

MGT 401 Business Internship

Integrative Analysis Report:
iCatch Marketing, LLC

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Purpose

iCatch Marketing is an umbrella company that has created Web4Realtors, a marketing site with the focus on real estate, and upcoming branches such as Web4Lawfirms and others upcoming confidential branches and projects. iCatch Marketing specializes in website design, however they have helped clients research their industry to develop business plans, created branded stationary (including logos, business card and flyers), build their social media, and much more. As an intern for iCatch Marketing, I have obtained the role of the content writer for this company and its branches. In doing so, I will be the main writer for anything relevant to the company or its signed-on clients. I will be creating blog posts, running social media, and developing outlines for company projects. For any content written by the team, the material will be sent to me so that I can edit the content and ensure it is error-free. I will also be editing past work to ensure posted websites and content are grammatically correct and the formatting is consistent and correct across all platforms.

In order to thoroughly fulfill my requirements for my MGT 401 class, I have first assembled with my supervisor nine essential tasks that would be most useful to the company and as transferable knowledge. In this report, I will demonstrate my new-found understandings of the various skills and provide supporting evidence for these tasks (See Appendix A). Second, I will analyze various academic topics I experienced while working at iCatch Marketing. Third, I will discuss the lessons I have learned, reflect on my learning objectives, and offer recommendations for the company. Lastly, I will outline my findings and discuss how the learning objectives may help me in my future goals. I have also included an assessment conducted by my supervisor based off of my performance over the course of the three months (See Appendix B).

Learning Experience Discussion

My internship experience included the development of nine essential marketing skills. I will now discuss each objective and demonstrate how I planned on accomplishing the activity, how well I was able to execute the task and the skill, and what proof I've finalized to show I have indeed obtained each skill. Lastly, I will demonstrate how my activities added value to the company.

Social Media Execution

One of my first and reoccurring tasks was to create social media planners for various clients. I first started the objective by determining which social media scheduling platform would be most effective. After using both Zoho and Hootsuite for 2 weeks of scheduling posts and editing the posts, while comparing pricings of both, I determined Zoho would be the best for us and our clients. After this, I would discuss with the clients what their vision for their social media was, if they had any particular interests on what platforms to post, and any specific post ideas they may have. Depending on their industries, I would ask about any events occurring in the time slot of the social media plan, of potential discounts or sales clients should know about, and any key information or pictures clients knew they wanted to include.

After discussing, I would research a little about their industry and their company to determine the best time, platforms, and hashtags to use to see the greatest possible audience outreach and a strong following. My first social media planner was indeed accomplished by April 2nd, and I created five more after, including one for iCatch Marketing and one for Web4Realtors. I created a Microsoft Excel file to send over to each client and upon receiving approval, I scheduled all posts into Zoho at one time. I have included the Microsoft Excel social media planner file for a client, Webby's Grub and Pub along with a sample of the scheduled posts in Zoho in Appendix C.

Content Writing

My most consistent task was content writing and was accomplished before the set deadline of April 9th due to the constant writing done in the first week. For each new client signed on in which a website was designed for, I created 4 blog posts to get them started. By the end, I had written for over a few dozen clients in various industries. This in turn led me to research different fields such as in health foods, lawyers, marketing, real estate, fashion, solar, and more. I have also created content for the different pages of clients' website such as their About Me, FAQ, Industry information pages, along with other pages the client would request. This was a unique experience as I knew little about industries such as real estate or law, however in writing about them for many clients, I have developed my own understanding of these areas. It also helped me feel confident in writing about topics that I do not know about.

I also wrote longer blog posts for iCatch Marketing and their branch, Web4Realtors. These blog posts helped me understand more about the marketing industries as I had to research about Geofencing and what it means to have an ADA-compliant website. I have included two published blog posts, one for Web4Realtors and one for iCatch Marketing. I have also included a screenshot of client's (CMD Law) blog page to show all blog posts written for the company in Appendix D.

Adobe Photoshop

I started developing my Adobe Photoshop skills as I began to complete the planning social media posts for iCatch Marketing. In creating social media posts announcing of new clients or finalized websites, I had to create pictures associated with the captions. I used my new skills to create mockups of clients' sites to then be used as social media posts to provide iCatch and Web4Realtor's following proof of our design work. I also used Adobe Photoshop to add grey layers to images on certain websites in order to make all the images seamlessly flow. I have then started to use Adobe Photoshop to alter logo colors and add filters to suite client's brand aesthetics. I will provide a few of the client website mockups designed for the social media as Appendix E, which were created by April 10th when I was in the process of finalizing iCatch's social media planner.

Research

With the vast diversity in content required, knowing how to efficiently research was important. The clients that iCatch Marketing represent come from all fields as well, therefore creating blog posts for them required plenty of research to ensure appropriate language and terms were used for all industries. My first major research topics was for the real estate industry to plan different blog posts for Web4Realtors and the clients associated to the brand. By the end, I had written for real estate agents, brokers, and lenders and became knowledgeable on differentiating the difference between them and how to appropriately write for each. I also researched about marketing at the beginning to create blog content for iCatch Marketing. I have demonstrated thorough research skills by May 1st and have included a list of various client's blog posts to demonstrate the array of industries I have researched on in Appendix F.

Brand Awareness

In order to ensure a client's brand is well executed, there should be a form of uniformity across the entire site, including the same fonts, font sizes, colors, and image styles. Upon understanding this, I was placed in charge of The Agency's entire site to ensure initial image listings were all uniform and the website pages all seamlessly flowed throughout the length of my internship. I initially had to review the website's content, looking over any spelling or grammatical errors that may have been left. I then performed a click-through on all pages and backlinks to ensure there were no broken links. I also had to add information to active listings that were missing information.

Over time, The Agency added or deleted property listings however did not look over their own work for proper branding and seamlessness. Through managing their site, I had to double check and occasionally add grey layers fit the aesthetic or resize images that had been left at full size and slowing the website's ability to load. I have completed the first website click through by May 3rd and have included a screenshot from one of their property listing pages to show uniformity in all images along with a specific sample of a listing to show all content on the page about the property's information has been filled out appropriately in Appendix G.

WordPress

iCatch Marketing runs all clients' sites on their own WordPress website design template and therefore understanding how to use not only WordPress's skills but also their own system configuration was important to be able to perform website changes and created websites pages from scratch. I started with making basic edits through adding or editing content to the website,

and as I felt comfortable, I would add sections to the existing pages, such as an About Me section or a testimonial module. I mastered WordPress and iCatch Marketing's templates by May 31st upon successfully completing my first new website page on a new clients' site. In doing so, I was able to add two new pages, a Terms and Conditions page, and alter the master font style and sizes in the settings. I have included a website page from Lohman Helicopter and Lloyd Realty Group as Appendix H to demonstrate how I have included various modules onto the website page.

Shopify and Etsy

One of my last tasks was to start helping clients who ran shops through their website. These clients had either Shopify or Etsy pages, along with a section on their website that hosted backlinks to their merchandise page. My first task was with Cocoyana and included changing various product categories and prices. They had an upcoming sale so I had to understand how to search for particular product categories and merge them together to form an "On Sale" folder. I then discounted each of the particular items in the folder and then tested the site as a guest to ensure it was appropriately done.

I have worked on Etsy as well with Haberhauer by adding product listings, changing images, adding product information, and adding products onto their website as well. Haberhauer was a new client when I started and I had to help create a product page on her website. She had previously had items on Amazon, however I had to replicate all these products to Etsy. Through various trial and error product titles and descriptions, my team and I found that the best system for Etsy listings was to have all similar products have matching titles and descriptions, however the item description would be altered. With the owner changing her mind on product categories and pricings, we figured out how to easily change multiple product descriptions, pricings, categories, or titles at one time. I have accomplished this skill by the scheduled June 4th. Due to the confidentiality asked by Cocoyana, I have only included the backend product listing page from Haberhauer as Appendix I.

Adobe Illustrator

The last task performed included learning basic Adobe Illustrator skills. This task was initially planned for me to create stationary, however as my other tasks evolved, I ended up creating an email Mailchimp campaign in which a couple dozen of icons had to be created. Learning basic skills about Adobe Illustrator turned into creating these basic icons to be used in the email marketing campaign I was designing. I mastered this skill by June 13th, just in time for the email campaign completion. I have included a few icons I've altered or entirely designed as Appendix J. I also used my last day at the internship to alter a few business cards that had been previously designed in which clients wanted a few images to be changed or shifted, along with the text to be changed.

Project Execution

The internship included taking on many projects at once and therefore proper project management was crucial. My tasks started with just a couple of basic tasks that did not take much time. Upon receiving requests for website changes from clients or for a new project to take on from my supervisors, I would keep all the tasks organized with due dates on Trello and necessary information. Along with these tasks, I would divide each board by different folders with company information such as one for all the Zoho information, all the Wordpress, Social

media, Adobe account, or any other required information. As I finished tasks, I would slide them over into an “Accomplished” board so that both myself and supervisors could keep track of how much I’ve done and what tasks are still pending. Despite initial concerns about confidentiality, I have been authorized to provide a screenshot of the Trello page as Appendix K showing my organization for active tasks and completed tasks in the first three boards, and company information folders in the following boards. This skill was developed throughout the internship and was accomplished by June 19th.

