

Digital Marketing Internship Recap

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Research

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.

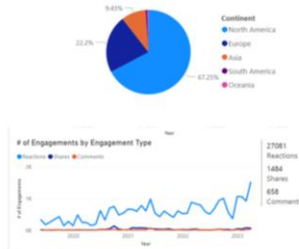
LinkedIn

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 tradeshow, 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

\$3.16/unit for 250 units - has \$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) |
| | • Orange (2 shades) |
| | • Purple (2 shades) |
| | • Red (7 shades) |
| | • Yellow (2 shades) |

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



4imprint.com

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

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

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



Totallypromotional.com

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

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

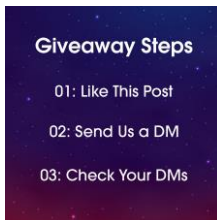
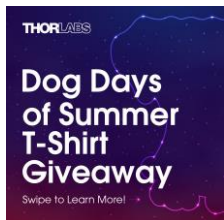
Imprint on one side or two sides for additional \$0.25/unit and \$40 setup. Imprint area 1.25" x 0.75".



Social Campaign and Internship Takeaways

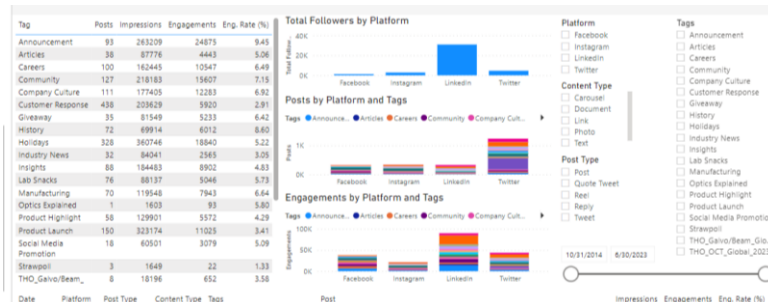
T-shirt Giveaway Campaign

- ◆ 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 |
| ◆ Evelynnn | ◆ Deandra |
| ◆ Laurie | ◆ Mary |
| ◆ Will | ◆ Wenqi |
| ◆ Renee | ◆ Tori |
| ◆ Caitee | ◆ Rujuta |

Thank You

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Questions?

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