BCOMRADES

2020

FINAL PRESENTATION

ALISA'S ANGELS FOUNDATION

OVERVIEW

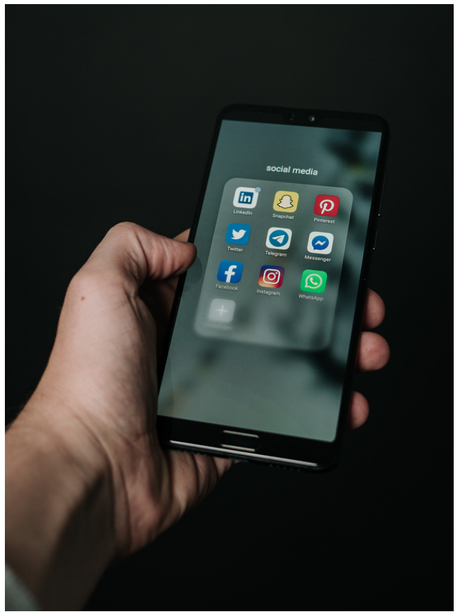
TODAY'S AGENDA

1. PROJECT SCOPE
2. BACKGROUND
3. ANALYSIS
4. RECOMMENDATIONS
5. RESPONSE/MOVING FORWARD
6. Q&A

SECONDARY RESEARCH

Subconscious Minds

Messaging

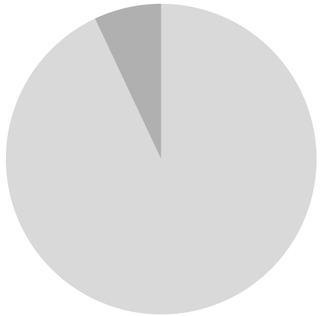


Social Media

PROJECT SCOPE | BACKGROUND | ANALYSIS | RECOMMENDATIONS | RESPONSE | Q&A

SUBCONSCIOUS MINDS

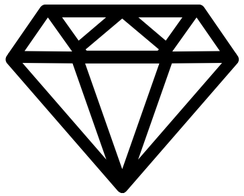
Importance of Visual Perceptions



93%
purchasing decisions

84.7%
main reason for buying

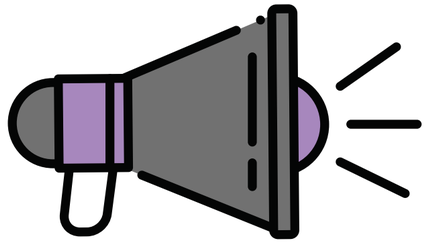
Color Psychology

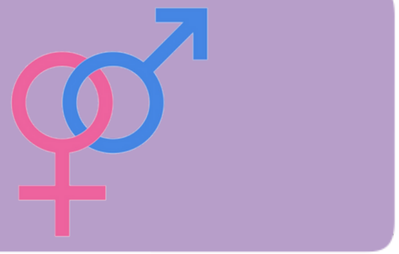


Intergroup Bias

PROJECT SCOPE | BACKGROUND | ANALYSIS | RECOMMENDATIONS | RESPONSE | Q&A

MESSAGING





~~He~~ She~~

SOCIAL MEDIA

1-3 posts a week creates the highest interaction

Facebook

74% of people with income of $75k+
82% of college graduates
9 am - 2 pm best time to post Mon-Thurs

Instagram

73% of teens use instagram
12 pm - 5 pm best time to post Mon-Fri

PRIMARY RESEARCH

*Have you heard of AAF?

100%

*Given the Criteria would you apply to AAF?

100%

*Would you attend a Volunteer Event?