Concept Integration and Application

4Ps of Marketing – Marketing Mix

The 4Ps of Marketing, also known as the Marketing Mix, is an important part of marketing. “The four Ps are the controllable set of decisions or activities that the firm uses to respond to the wants of its target markets” (Grewal & Levy, 2017, p. 10). This Marketing Mix consists of product, price, place, and promotion. Through each of these components and their functions, a company is able to properly market their good, service, or ideas by providing value and satisfy the needs of a consumer. The product aspect of the Marketing Mix is to create value for the customers while the pricing is to capture value. By creating a strong product, which may include items outside of tangible goods, and putting a smart price on the product, a company’s sole purpose is to creating value in the eyes of the customer by giving them something in return of their money, time, or energy. In order to do so, a company must evaluate a potential buyer’s beliefs and values and assess “how much customers are willing to pay so that they are satisfied with the purchase and the seller achieves a reasonable profit”. (Grewal & Levy, 2017, p. 10.) iCatch Marketing decided that their most valuable aspect of their company would be to create a marketing plan and offer various services in a packaged plan for customers to easily select what they believe would be the most important to their brand. They have decided to offer this at a significantly lower price compared to their competitors, giving them an edge in the marketing firm industry. Most companies are willing to spend a couple hundred or even thousands of dollars to have someone build their website, design stationary, manage SEO, and many other aspects of the digital side of the company. iCatch Marketing offers plans as low as \$99, which not only fulfills a customer’s need for these marketing efforts, but also see the low price and the high-quality services returned to be truly worth it.

The third component, place, represents how the value is delivered to the customer. Place “represents all activities necessary to get the product to the right customer when that customer wants it” (Grewal & Levy, 2017, p. 10). This not only means the retail storefronts for goods, but it could also be the marketing channel management, or the supply chain management. The supply chain management includes all of the strategies used for a firm to get their associated firm, such as suppliers, manufacturers, stores, or other firms involved in the transactions, in order to ensure each order is properly and efficiently executed. iCatch Marketing does all of their services directly online, and therefore their supply chain management is kept short and within the company itself, with the creation, production, and communication of the marketing done by various branches of the company. iCatch Marketing has developed a strong placement in the digital marketing world as they have reached customers both in the United States and overseas. They have been able to branch to European countries through their second location located in Germany. In addition, they have invested plenty of their own time marketing online to reach customers outside of local-San Diego. They have developed a strong customer service team in order to help clients interact with the appropriate firm, and in cases where the client may require new product packaging, iCatch Marketing is able to get in touch with their reliable network to find a firm that fits their needs outside of iCatch itself.

The last component of the Marketing Mix is promotion, which allows the value to be communicated with the consumers. Without proper marketing, the goods and the value offered will not be heard of, meaning it will go unsold. “Promotion is communication by a marketer that informs, persuades, and reminds potential buyers about a product or service so as to influence their opinions and elicit a response” (Grewal & Levy, 2017, p. 10). iCatch Marketing tends to

focus on two three main platforms to connect with customers. The first method is directly targeted at clients in their niche through a letter outreach. For example, iCatch used their subbranch, Web4Realtors, to contact real estate agents and brokers directly through a custom letter mailed out to their location. This more old-school approach is used to have a more personal and individualized touch on the marketing sent out. iCatch Marketing also plans Facebook Ads which is targeted at a specific demographic, such as gender, age, and location, to have ads pop up to those who fit the customers' potential needs. Lastly, iCatch Marketing wants to ensure that past customers stay in the loop so that they can recommend the firm to potential customers and want their services again in the future. They do this by inviting customers to join them on various social media platforms so that they can see what the firm has recently worked on.

Conclusions and recommendations. Based off of this concept, I can see how creating value and properly executing activities with it in mind throughout each step is important. iCatch Marketing showed demonstrated their knowledge on customer value as they kept reinforcing to their employees and intern that the number one goal for them is to keep the quality produced at a high-level regardless of the price of the marketing package chosen. They know that as a company, their largest benefit is that they offer services like any other marketing company, however they attract consumers with their prices. From the work I've performed with them, I can honestly say that I do not have much of a recommendation for them as they properly have found their niche in the large world of marketing agencies and have properly communicated this with the world as they focus on potential and past consumers alike.

4 Dimensions of Relational Work

The 4 Dimensions of Relational Work was developed by Timothy Butler and James Waldroop and presented in 2004. According to them, "interpersonal common sense is critical in almost any area of business" (12manage, *n.d.*). The idea is that there are four main traits, or interest and skills, that companies should look for in an employee. Often times, these traits are associated with a certain branch of the company as well. The four main dimensions of relational work are influence, interpersonal facilitation, relational creativity, and team leadership. Ensuring that employees have at least one of these traits is often a smart move to ensure they are hiring the right employees and in turn, boosting productivity (12manage, *n.d.*). In fact, "[t]he idea of the 'Four Dimensions of Relational Work' can help you match team members' natural aptitudes and skills to specific tasks or projects" (Mind Tools Content Team, *n.d.*). If an individual is particularly talented and knowledgeable on one aspect or activity in the company, they should continue doing so. It would be a loss in productivity to pass on these tasks to others as they have mastered the skill. In fact, "Butler and Waldroop argue that a good match will make both the manager and the team happier, because everyone will be using their natural strengths. This should also improve the team's performance and productivity" (Mind Tools Content Team, *n.d.*).

Influence. Those who are the strongest in influence often have a talent in negotiating and persuading. They often handle valuable information and enjoy having this power. Those who have these traits often make for great "Sales Managers, Marketing Managers, Negotiators and Mergers and Acquisitions dealmakers" (12manage, *n.d.*). These people do not have to have sales be their strength; their strength may be that they positively influence or motivate their colleagues. This may therefore allow for the individual to make for a great manager as they will help the team to meet deadlines and perform effectively and efficiently. (Mind Tools Content Team, *n.d.*).

Interpersonal facilitation. Those strongest in the area of interpersonal facilitation often work behind the scenes and are in-tune to emotions and experiences of the individuals in their environment. They may have a knack for helping others deal with stressful situations, conflicts, or emotional circumstances. These people tend to hold positions such as in Human Resources as they are able to deal with a team's conflicts of interests in the workplace or if there are any hidden agendas that requires an individual needing to speak to someone. (12manage, *n.d.*; Mind Tools Content Team, *n.d.*).

Relational creativity. "People who are good at making connections with groups of people through visual and verbal imagery" tend to be the best in tasks associated with relational creativity (12manage, *n.d.*). They are able to convey emotions and build relationships through their use of pictures and words. The common misconception is that these people would be great at influence as well. The difference is that influence focuses on person-to-person influence while those skilled at relational creativity can influence people from afar (Mind Tools Content Team, *n.d.*). These people tend to hold advertising and branding positions (12manage, *n.d.*).

Team leadership. "Team members who are strong in team leadership succeed through their interactions with others" and "like managing and working in high-energy teams in hectic service environments" (Mind Tools Content Team, *n.d.*; 12manage, *n.d.*). Team leaders do not focus on the end result like influencers, but rather on the process of working with others in order to accomplish tasks and goals which makes for the best "Program Managers and Managers of Direct Service Delivery Units" (Mind Tools Content Team, *n.d.*; 12manage, *n.d.*).

iCatch Marketing is able to build a strong team and manage many clients due to their strong productivity. Each person has their own role in projects, including the interns. At times, tasks between individuals would overlap, however each individual still had their focus. For example, I, in charge of content creation and PR, created most of the blogs and website content for clients. With this said, sometimes with the many tasks piling up, another intern who focused on website design would help write content directly onto the websites. With this said, the website would still be passed by me to ensure proper grammar and spelling was used, including matching the style of the rest of the site. I was not able to see how these dimensions played out in the rest of the company with certain colleagues who worked from home or overseas, most of these, apart from interpersonal facilitation, was clearly seen in the team at my location.

Conclusions and recommendations. Based off of the analysis of the theory, I can see the importance of assigning tasks to the strongest employee(s) in that subject. Even if there are multiple employees in charge of one activity, such as content creation, there may be one stronger in blogging and one in social media. Deciphering their skills allows for activities to be properly divided up so that the employees are happier to their tasks and the work is done efficiently and effectively. With this said, I would recommend iCatch Marketing to have stronger team leadership in each of their locations. The owners themselves in my Point Loma location we're extremely approachable of friendly, however I believe with an additional person on the team who is more focused on the people rather than the work produced, there would be more motivation to work efficiently rather than simply working hard to have a well-executed finished project.

4Ps of Persuasion

Being able to properly persuade others is an artform to be mastered. The act of persuasion requires four components known as the 4P's of Persuasion consists of a framework designed in written communication or oral communication including video or audio messages. "The 4 P's of

Persuasion are a persuasive technique that suggests to stress some critical points, the 4P's, to generate convincing, forceful, powerful, seductive and strong messages” (12manage, *n.d.*). These include promise, picture, proof, and push. iCatch Marketing is able to use this when meeting with potential customers and showing them a PowerPoint in order to persuade them to choosing them for their marketing needs.

Promise. The first thing that must be presented is a phrase or section that grabs the attention of the targeted individual. This should demonstrate the promise made to the consumer and shown in the headers and continued in the message throughout the text. This is important because it is the first thing consumers see and will be the “first chance to bring a reader to read your message” (12manage, *n.d.*). This promise should include the most valuable point or reason as to why the reader should continue to pay attention to what is said (12manage, *n.d.*).

Picture. The second part includes the details as to what the promise is and the benefits of it. The stylistic and language choices is important in this section as it allows the consumer to begin to imagine pictures associated to the message. For example, as the audience reads about a new product, the descriptive language leaves the reader with an emotional or personal connection to the message (12manage, *n.d.*).

