



Email and Social Media Marketing

Digital Marketing
Mikyoung Lim



Agenda

- Introduction
- Background
- Evolution of Marketing
- Story
- Questions

Introduction

About me



Maria Ghulam

BS in Marketing 2019

MS in Entrepreneurship and Applied Technologies 2020

MS in Information Systems

Honors and Awards:

- 25 under 25 Honoree Program
- Japanese National Honor Society
- Best Student Paper Award

Leadership Positions:

VP of the Entrepreneurship Society (2019-2020)

Chapter VP of Marketing for the Collegiate entrepreneurship Organization (2019 - 2020)

Publications:

- Multimodal Data Collection Methods of Consumer Neuromarketing (ICHITA Conference)



What am I up to now.

- Data Scientist at Johnson & Johnson
- Networker and Connector

Businesses I am working on

- Launching Growing Leaders (Approved Curriculum by Cognia for Grades 1 through 6)
- Plans on starting an online Events and Wedding Planning business (Instagram Only)



Background

How it all started

I was born to a family of entrepreneurs:

My dad owned a resort and during middle school my mom opened a Beauty Salon.

That was the first taste of Marketing I ever had.

- Passing Flyers in parking lots.
- Promoting at events
- Word of mouth.
- Referrals

Evolution of Marketing

What is the first thing that comes to mind When you think of Digital Marketing?

- The Creation of the Internet in the mid 1990's
- Along Came Social Media first linkedin 2002 then Facebook 2004
- Reaching New Audiences: Smartphones
- People Want Personalized Content



Story

Resort

4 ways we Utilized Digital Marketing

- Social Media Marketing
- Email Marketing
- Affiliate Marketing
- Data Generated



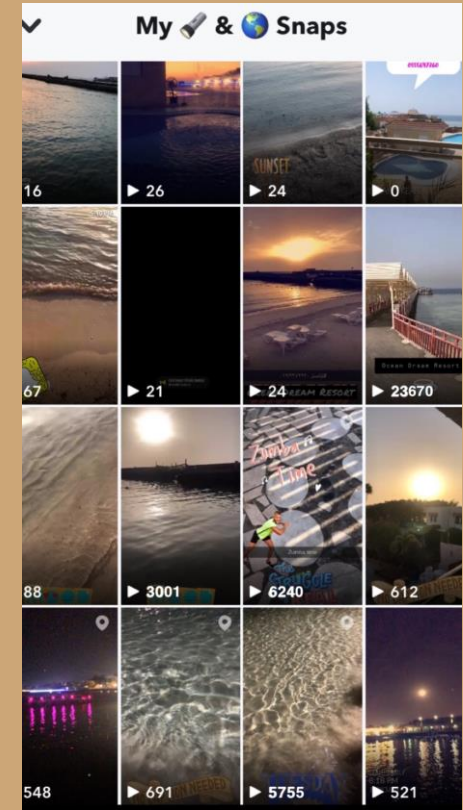
Social Media Marketing

Instagram
&
SnapChat



Gained 10K Followers in a year!

Up to 20K Engagements on Snapchat



Email Marketing

Surveys
&
Promotions

We had to Digitize our Client Base to:

- Collect Feedback
- Create Personalized Content
- Send timely Campaigns

What are some other reasons?

Affiliate Marketing

Travel Agencies
&
Hospitalities

We partnered with a couple of Affiliates who wanted to expand their offerings to their existing Clients.

Questions

Thank you!
