, strategic content that better the lives of both content creators and companies partnering with them, as well as improving the consumer experience for stream viewers
Achieve 20% preference of myself as a potential employee in the marketing field, especially the entertainment marketing field	Through	*see all above rows* (through all these methods combined, I should become a commodity in the marketing field)

Brand Elements



Fonts:

Comfortaa

Times New Roman

Color Swatches:

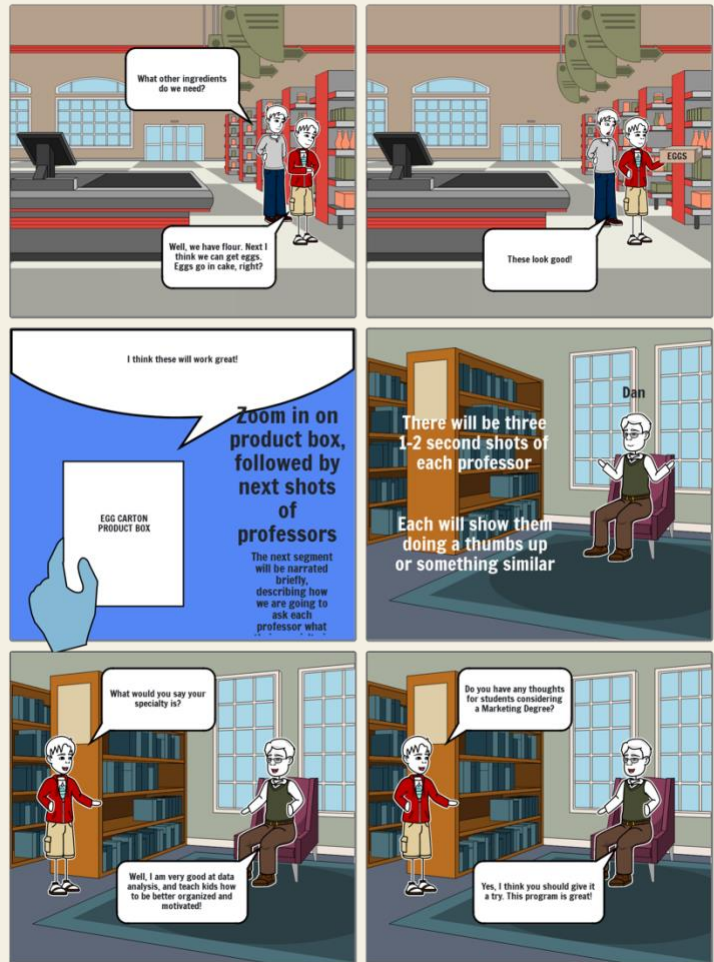
#c8e6e0	# a2e4e6	#f3f0e3	#336699	#be966a

The Five Senses:



Sample Creative Executions:

- [Twitch Advertising Viability Presentation \(For FurHaven\)](#)
- [TikTok Marketing Cake Series](#)
- [My LinkedIn Articles](#)
- [matthewedwards.blog](#)



Create your own at [Storyboard That](#)