Proof. The third section should contain proof using statistics, research, testimonials, and other credible methods. This is a crucial section as it is what demonstrates to the audience that your promise and benefits have been delivered in the past and they should therefore trust you with their needs. Despite this phase allowing trust in the relationship with the consumer, many people fail at proving their value (12manage, *n.d.*).

Push. The last phase should “deliver an exceptional offer, and then ask in a direct way for a purchase or action by the reader” (12manage, *n.d.*). This is the final part of the message and should therefore serves as a call-to-action. Through a strong execution of phases 1-3, the consumer should find your product, whether it be a good, a service, or an idea, and your message to be proven need. There should be a final reminder of the promise and its benefits, along with strong pictures and evidence, making it easy for the potential consumer to want to take action

iCatch Marketing uses a similar approach in their PowerPoint shown to potential clients for both iCatch Marketing and Web4Realtors. iCatch Marketing includes questions that the consumer may be asking him/herself and quick facts to show the importance of a strong marketing team. They also show before and after transformations of websites and case study of their work done for one of their clients and how his search traffic increased with iCatch’s help.

Conclusions and recommendations. After researching about the 4P’s of Persuasion, I have noticed how important the order of the phases is for a successful message. Similar to a strong research paper, you have your main topic, then dive into the sections and its supporting materials, and then you wrap up all in the information to prove the validity of your research to the reader. iCatch Marketing performed all of these, however their order didn’t flow as well. There facts were first and the promise of the firm was missing. They then included demonstrations of their work and a personal case study which does show how they’ve executed their work, however there was no wrap-up slide to remind the clients of the initial promise, which is missing entirely, and the benefits of choosing them.

Personal Reflection

During my internship, I learned how to create a social media planner, how to write about various industries and using the proper jargon for the company and field, how to communicate to the team at iCatch and our clients in order to execute the planners and projects, and various systems and platforms such as Adobe Photoshop and WordPress. I've learned plenty of new skills and had help refine some of my previously held skills such as in social media and communication.

I learned that communicating with clients is not always as easy as it may seem. Between clients not understanding the marketing and technology world, their lack of prioritization for their marketing, and them forgetting to get back to you, it can be difficult to get the questions you need answered. I've learned that for urgent matters, a phone call is the best way, however in circumstances where the client may be overseas, constant emails reminding them of what you need is crucial in order to get the work done.

I've also learned that in order to hold a successful firm, there must be constant motivation throughout the team and work distributed to individuals. During my time, we had a team breakfast or lunch in which we would spend some time discussing what we are working on, what we may need help on, and what is to come. There were constant active tasks and even during a slower day, planning our own marketing was important. I ended up helping in letter outreach in which we would contact lawyers, realtors, and brokers, in order to convey them for their need of our help. When the letter outreach for the day was done, I created six Facebook ads. This helped create several leads from the first launched ad alone.

Prior to taking this class or starting my internship, I had taken MGT358, Fundamentals of Entrepreneurship. I had taken the class as a winter abroad class for nearly 3 weeks in Rome, Italy. The class focused on building a business plan using Porter's Five Forces Model. In addition, the professor brought us to many local business owners so that we could understand the many different experiences the entrepreneurs had throughout their experience. Through visiting all the local owners and learning about creating a modern business plan, I was able to learn about what it takes to run a company. Being in Italy also meant learning about the European business mindset. As iCatch Marketing is run by German business owners in which other interns are also from Germany, the experience allowed me to take the understandings I had from the European mindset into knowing what to expect when working for the firm. The experience of different cultures, including my own background of having French parents, meant I knew what they looked for in a strong intern.

I started my internship not knowing what to expect from the company, my colleagues, and from an internship. In the end, I came out with much more than I thought possible. I now have a connection with some of the founders of the company and can rely on them for any questions I may have in the future regarding college and career goals and advice. I have acquired many more skills in three months than I thought was possible as well. Due to the constant variety and quantity of tasks, I was expected to meet deadlines, learn new skills, and ask questions when needed in order to perfectly execute a project, I was able to diversify by knowledge.

I've also discovered that I love to create ads and marketing campaigns as it combines writing, the understanding of the targeted audience, the ability to intertwine the rhetorical triangle (ethos, pathos, and logos). Creating a marketing campaign was not part of my initial learning objectives, however I found it to satisfy my love of technology and design perfectly. In addition, I found the use computer software such as Adobe Photoshop and Illustrator to create or

edit images to be particularly entertaining and creatively satisfying. I think I need a lot more experience with Adobe Illustrator in particular to be able to say that I've mastered it, however if a position in the future required me to acquire this skill, I would take it as a fun challenge. I also discovered that I enjoy writing in a business setting, which I did not think I would consider myself having a love for writing. By the end, my opinion on this changed. Although I know I need more experience writing in a business setting, I can confidently say that I do indeed like to research about new topics and industries and creating projects, such as blogs, out of the new learnt knowledge.

Conclusion

iCatch Marketing, LLC, is a very fun but intense company to work for. Their different clients across many industries means new information and research must be constantly acquired to ensure the marketing aspect stays true to each individual brand and accurately represented. I have worked for the company for more than 200 hours over the course of the 3-month internship and have helped complete many of their projects and helped start new ones. A day at the internship involves looking at my Trello board to say of any active tasks or ones due soon, along with adding new ones sent to me by email or mentioned during the morning meeting. I would then start my tasks, often having to edit the content or the site for clients, and adding a few more blog posts to a new partner. I have helped long-term business people finally have their own website or update their old school style, while helping startups build their dream site. Being able to construct all these sites and having these new partners means that I was able to learn how to work with social media, editing software, and online website or selling platforms. Over the course of the internship, I have successfully learned how to plan and execute social media planners, how to write appropriately for different industries and platforms, research company information and fields, developed my Adobe Photoshop skills and acquired a basic understanding for Adobe Illustrator, create brand uniformity across website pages and social media, use WordPress to create various sites using iCatch's templates, run an Etsy shop and alter changes in Shopify listings, and efficiently organize and time-manage various projects at one time. In addition to these nine skills, I have I have completed other projects allowing me to develop more skills through these few months.

I have learned plenty of new skills that will surely be transferable into my own freelancing and future internships or career choices, I have also been able to learn about various business and management techniques and see how these were executed in the company. For example, I had been learning about the 4Ps of Marketing, or the Marketing Mix, in class during the internship, however there was a clear parallel of how this was intertwined in an actual company. It isn't always easy to read about a new theory and see how it fit into the day-to-day tasks of a company. This project allowed me to notice a handful of theories and how they planned into the choices of the managers and why they run their company a certain way. As far as the 4 Dimensions of Relational Work, this theory is interesting as it makes perfect sense, however as just an observer, you may not notice this theory is played into effect. After learning about this idea, I noticed how it is quite important for managers to pick up on not only what field a potential employee will be good at, but where specifically they may excel when it comes to achieving tasks productively. Having a general marketing department isn't enough. Who is best at digital work, or content writing, or evoking emotions and experiences? Lastly, for the 4Ps of Persuasion, many people believe they are good at persuading others, however they may not have thought that there's a process in which to do it for audio, video, or image advertisements in which you are also trying to convey someone that the price a customer is spending is worth what they are getting. Without all the steps, or doing them in the wrong order, your point may not be well-conveyed.

This experience has been very beneficial to my own career and education paths. By taking this class and choosing to go with iCatch Marketing, I have discovered aspects in marketing that I have truly enjoyed, and others that I am not as big of a fan of. I have discovered that I love content writing, however perhaps doing this as my main task every day isn't what would keep me engaged enough. I did however love email marketing, a learning objective I was

able to master but not previously planned on doing. Through this, I was able to take my love for planning, designing, and picturing the format and content from the eyes of the reader, to try and convey them to join the team. I also discovered that graphic design may be a branch of education I may pursue in the future. As an individual who wants to own a business in the future but who wants a strong career until an idea sparks, I do believe that marketing is where I am meant to be, however finding my niche is a learning process. The internship and this portfolio project have allowed me to find a lot of personal strengths, along with areas I may not feel as strong in, or areas that did not resonate with me unlike other tasks. I have included all of my learning objectives and the proofs of my mastered skills, as I was indeed able to learn them all in the allotted time.

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MGT 401 Learning Activity Worksheet

Company Description

I currently have a 3-month internship for iCatch Marketing, LLC, as a content writer. iCatch Marketing, LLC is a digital marketing company designed to help companies build their online presence. They offer services to design the entire branding package (website, logo, and advertising) in just a few days. Their sub-brand, Web4Realtors is a similar company, but with the real estate industry in mind.

As a Content Writer Intern, I will be representing both iCatch and Web4Realtors in the online marketing space. I will be using both my personal and business writing skills to help the companies grow their audience on social media platform. I will be writing blog posts for the company and their numerous clients and include an appropriate photo. I will be further developing research skills for company projects as well. I will develop basic Photoshop skills to create the images needed for both the social media platforms and the various locations on the sites. To meet the requirement for Management 401, I will be pursuing 9 primary learning objectives.