Average 4.2/5

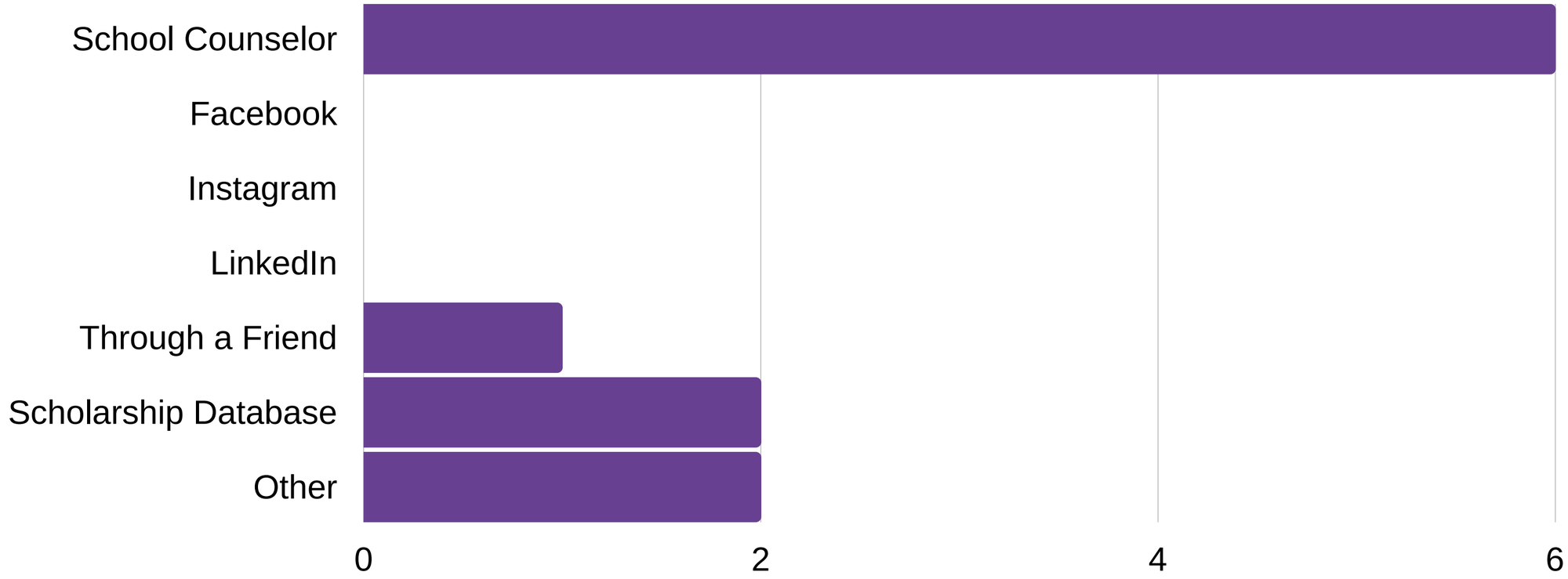
PRIMARY RESEARCH

*How would you decribe this website? What do you think this webiste is used for?

- I think this website is used to help the youth.
- This website promotes a foundation that helps youth members that help others in the community.
- I believe this website is used to offer resources to people in need.

PRIMARY RESEARCH
PAST RECIPENTS

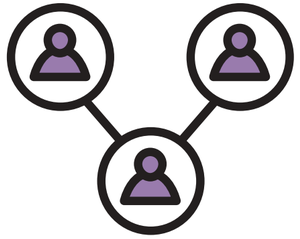
*How did you did you find out about AAF?



