

EXAMPLE ONLY!

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Contents

Introduction	1
Task 1 – About me summary	2
Task 2 – Storytelling (750 words)	3
Task 3 – Questionnaire analysis	5
Task 4 – Website & Marketing materials.....	7
Summary of questionnaire analysis and target demographic	7
Use of AI to build content	7
Reference list.....	11

Introduction

Brief intro here

Task 1 – About me summary (2600 characters)

Produce an about me section suitable for a **LinkedIn profile**.

For the purpose of this task, you are required to explore, what makes a good LinkedIn profile in order to start building your professional network.

Within your e-portfolio, you are to write an “about me” section suitable for building your personal and professional network. The section should total around 2,600 characters, as per the LinkedIn limit.

Example:

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Task 2 – Storytelling (750 words)

For this task, you are required to write 750 words explaining the importance of storytelling to build and promote a brand.

Within this task, there are essential elements that MUST be covered:

1. Definition of storytelling from a personal, or business brand building perspective.
2. Explore an example and identify how the storytelling connects an audience to the brand.

This will be written in a report format.

According to the American Marketing Association (2022) story marketing is the practice of building consistent narratives that help position a brand over time. It is a means to communicate a message to an audience (Product Marketing Alliance, 2022; Hubspot, 2023). A good example of storytelling for brand building can be seen in Nike's {Campaign}...

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Task 3 – Questionnaire analysis (500 words)

For this task, you are required to create a questionnaire using Google forms or Microsoft forms. The questions posed will be for the purpose of market research for your business plan in module managing enterprise in the 21st century. You must include a minimum of 10 questions. The questionnaire will be distributed to other students on your course to complete.

You will then be required to analyse the data obtained from the questionnaire in order to identify trends and patterns in the data that you can utilize to target our business idea. For this written task, you will pick 3-4 of the most valuable questions to analyse.

For this task you will:

- Create a questionnaire using Microsoft Forms consisting of at least 10 questions.
- Distribute the questionnaire to the student group to complete.
- Write an analysis of the 3-4 most valuable questions and identify how the findings can impact/influence your business idea.
- Within the analysis, include snippets/screenshots of the questionnaire graphs

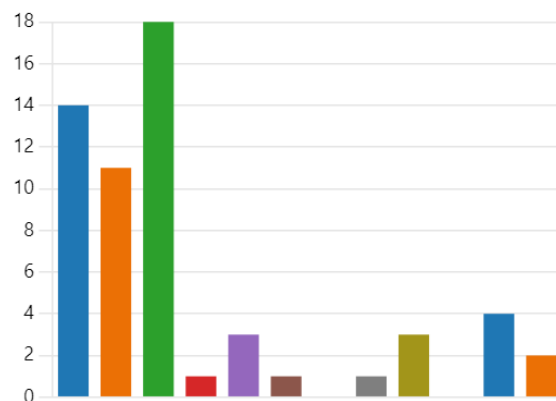
A sample of the correct approach is below:

Analysis of the questionnaire data will help identify the ideal client, and any potential elements that can help differentiate from competitors, within this section, analysis of the most valuable questions will be conducted.

4. If you were to book a photographer, what would it be for? (Pick as many as you like)

[More Details](#)

Wedding photography	14
Portraits	11
Family photos	18
My pet	1
Model portfolio	3
Boudoir (empowerment)	1
Corporate or actor headshots	0
Fashion portfolio or lookbook	1
Beauty images	3
Fitness shoot	0
Product shoot	4
Other	2



Upon analysing the above question, we can see that the desired services by potential customers are that of wedding, portrait, and family photography. This informs us that for this business, we need to focus on these areas. According to Raiber (2022), the best way to target customers interested in these products is through having an exemplary portfolio, and to have active social media channels. Kinsta (2022) suggests that using a website to host the images and sharing posts direct to social media is a good to grow an audience and get them engaged with your content.

This information also informs us of the type of images we can use to attract potential customers...

7. What would be the main reason you would be interested in a photo shoot?

[More Details](#)

 Insights

19

Responses

Latest Responses

"memories"

"A bit fun"

"memories "

Analysing the above question, we can clearly see that creating memories is an important reason a client will come to this business. Design for Growth (2023) states that identifying important keywords can help in the development of appropriate SEO strategies for a website, and the design of marketing campaigns...

1-2 more questions to be analysed here...