Learning Objectives

1. I will learn how to create and execute a complex social media planner for US and overseas clients by April 2nd. I will be working on an in-house planner and then with clients, to create various plans (ranging from 8 to 20 weeks) for the posts on various social media platforms. The planner includes the possible backlinks, hashtags, and chosen pictures for the post. The social media used includes Pinterest, Instagram, Twitter, Facebook, and Pinterest. I will research and use Zoho and Hootsuite to discover what works best with the client. I will demonstrate my knowledge of this by providing an example of the planner for one of the client's (Webby's Grub and Pub) social media I run, including an example of the Zoho planner for Webby's that is used for scheduling posts of all the above social media (minus Pinterest).
2. I will learn about content writing for clients and bloggers. I will focus largely on writing and publishing blog posts in a professional setting by April 9th. I will be writing posts on topics proposed by clients. In certain cases, I will be examining a company's site and finding relevant topics that would suit their blog page or various section so of their website. To demonstrate my new knowledge of this skill, I will provide a blog post published to iCatch Marketing LLC and Web4Realtors, along with the blog page of a client to show different blogs I've published.
3. I will learn and begin to develop my Adobe Photoshop skill by April 10th by learning how to navigate the various tools and shortcuts related to the program. I will be using the program to create mockups for clients, design various posts for iCatch and Web4Realtor's social media, and alter images to fit for the blog pages. I will demonstrate my proof of my ability to use the program for these mockups by providing several pictures I've designed for client posts.

4. I will learn how to efficiently research company information and industry for appropriate terminology and information when writing content for a company by May 1st. I will be examining past and current (iCatch Marketing-created) site to understand what the company's product is, along with their mission, to understand what style writing best fits the site. I will also be learning working with different industries (food, retail, law, services, real estate...) and countries (US and European countries) to find relevant research for this array of companies to effectively create unique content. I will be providing a list of blog posts from various clients in different industries I have worked with for their blog and other site aspects.
5. I will learn how to manage a website to ensure visual uniformity and full content present by May 3rd. I will be focusing on The Agency's website to ensure all posted photos by the company are appropriately edited. I will ensure all listings have correct information and all parts are filled out. I will do a periodic clickthrough to ensure all pages have working backlinks. I will show proof of this learn skill by including a page to their listings, showing all photos are uniform, including the additional grey layer. I will also show two samples of listed properties to show that all portions are filled out, even if certain information was not known.
6. I will learn how to manage the WordPress backend by May 31st. In doing so, I will be learning the Wordpress platform as projects evolve and become more complex, I will learn the Development side of Wordpress. I will manage various client's site, along with obtaining access to iCatch and Web4Realtor's for any changes. I will be doing website click-throughs on various site to ensure the website works properly, and my knowledge of the backend allows me to fix website sections that aren't functioning properly or have visual or grammatical errors. Being able to deal with these backends will allow me to create new website subpages as well. I will be providing a client's site page that I have fully designed to show my ability to use WordPress for creating and designing a page.
7. I will learn how to manage a Shopify and Etsy account and how to integrate it into a client's side using the WordPress backend by June 4th. I will be examining a current client's (Cocoyana) and (Haberhauer) site and be helping with the inclusion of new product and its pages on Shopify and Etsy. I will be including a picture of the backend upon client's approval, or will have my supervisor, Chris Wieseler, will withhold this information from the final project.
8. I will learn basic Adobe Illustrator skills in order to develop custom designs by June 13th. I will be developing logo samples and various icons. I will start by altering basic images and then move onto creating entire icons to be included in the company's email outreach series. I will include a sample of various icons I have altered or fully designed.
9. I will learn how to execute a project in a given timeline by June 19th. I will deal with many projects for the iCatch company along with individual projects for clients. Learning how to be organized both in my workspace and my computer space is crucial and figuring out how to finish projects by the deadline will be learnt throughout the projects of my internship and facing new challenges. In addition, learning how to talk to various clients in different countries and facing different challenges will demonstrate my new understanding of strong

communication. Due to these interactions being largely confidential, my supervisor, Chris Wieseler, will withhold this information from the final project.

Student's Signature and Date

Supervisor's Signature and Date

Student's Name (Printed)

Instructor's Signature and Date

Michael L. Sloan

CAREER READINESS REPORT

San Diego State University

**Sandy Baudoux**



Your Overall Career Readiness Level **Accomplished**

Your Career Readiness Index

999

Major:
Business Administration & Management

Year:
Senior

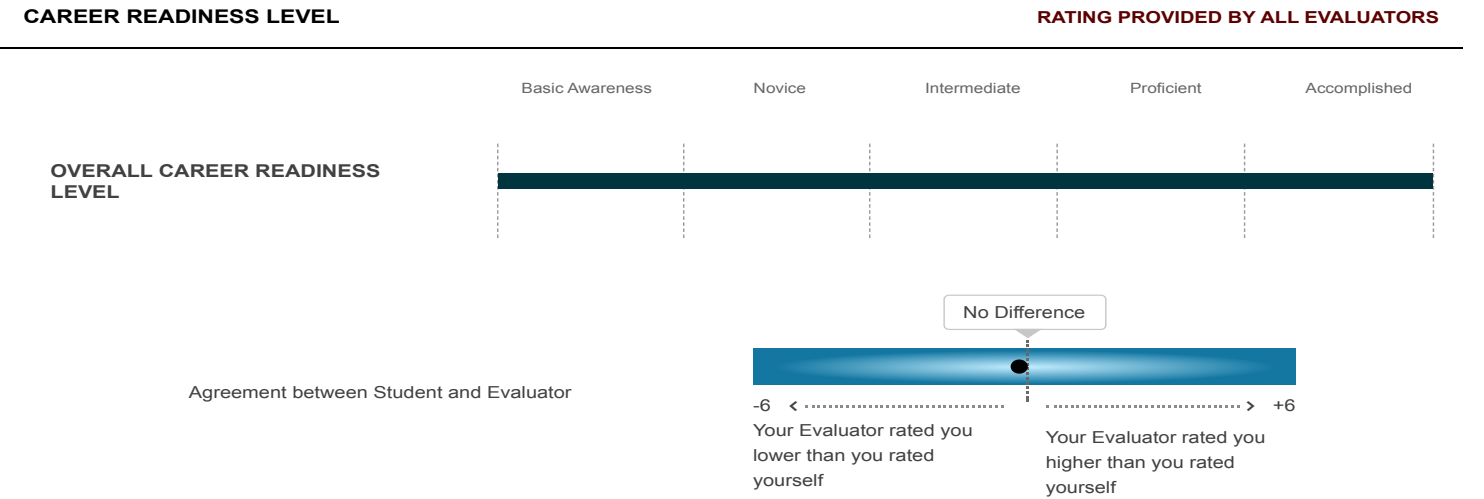
Evaluation Period:
7/15/2019-7/31/2019

Work Experience Type:
Internship/Co-op

Work Experience Industry:
Marketing

Survey
Career Readiness - Business

Company
San Diego State University

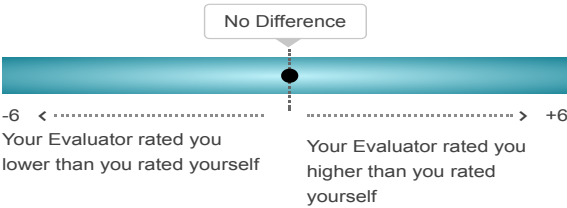


Professionalism/Work Ethic

Demonstrate personal accountability and effective work habits, e.g., punctuality, working productively with others, and time workload management, and understand the impact of non-verbal communication on professional work image. The individual demonstrates integrity and ethical behavior, acts responsibly with the interests of the larger community in mind, and is able to learn from their mistakes.

	Basic Awareness	Novice	Intermediate	Proficient	Accomplished
 Professionalism/Work Ethic					
Demonstrate dependability (e.g., report consistently, and on time, for work or meetings)					
Have an attention to detail, resulting in few if any errors in their work (e.g., accurately input data)					
Take the initiative to prioritize and complete tasks on time					
Show a high level of dedication toward doing a good job					
Display relevant knowledge of principles and best practices in business operations					
Consistently meet or exceed goals and expectations					
Act in accordance with the highest possible standards of ethics and integrity					

Agreement between Student and Evaluator

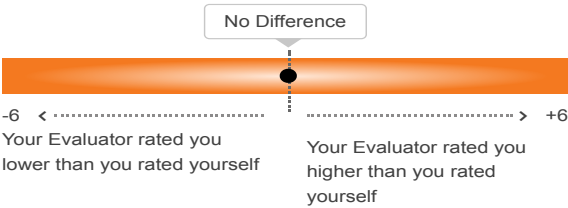


Oral/Written Communications

Articulate thoughts and ideas clearly and effectively in written and oral forms to persons inside and outside of the organization. The individual has public speaking skills; is able to express ideas to others; and can write/edit memos, letters, and complex technical reports clearly and effectively.

	Basic Awareness	Novice	Intermediate	Proficient	Accomplished
 Oral/Written Communications					
Communicate in a clear and organized manner so that others can effectively understand					
Write in a way that conforms to the basic principles of spelling, grammar, and punctuation					
Promptly inform relevant others when needing guidance with assigned tasks					
Assist with the creation of high-quality reports and promotional materials					

Agreement between Student and Evaluator

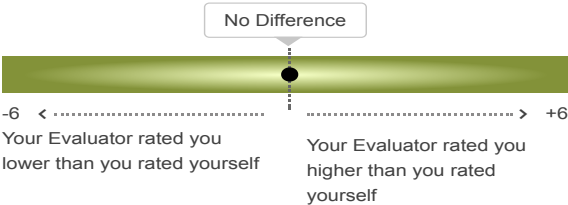


Digital Technology

Leverage existing digital technologies ethically and efficiently to solve problems, complete tasks, and accomplish goals. The individual demonstrates effective adaptability to new and emerging technologies.

