

# Digital Marketing Internship Recap

**UNLEASHED**



August 11, 2023

Megan Perry

Serving the  
Intellectually Curious

**HORLABS**

## Social Media Audit

- ◆ Analyzed data from Hootsuite, PowerBI, Meta Business Suite and my own observations scrolling through our accounts.
- ◆ Three parts: Thorlabs' accounts, competitors accounts and strategic suggestions.
- ◆ Utilized an outsider's perspective to see areas of strength and areas of opportunity.
- ◆ Great way for me to learn our content, tactics and voice and how it's all developed over the years.

### LinkedIn

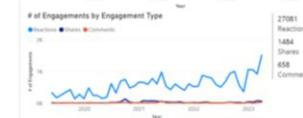
#### 2023 Social Media Strategy

- ◆ Branding: innovative, techy.
- ◆ Audience: customers (OEM, business), potential employees, employees, academics and researchers.



### PowerBI

- ◆ High reactions but low shares/comments. Create content that levels these?
- ◆ Pretty diverse location of audience members country-wise. How can we appeal/cater to non-American audience members?



## Giveaways

- ◆ Suggest new products to give away as free swag, at tradeshows, or at schools.
- ◆ First PowerPoint for any giveaway was 34 different items. Compared cost, quality, printing ability, etc. across multiple companies for each product.
- ◆ Second PowerPoint for mobile experience giveaways was 10 different items with the same cross-comparisons.

### Wall Charger Block

#### 4imprint.com

\$3.03/unit for 250 units - has a \$55 setup charge for order.

Block Colors: Text Colors:  
◆ Red ◆ White  
◆ Orange ◆ Black  
◆ Yellow ◆ Gray  
◆ Green ◆ Silver  
◆ Blue ◆ Blue (4 shades)  
◆ Purple ◆ Brown (2 shades)  
◆ White ◆ Green (4 shades)  
◆ Black ◆ Gold (2 shades)  
◆ Black ◆ Orange (2 shades)  
◆ Black ◆ Purple (2 shades)  
◆ Black ◆ Red (7 shades)  
◆ Black ◆ Yellow (2 shades)

#### 4imprint.com

\$3.29/unit for 250 units - has a \$50 setup charge for order.

Block Colors: Text Colors:  
◆ Red ◆ Yellow (2 shades)  
◆ Lime ◆ Orange (2 shades)  
◆ Green ◆ Purple (2 shades)  
◆ White ◆ Blue (5 shades)  
◆ Black ◆ Green (4 shades)  
◆ Black ◆ Gray  
◆ Black ◆ Silver  
◆ Black ◆ Brown (2 shades)  
◆ Black ◆ Gold (2 shades)  
◆ Black ◆ White  
◆ Black ◆ Black

#### Totallypromotional.com

\$4.29/unit for 250 units - has a \$40 setup charge for order.

Block Colors: Text Colors:  
◆ Red ◆ White  
◆ Lime ◆ Black  
◆ Green ◆ Gray (2 shades)  
◆ Red ◆ Gold (2 shades)  
◆ Red ◆ Tan  
◆ Red ◆ Red (4 shades)  
◆ Red ◆ Orange  
◆ Red ◆ Yellow  
◆ Red ◆ Green (3 shades)  
◆ Red ◆ Blue (6 shades)  
◆ Red ◆ Purple



Imprint on one side of block (imprint area 1/2" x 7/8").



Imprint on top or one side (imprint area 0.625" x 1.25").

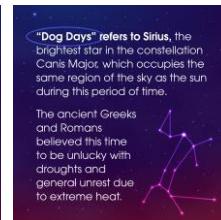
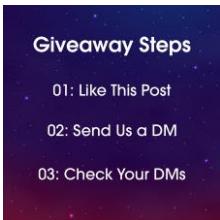
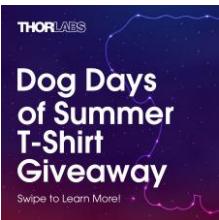


Imprint on one side or two sides for additional \$0.25/unit and \$40 setup.  
Imprint area 1.25" x 0.75".

# Social Campaign and Internship Takeaways

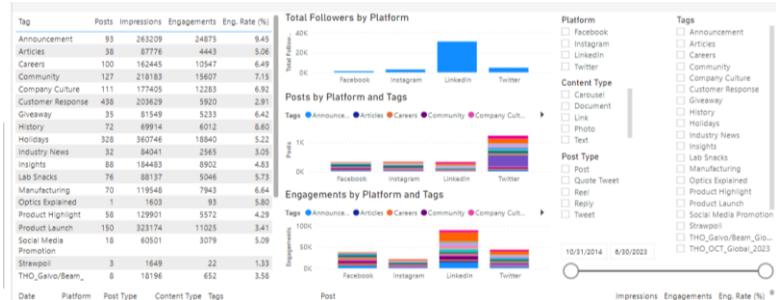
## T-shirt Giveaway Campaign

- ◆ Personal project started planning in July.
- ◆ Give away old t-shirts (frees up inventory and everyone loves a good Thorlabs t-shirt).
- ◆ Tie into event/theme – originally National Give Something Away Day but transitioned to Dog Days of Summer.
- ◆ Developed timeline, rules, post captions, and excel sheet to log requests, and worked with graphic designer (Renee) for an amazing set of posts.



## Takeaways

- ◆ Data in digital media is crucial.
- ◆ Identifying what the customer wants, before they want it, builds loyalty.
  - Lab Snacks.
  - Free swag upon request.
  - Programs such as the Mobile Experience or Optics Explained.
- ◆ Diversifying content based on audience.



# Internship in Review

- ◆ Three major projects.
  - Many smaller projects including Threads research, monthly content, corporate decks, Instagram highlights, and more.
- ◆ Improved skills in data collection and analytics, content strategy, research, and teamwork.
- ◆ Developed proficiency on Meta Business Suite, Hootsuite, Sprout Social, PowerBI, and PowerPoint.

Thank you...

◆ Brittany	◆ Mike
◆ Evelynn	◆ Deandra
◆ Laurie	◆ Mary
◆ Will	◆ Wenqi
◆ Renee	◆ Tori
◆ Caitee	◆ Rujuta

# Thank You

Questions?



Serving the  
Intellectually Curious

HORLABS