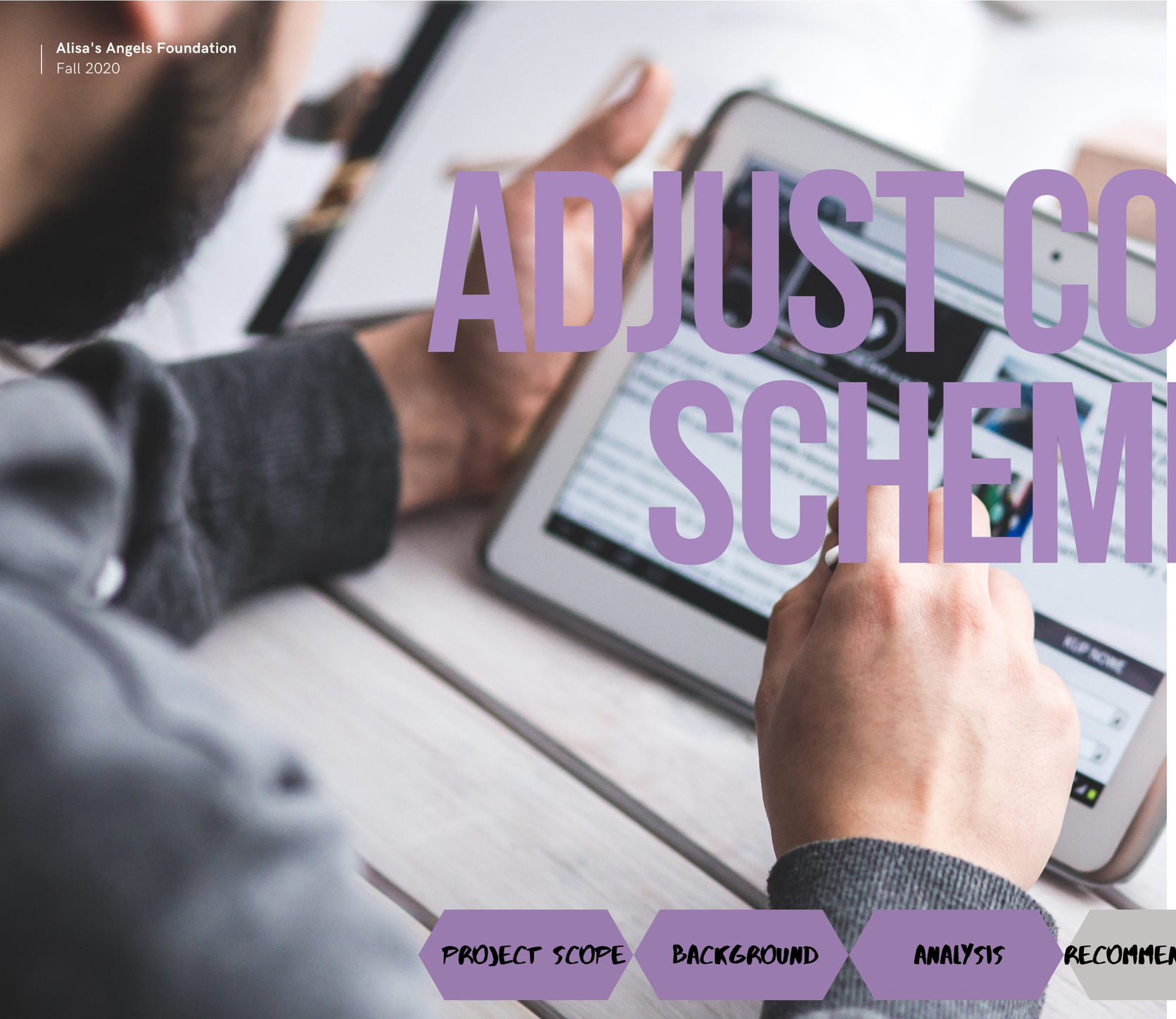
LET'S DISCUSS AND ANALYZE

BRANDING 01

MESSAGING 02



OUTREACH 03



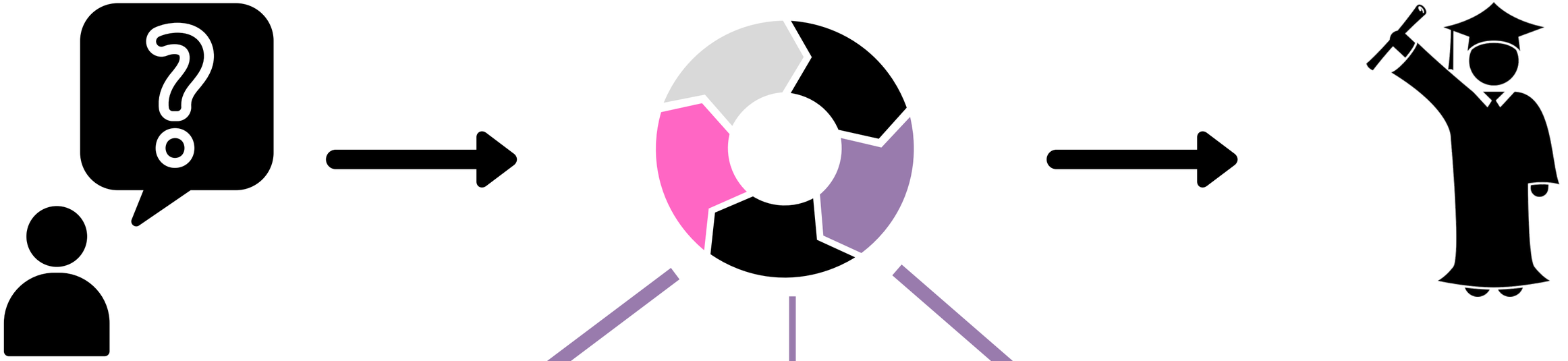
ADJUST COLOR SCHEME

2

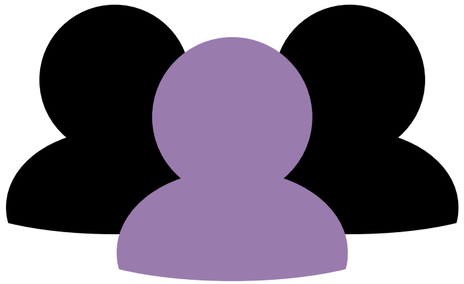
Stay connected with the original Purple scheme by choosing a lighter, pastel version but add charcoal grey for a gender neutral contrast.