	Basic Awareness	Novice	Intermediate	Proficient	Accomplished
 Digital Technology					
Display proficiency with relevant computer applications (e.g., spreadsheets, word processing, email)					
Demonstrate competence with relevant CRM tools and data management programs					
Quickly adapt to new or unfamiliar technologies					

Agreement between Student and Evaluator

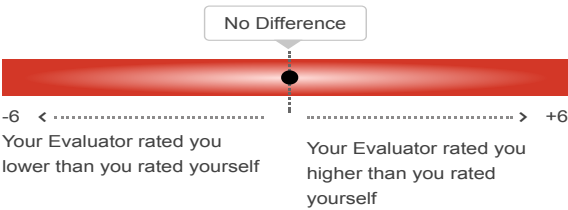


Teamwork/Collaboration

Build collaborative relationships with colleagues and customers representing diverse cultures, races, ages, genders, religions, lifestyles, and viewpoints. The individual is able to work within a team structure and can negotiate and manage conflict.

	Basic Awareness	Novice	Intermediate	Proficient	Accomplished
 Teamwork/Collaboration					
Listen carefully to others, taking time to understand and ask appropriate questions without interrupting					
Build strong, positive working relationships with supervisor and team members/coworkers					
Collaborate with others to achieve common goals					

Agreement between Student and Evaluator

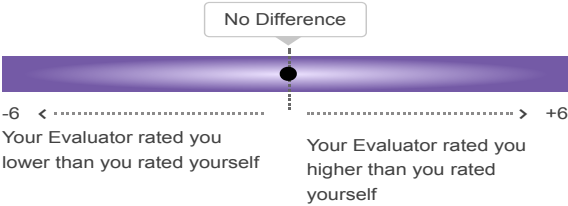


Critical Thinking/Problem Solving

Exercise sound reasoning to analyze issues, make decisions, and overcome problems. The individual is able to obtain, interpret, and use knowledge, facts, and data in this process, and may demonstrate originality and inventiveness.

	Basic Awareness	Novice	Intermediate	Proficient	Accomplished
 Critical Thinking/Problem Solving					
Gather information from a variety of sources to fully understand a problem					
Accurately summarize and interpret data					
Make decisions and solve problems using sound reasoning and judgment					
Multi-task well in a fast-paced environment					

Agreement between Student and Evaluator

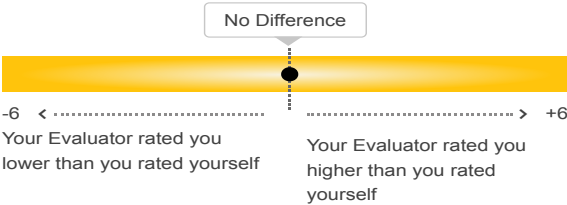


Career Management

Identify and articulate one's skills, strengths, knowledge, and experiences relevant to the position desired and career goals and identify areas necessary for professional growth. The individual is able to navigate and explore job options, understands and can take the steps necessary to pursue opportunities, and understands how to self-advocate for opportunities in the workplace.

	Basic Awareness	Novice	Intermediate	Proficient	Accomplished
 Career Management					
Display curiosity; seek out opportunities to learn					
Show an awareness of own strengths and areas for development					
Accept feedback without becoming angry or defensive and use it to strengthen future performance					

Agreement between Student and Evaluator

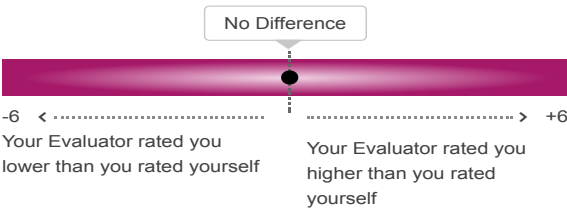


Leadership

Leverage the strengths of others to achieve common goals and use interpersonal skills to coach and develop others. The individual is able to assess and manage their emotions and those of others; use empathetic skills to guide and motivate; and organize, prioritize, and delegate work.

	Basic Awareness	Novice	Intermediate	Proficient	Accomplished
 Leadership					
Motivate others by encouraging them and by building mutual trust					
Serve as a role model to others by approaching tasks with confidence and a positive attitude					
Use innovative thinking to go beyond traditional methods					

Agreement between Student and Evaluator

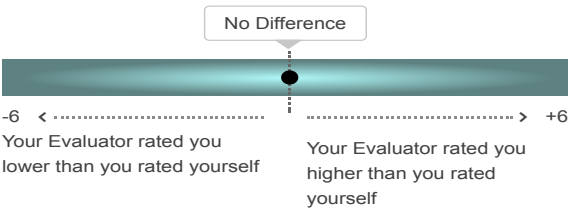


Global/Intercultural Fluency

Value, respect, and learn from diverse cultures, races, ages, genders, sexual orientations, and religions. The individual demonstrates openness, inclusiveness, sensitivity, and the ability to interact respectfully with all people and understand individuals' differences.

	Basic Awareness	Novice	Intermediate	Proficient	Accomplished
 Global/Intercultural Fluency					
Demonstrate flexibility by adapting to diverse environments					
Treat other people, including those of different backgrounds, beliefs, and gender, with fairness and respect					
Keep an open mind to diverse ideas and new ways of thinking					

Agreement between Student and Evaluator



EVALUATOR COMMENTS

RATING PROVIDED BY ALL EVALUATORS

**Chris Wieseler , Manager (Supervisor, Boss)**

iCatch Marketing | | Worked Together 03/19 - 06/19

What work behaviors should this individual continue demonstrating?

Sandy has a very strong and clear communication. She is n time and overall has shown us an outstanding work performance. She gets along very well with team-members and loves to help others even tho if she is busy herself.

What work behaviors should this individual start demonstrating?

There is no behavior that I would emphasise here that she doesn't perform well.
She has raised the bar in our agency as an intern and there is nothing I could convey here.

**Anika Rothe , Coworker**

iCatch Marketing | | Worked Together 03/19 - 06/19

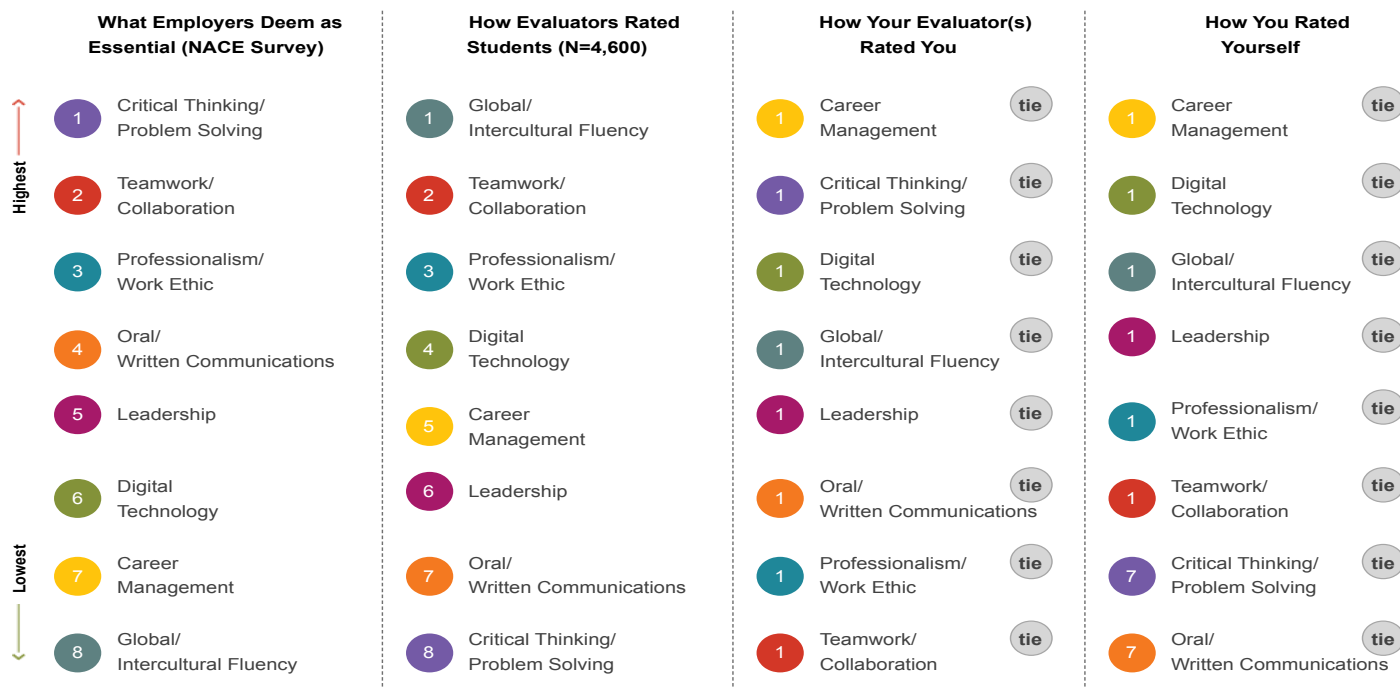
What work behaviors should this individual continue demonstrating?

Being confident in doing her job, helping others, communicate with others and solving problems together, being positive at work

What work behaviors should this individual start demonstrating?