Task 4 – Website & Marketing materials (750 words)

For this task, you are required to design a two-page website, and marketing materials which will be used to promote your business idea from Managing Enterprise in the 21st Century, and write a 750w summary on how the questionnaire data informed their creation. To successfully complete this task, you will:

- Use the questionnaire analysis to inform your website and marketing materials
- Use ChatGPT to help create your content based upon the questionnaire analysis.
- Use Weebly to Create the website, and CANVA for the marketing materials

Once you have created the required elements, your 750w within your e-portfolio document will be to explain how the questionnaire data was used to create the materials, paying particular attention to the following areas:

- Segmentation
- SEO
- AI prompts

Within your e-portfolio submission you must also include:

- Login details for your website
- Screenshots of the webpages
- Images of the marketing materials

Example layout for Task 4:

Login details

Email: abc@def.com

Password: .*****

Summary of questionnaire analysis and target demographic

Upon data analysis, it became evident that the target demographic for this business idea is, females between the ages of 27-45 who are interested in wedding and portrait photography. They live in Cardiff, and looking to capture memories. This key data has defined the SEO strategy, and has helped with the creation of AI prompts to help guide and structure marketing materials.

Use of AI to build content

I first primed ChatGPT to understand my intent, and my ideal client by asking the following question, outlining the demographic:



I am looking to produce social media marketing materials for a photography business. My ideal clients are females between the ages of 27 and 45, who live in Cardiff. These clients are interested in capturing memories and like family photos.



Do you understand?



Yes, I understand. You are looking to create social media marketing materials for a photography business targeting female clients between the ages of 27 and 45 who live in Cardiff. Your ideal clients are interested in capturing memories and specifically enjoy family photos. How can I assist you in creating these marketing materials?



Once I was sure ChatGPT understood my request, I asked for a series of five Facebook post ideas, including taglines. I also asked for Portrait photography specific ideas.



Certainly! Here are five Facebook post ideas specifically tailored to portrait photography in a studio setting:

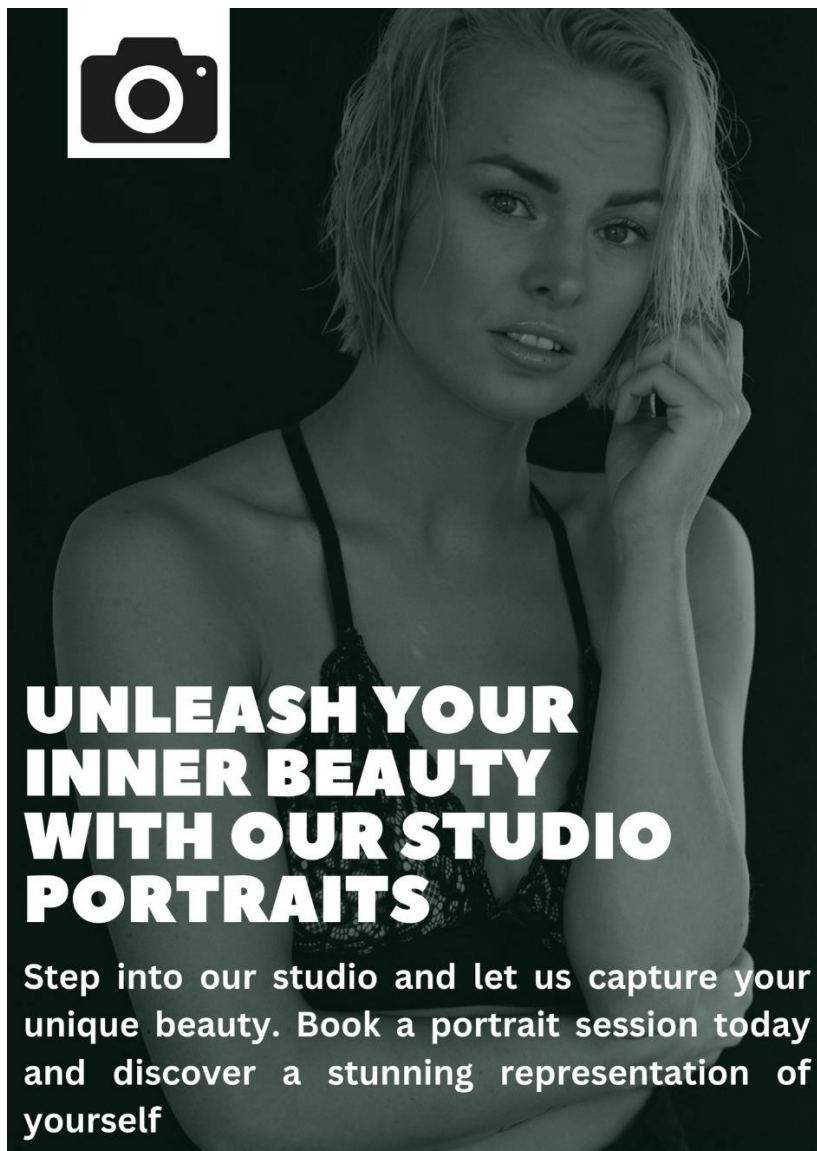
1. Post Idea: "Unleash Your Inner Beauty with our Studio Portraits"

Visual Recommendation: An image showcasing a confident individual in a studio, radiating elegance and charisma.

Call to Action: "Step into our studio and let us capture your unique beauty. Book a portrait session today and discover a stunning representation of yourself."