Alisa's Angels Foundation
Fall 2020

REDESIGN WEBSITE

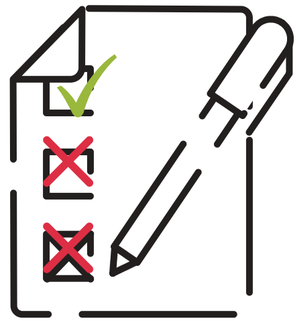


Remove third person singular possessives



Clear mission statement on homepage

Remove Programs



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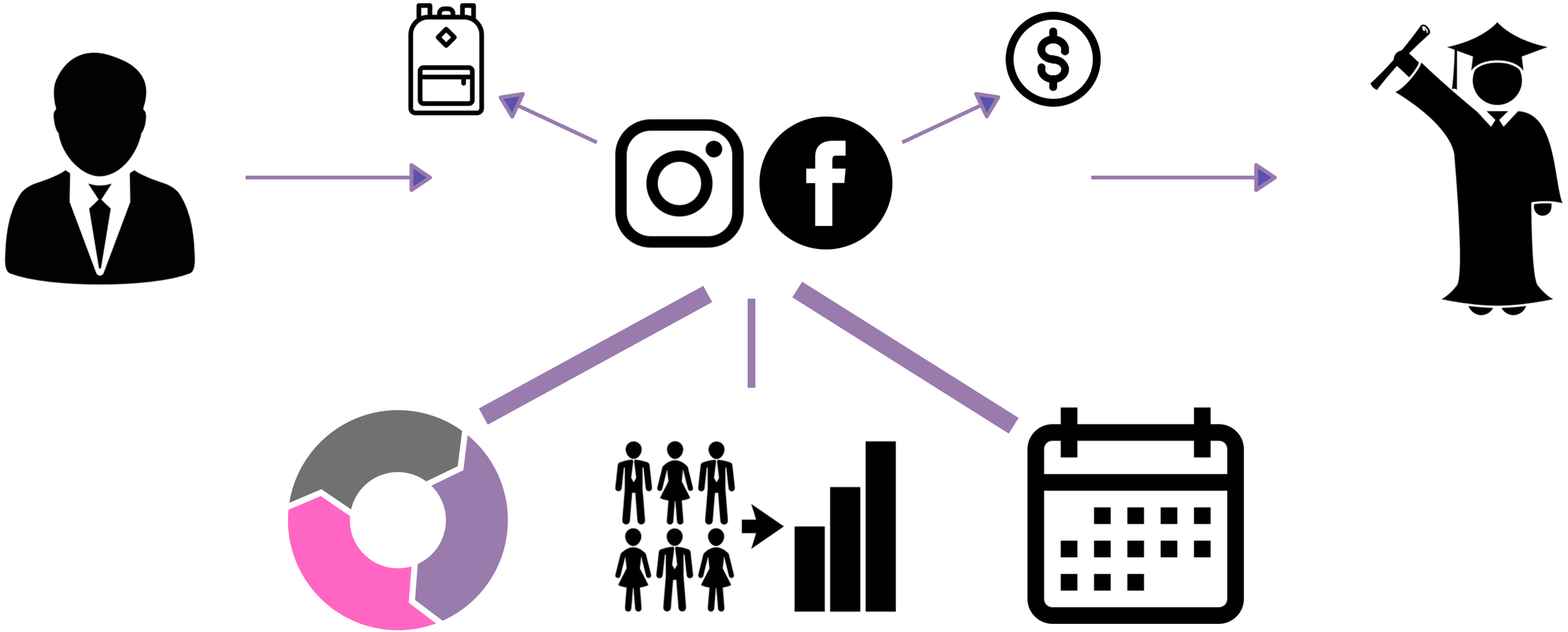
SOCIAL MEDIA



RESPONSE & MOVING FORWARD

WEEK 1

Update color scheme across all platforms + implement website changes

01

WEEK 2

Begin implementing post schedule via Instagram and Facebook

02

WEEK 3

Continue weekly posts

03

WEEK 4 & BEYOND

Track social media engagement & observe marketing success!

04

image content: 30 minutes - caption content: 30 minutes - create post: 30 minutes
$15/hour - on average 5 hours per week

PROJECT SCOPE | BACKGROUND | ANALYSIS | RECOMMENDATIONS | RESPONSE | Q&A

DO YOU HAVE

ANY QUESTIONS?

PROJECT SCOPE | BACKGROUND | ANALYSIS | RECOMMENDATIONS | RESPONSE | Q&A