No response provided

HOW DO I COMPARE



* Source: *Job Outlook 2019*,
National Association of Colleges and
Employers

Evaluator Responses To Custom Questions
Rating provided by All Evaluators

1. Please select the number of hours the student has successfully completed to satisfy the requirements for Management 401. 135-145, 146-160, 161-175, Over 175

Evaluators	Response
, Manager (Supervisor, Boss)	Over 175

2. Do you anticipate offering the current and/or other internship opportunities at your company that would be appropriate for Business students for fall 2019 (mid-August to mid-December)? Yes, No

Evaluators	Response
, Manager (Supervisor, Boss)	Yes

3. If yes, please provide a brief description of the internship(s) and information for the appropriate contact person.

Evaluators	Response
, Manager (Supervisor, Boss)	Communication & Marketing Assistant iCatch Marketing seeks out a "Marketing Assistant" excited to learn in a fast-growing company. We welcome applicants particularly interested in written and verbal communications that are ready to deal with several projects per day. - Assembles consumer rating reports by compiling, consolidating, formatting, and summarizing information, graphs, and presentations. - Updates competitor database by inputting data from field sales; compiling, consolidating, formatting, and summarizing information, graphs, and presentations; distributing reports. - Managing own projects from A-Z under guidance. - Supports sales presentations by assembling quotations, proposals, videos, slide shows, demonstration and product capability booklets; compiling account and competitor analysis. - Prepares mailers and brochures by formatting content and graphics; arranging printing and internet packages. - Conducts email marketing. - Provides marketing tracking and research information by collecting, analyzing, and summarizing data and trends. - Accomplishes marketing and organization mission by completing related results as needed. Please reach out to chris@icatch-marketing.com, Christopher Wieseler, 858 230 7221

Glossary

Career Readiness Level

Your Career Readiness Level is a summary of the ratings you received from your evaluator(s) across all of the 8 NACE competencies measured on the career readiness survey. The ratings on these competencies broadly measure how well you are prepared to make a successful transition from college to the workplace. Your ratings were normed against a large sample of college students who were rated by two evaluators on the career readiness survey.

Career Readiness Level W/Just One Response

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Career Readiness Index

The Career Readiness Index (CRI) is a data-based measure. Components of the CRI were based upon ratings from your evaluator(s), as well as data on work behaviors exhibited by large samples of job candidates and newly-hired employees. The CRI can range from 100-999, with higher values indicating a greater degree of career readiness.

Five Career Readiness Levels

- **Basic Awareness:** may have no, or limited, experience in demonstrating this competency
- **Novice:** may have demonstrated this competency
- **Intermediate:** has demonstrated this competency
- **Proficient:** experienced with demonstrating this competency
- **Accomplished:** has experience demonstrating this competency to a great extent

Self-Assessment Calculation

For every behavior rating on the survey, you and your evaluator(s) used a 1-7 pt extent scale. A '1' indicated "never under any circumstances" and a '7' indicated "always—at all times and under all circumstances." Individual behavior ratings were averaged to calculate the 8 NACE competency scores. Your ratings were subtracted from those of your evaluator(s); the black dot represents the difference score. Difference scores can range from -6 to +6. The closer the black dot is to the center "no difference" vertical line, the more agreement there was between your self-rating and the ratings provided by your evaluator(s).

How Do I Compare

Based upon input from their membership of career services and recruitment professionals in education, and business solution providers, NACE identified 8 competencies deemed essential for career readiness, or the successful transition from college to the workplace. These competencies have been validated in large samples of newly-hired employees. The numeric ratings you received from your evaluator(s), as well as your own self-ratings, were ordered from highest to lowest for purposes of comparison.

SkillSurvey launched the Career Readiness Project to help students recognize their competence in relation to the behaviors needed to succeed in the workplace as defined by decades of behavioral science research, and NACE (National Association of Colleges and Employers), their member institutions and employers as part of its Career Readiness Initiative. The Career Readiness Report is designed to give students an upper hand by providing feedback on how "career ready" they are, along with insight on how their work-related competence compares to that of other students as well as to actual job candidates in similar roles. To learn more, visit www.skillsurvey.com

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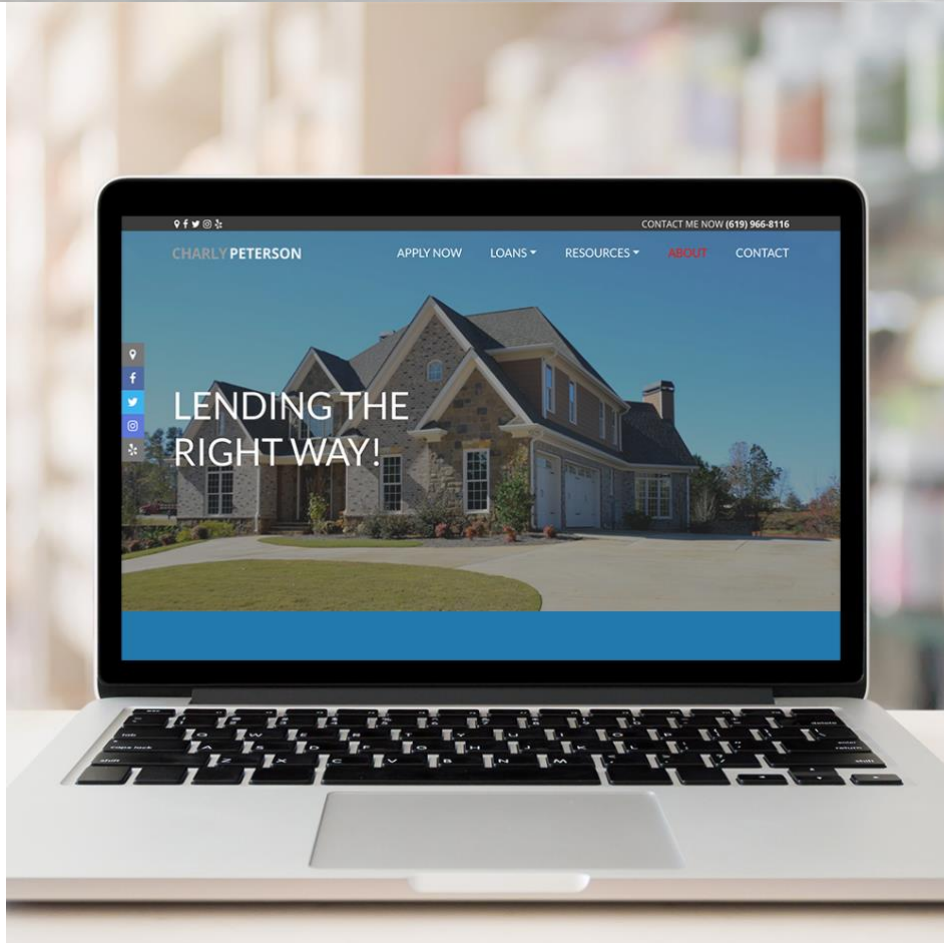
Webbys's Media Planner