According to Redonda (2023) ChatGPT can make your life easier, and engage with a wider audience...

Here is an example poster utilising ChatGPTs suggestions.



ChatGPT was also asked to create a short form landing page for a website. According to Salesforce (2023) landing pages are a sure-fire to grab visitor attention and convert sales.



Welcome to [Your Business Name] - Capturing Life's Beautiful Moments

Are you ready to embark on a journey of capturing cherished memories? Look no further! At [Your Business Name], we specialize in family, wedding, and portrait photography that tells captivating stories and preserves the beauty of life's special moments.

Our Services:

1. **Family Photo Shoots:** Experience heartwarming family sessions that celebrate love, laughter, and the unique bond you share. Let us capture the joy and togetherness that will be treasured for a lifetime.
2. **Wedding Photography:** Trust us to document your special day in all its glory. From the intimate exchange of vows to the grand celebrations, our skilled photographers will create stunning images that reflect the love and magic of your wedding.
3. **Portrait Photography:** Discover the true essence of your personality with our professional portrait sessions. We believe in creating images that capture your individuality, allowing your true beauty to shine through.

Why Choose Us?

- **Professionalism:** Our experienced team of photographers is committed to providing exceptional service and ensuring your comfort throughout the entire process.
- **Artistry:** We approach each session as a work of art, paying attention to every detail and creating images that are visually captivating and emotionally powerful.
- **Timeless Memories:** With our passion for storytelling, we aim to freeze moments in time, allowing you to relive the emotions and create lasting memories.

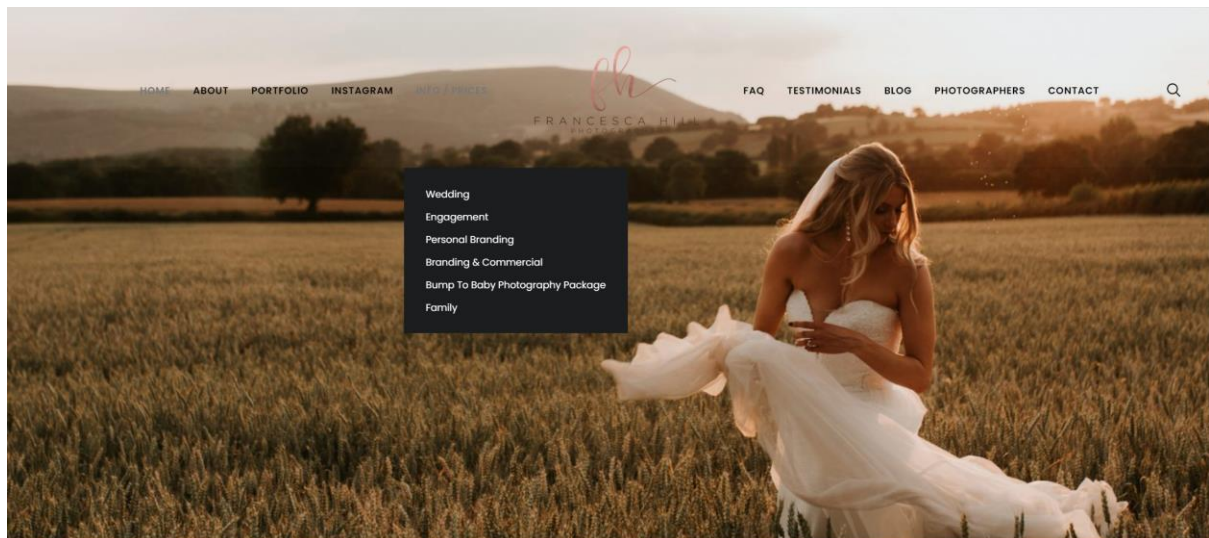
Book Your Session Today!

 Regenerate response

This recommendation was incorporated in to the website creation, to detail more about the products and services the business offers, with some minor changes to bring some personal touches.

When designing a website, particular attention needs to be considered on the choice of images, and language used (Made up, 2021). According to anonymous (2019) to target a female demographic, softer neutral tones have a better appeal, and a handwritten font gives that air of quality. However, according to [Reference here] too much handwritten text can look messy, so it is best used for headings only.

For this website, warmer tones were selected for the wedding images. Oranges represent warmth and connection, a strong sense of emotion (Fake quote, 2023). These images were placed on a white background, as white, represents innocence, and purity (Reference here, 2023). Further to this, having black text on a white background has a high contrast and makes the text easy to read (unknown, 2023) {Talk about the colours used



Francesca Hill – Wedding Photographer Cardiff & South Wales

'Winner Of Creative Wedding Photographer Of The Year At The WWA'

'Recommended By Rock My Wedding'

<https://francescahillphotography.com/infocv.html>

[sample image]

A contact page was also created, which allows potential consumers a number of methods in which they can engage. This information includes – provide a write up as to why these elements were included...

Reference list

Full list of references here