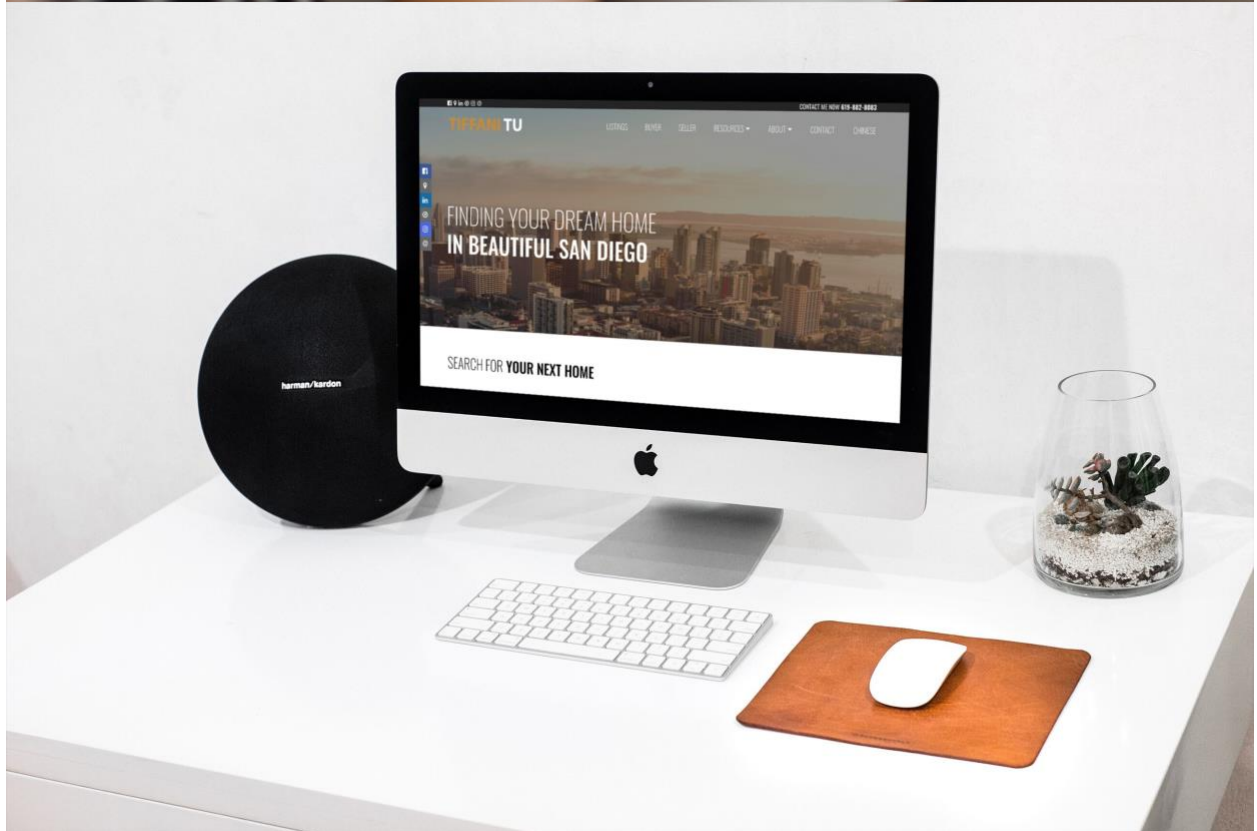
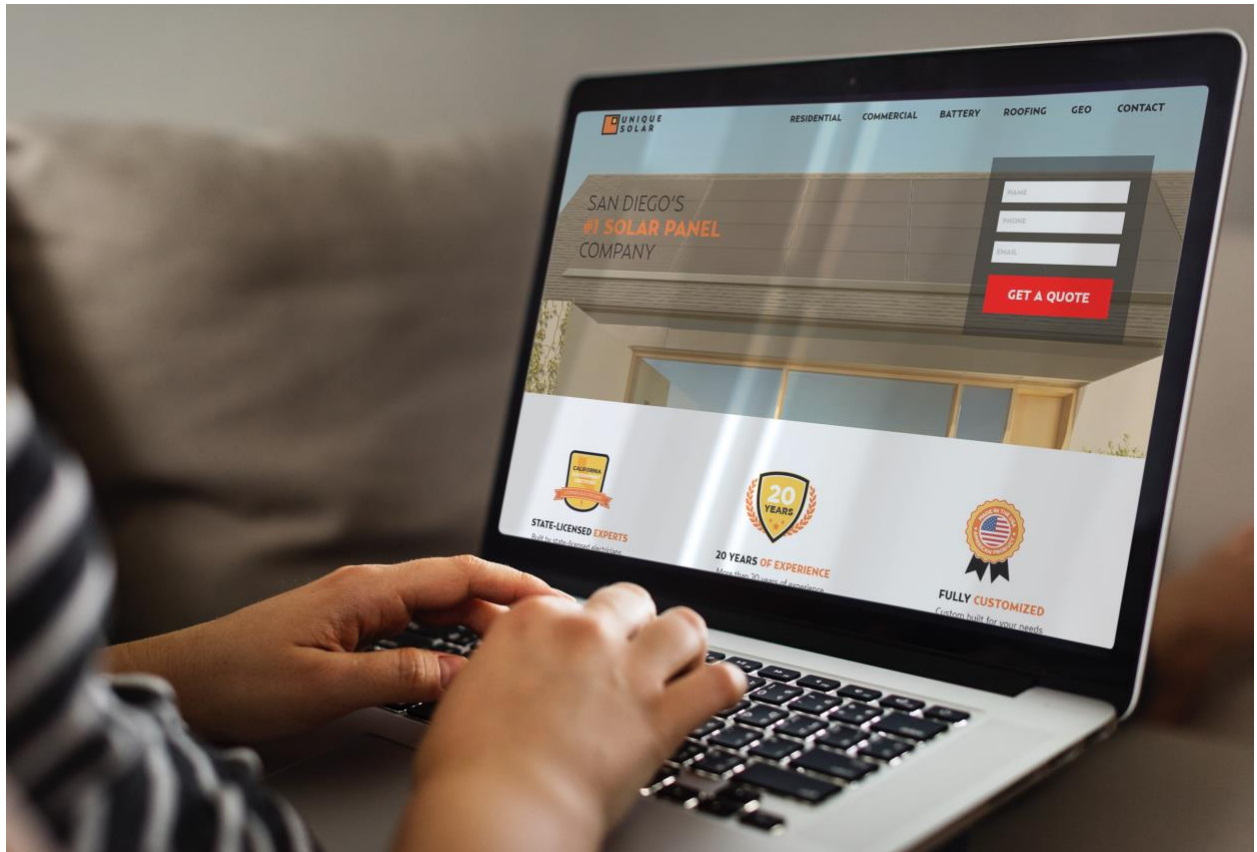
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Approved	Thurs	Food/Menu	
Edited	Fri	Reviews/Customer	
Don't Post	Sat	Events/Specials/R	andom
Posted			

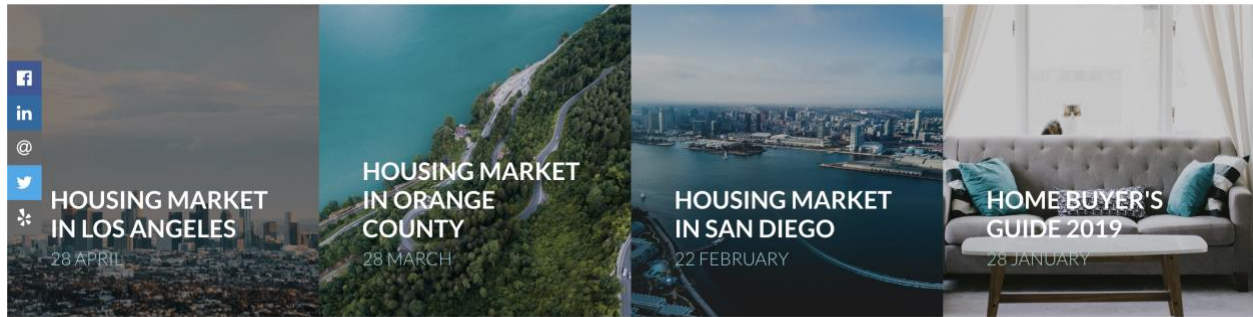
	Platform	Time	Post/Hashtags	Pics/Backlinks
Week 1				
WEDNESDAY		1:00pm	Webbys is open every day from 7am to 2am. Be sure to stop by and discover our delicious foods. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	Picture Picture
THURSDAY		1:00pm	Have you tried our delicious burgers? They're prepared to perfection and keep our customers coming back for more. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Burger #Hamburger #DiscoverFlorida	Picture Picture
FRIDAY	All SM	12:00pm	Join us on June 15th for Ken Key's Rock & Roll Legends Show, open mic, and dancing! It's gonna be a great night. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Burger #Fundraiser #DiscoverFlorida #FloridaFundraiser #FloridaEvent	
SATURDAY		7:00pm	Come on in tomorrow and celebrate Father's Day with your family. We have delicious foods for breakfast through dinner. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #FathersDay #Bad #Holiday #Dinner #Breakfast Munch	https://images.pexels.com/photos/2312124/pexels-photo-2312124.jpeg?cs=tg&dl=art-card-celebration-2312124.jpg&fm=jpg
Week 2				
WEDNESDAY		1:00pm	Webbys is a local favorite due to the great environment and friendly staff. Stop by and you'll love the experience. See you next time! #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	
THURSDAY		1:00pm	Today is National Corn on the cob day! Come on in and choose one of our delicious corn-based meals. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida #Corn #NationalCornDay	
FRIDAY	All SM	12:00pm	Have you tried our corn fritters? "Definitely order the corn fritters. Hidden gem." - Team H. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #CornFritters #FloridaCorn #FloridaFood #FloridaDining #FloridaPub	
SATURDAY		7:00pm	Did you know we often host live music and community events? Be sure to keep up with our pages to find out about our next event. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida #LiveMusic #FloridaEvent #FloridaMusic	Picture Picture
Week 3				
WEDNESDAY		1:00pm	If you haven't had a breakfast at Webbys's your missing out on delicious food. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida #FloridaRestaurant	
THURSDAY		1:00pm	Try the meatlovers omlette and you surely won't be disappointed. It's delicious and just what you need to feel energized through the day. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Burger #Hamburger #DiscoverFlorida	
FRIDAY	All SM	12:00pm	"Best place to go, great food for a great price and the owners are simply THE BEST!!!!!! can strongly recommend Webbys's to anyone looking for a great place to hang out with friends." - Stij H. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida #FloridaRestaurant	
SATURDAY		7:00pm	We offer \$5 burger deals every lunch from noon to 3pm. Stop by and you won't be disappointed! #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida #FloridaBurger #FloridaHamburger #FloridaLunch	
Week 4				
WEDNESDAY		1:00pm	Did you know Webbys's Grub and Pub does catering? Let us know the date and time of your event and we'll cater your event. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #FloridaCatering #Event #Cater #Catering #FloridaEvent	
THURSDAY		1:00pm	"There is an ambience to Webbys's that is cheerful and very inviting. I enjoyed my visit very much." - Cyde L. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida #FloridaRestaurant	
FRIDAY	All SM	12:00pm	Our rosemary potatoes are a major hit. Order it as a side and you won't be disappointed! #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	
SATURDAY		7:00pm	Our Bavurst with kraut and mashed potatoes is a huge hit. Come on in for dinner and get it for only \$10. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Burger #Hamburger #DiscoverFlorida	
Week 5				
WEDNESDAY		1:00pm	Bring in your friends, grab a beer, and have a great time playing along the several pool tables we have. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	
THURSDAY		1:00pm	Wake up with a craving for sweets? Our blueberry or banana pancakes are just what you need. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida #FloridaBreakfast	
FRIDAY	All SM	12:00pm	"Everything we ordered was made fresh and seemed to be made with loving care. Everything was very reasonable too. Would like to come back and try dinner at Webbys's too!" - Joan L. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	
SATURDAY		7:00pm	"I didn't even know that their bacon cheeseburger was exactly what I needed until I took a bite LOL delicious, well prepared 10oz with all the fixings" - Joseph G. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	Picture Picture
Week 6				
WEDNESDAY		1:00pm	We pride ourselves on delicious homemade cooking which you can enjoy without having to prepare a thing. You will not be disappointed! #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	

THURSDAY	All SM	1:00pm	Our delicious lamb chops are a must-try for anyone. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	
FRIDAY		12:00pm	"Rosie made these amazing grills, that blew me away" - Jose V. #WWebbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	
SATURDAY		7:00pm	Get a 10-piece wing dish for only \$7.50 as part of our daily lunch special. It will satisfy your every craving. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	
Week 7	PLATFORM	TIME	POST/HASHTAGS	Pics/Backlinks
WEDNESDAY		1:00pm	Did you know we serve breakfast from 7am to 2pm on the weekends? Whether you're an early riser or need to sleep in, you won't be missing out on our breakfast options. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	
THURSDAY		1:00pm	Our pub is a hit for our client's birthdays. Come in and you'll be glad you did. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	
FRIDAY	All SM	12:00pm	"I definitely just had the best burger I've had in Florida at Webb's tonight." - Gene H. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	
SATURDAY		7:00pm	Our Classic Breakfast is a steal! For \$6, you get eggs your way, choice of applewood smoked Bacon, sausage or ham, hashbrowns, homefries or grills, toast, english muffin or bagel. #Webbys #Plantation #Florida #Grub #Bar #Food #Fun #DiscoverFlorida	
Week 8	PLATFORM	TIME	POST/HASHTAGS	Pics/Backlinks
WEDNESDAY		1:00pm	Looking for a great place to host your next fundraiser or big event? Webb's Grub and Pub is the place! #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Burger #Fundraiser #DiscoverFlorida #FloridaFundraiser	
THURSDAY		1:00pm	Stop by for lunch and try out Pierogis with Salad dish. For only \$10, you'll love it. #WWebbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	
FRIDAY	All SM	12:00pm	"Daily specials are fantastic. Sheppard pie and lamb chops the best we ever had new found favorite place." - Felicia L. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	
SATURDAY		7:00pm	Our amazing deals isn't limited to just adults. We have great kids' menus for you to check out as well.	
Week 9	PLATFORM	TIME	POST/HASHTAGS	Pics/Backlinks
WEDNESDAY		1:00pm	Webb's Grub and Pub will gladly cater your next event. Contact us and tell us what you're looking for and we'll find you the perfect complement to your event. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Burger #Fundraiser #DiscoverFlorida #FloridaFundraiser	
THURSDAY		1:00pm	Come in for dinner and try out Pork Schnitzel which is served with French Fries and Cole Slaw. It's amazing. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	
FRIDAY	All SM	12:00pm	"Breakfast is great and the pancakes fabulous. Prices are very good and you don't have to wait a long time for the food. Absolutely worth to visit when you are in this area." - Markus B.	
SATURDAY		7:00pm	If you haven't tried our Buffalo Chicken Wrap, you're missing out. As part of our lunch specials, you'll be glad you ordered it. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	
Week 10	PLATFORM	TIME	POST/HASHTAGS	Pics/Backlinks
WEDNESDAY		1:00pm	Looking to bring in your team for a brunch at Webb's? We offer breakfast from 7am to noon Monday-Friday. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	
THURSDAY		1:00pm	Our delicious Shrim Skewers served with Rice and Veggies are just what you need after a long day. Try them for dinner! #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	
FRIDAY	All SM	12:00pm	"Just moved in to the area and stumbled on this one....Iona was inviting and friendly, and the food was great! Waitress Allie was on top of things as well...Will be back often!" - John V. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	
SATURDAY		7:00pm	Come in and try our Philly Cheese Steak. Many of our guests love this dish and if you come in for lunch, you'll get it as part of our specials menu! #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	
Week 11	PLATFORM	TIME	POST/HASHTAGS	Pics/Backlinks
WEDNESDAY		1:00pm	We offer a variety of dishes as part of our breakfast, lunch, or dinner specials menu. Stop by and find something you love. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	
THURSDAY		1:00pm	Have you tried our T-Bone Steak with Rosemary Potatoes and a Side Salad? Come in and give it a taste. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	
FRIDAY	All SM	12:00pm	"They have an AMAZING and CHEAP kid's menu! You get a gigantic Mickey Mouse pancake for \$3!" - Casey M. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	
SATURDAY		7:00pm	Grab our Pork Chops and choose two sides for only \$12 as part of our dinner specials. You'll love the taste. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	
Week 12	PLATFORM	TIME	POST/HASHTAGS	Pics/Backlinks
WEDNESDAY		1:00pm	Our lunch specials are available daily from noon to 3pm. Stop by for a delicious meal. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	
THURSDAY		1:00pm	We have several delicious pasta dishes for you try from Bolognese, Alfredo, or Pesto. Choose your favorite and enjoy. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	
FRIDAY	All SM	12:00pm	"This place has amazing home cooked food and the staff there were all so welcoming and friendly. The atmosphere was really great. Just an amazing place to eat and enjoy yourself a bit. I will definitely be coming back here again" - Will W. #WWebbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	
SATURDAY		7:00pm	Host your next event at Webb's Grub and Pub! Whether you're looking to host a team dinner, fundraiser, or other event, we'll accommodate to your needs. Contact us today using the number in our bio. #Webbys #Plantation #Florida #Grub #Pub #Bar #Food #Fun #DiscoverFlorida	

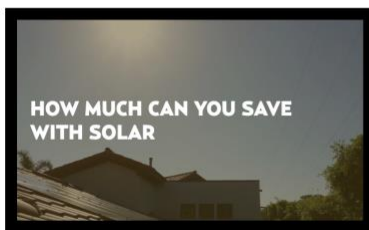
☐	SCHEDULED ON	POST CONTENT	SCHEDULED FOR	SCHEDULE TYPE	SCHED
	Tomorrow 01:00 PM, PDT	 Today is National Corn on the cob day! Come on in and choose one of our delicious corn-based meals. ...	  	Custom Scheduled	
☐	SCHEDULED ON	POST CONTENT	SCHEDULED FOR	SCHEDULE TYPE	SCHI
	21 Jun 2019 12:00 PM, PDT	 Have you tried our corn fritters? "Definitely order the corn fritters. Hidden gem." - Team H. #Webby...		Custom Scheduled	
	21 Jun 2019 12:00 PM, PDT	 Have you tried our corn fritters? "Definitely order the corn fritters. Hidden gem." - Team H. #Webby...	 	Custom Scheduled	
	22 Jun 2019 07:00 PM, PDT	 Did you know we often host live music and community events? Be sure to keep up with our pages to fin...	 	Custom Scheduled	
	22 Jun 2019 07:00 PM, PDT	 Did you know we often host live music and community events? Be sure to keep up with our pages to fin...		Custom Scheduled	
	26 Jun 2019 01:00 PM, PDT	 If you haven't had breakfast at Webby's your missing out on delicious food. #Webbys #Plantation #Flo...	  	Custom Scheduled	
	27 Jun 2019 01:00 PM, PDT	 Try the meat lovers omelet and you surely won't be disappointed. It's delicious and just what you ne...	  	Custom Scheduled	
	28 Jun 2019 12:00 PM, PDT	 "Best place to go - great food for a great price and the owners are simply THE BEST!!!! I can strong...	  	Custom Scheduled	
	29 Jun 2019 07:00 PM, PDT	 We offer \$5 burger deals every lunch from noon to 3pm. Stop by and you won't be dissappointed! #Webby...		Custom Scheduled	
	29 Jun 2019 07:00 PM, PDT	 We offer \$5 burger deals every lunch from noon to 3pm. Stop by and you won't be dissappointed! #Webby...	 	Custom Scheduled	
	03 Jul 2019 01:00 PM, PDT	 Did you know Webby's Grub and Pub does catering? Let us know the date and time of your event and we'...		Custom Scheduled	
	03 Jul 2019 01:00 PM, PDT	 Did you know Webby's Grub and Pub does catering? Let us know the date and time of your event and we'...	 	Custom Scheduled	
	04 Jul 2019 01:00 PM, PDT	 "There is an ambiance to Webby's that is cheerful and very inviting. I enjoyed my visit very much." ...	  	Custom Scheduled	



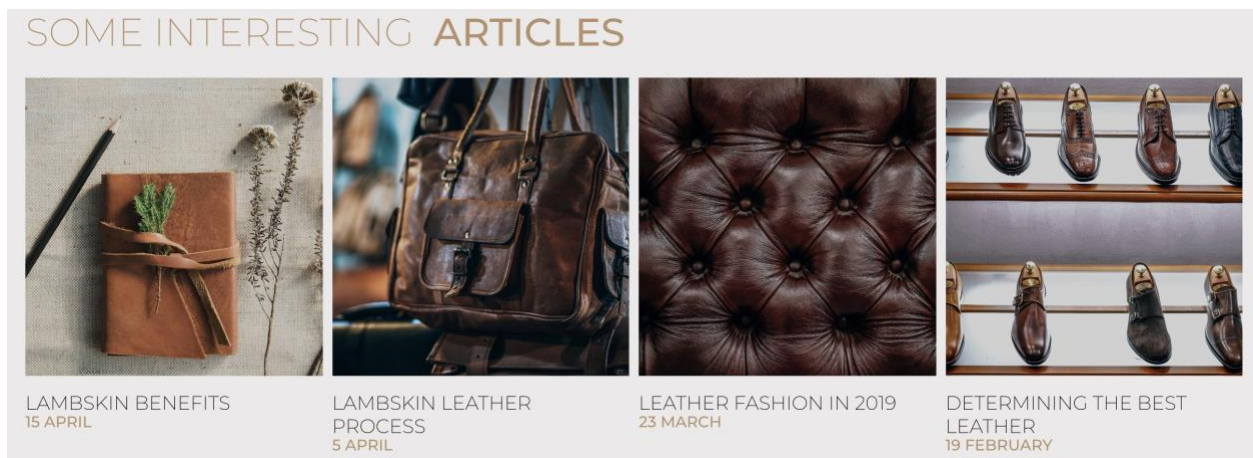




On LloydRealtyGroup.com



On UniqueSolar.net



On Negma-Leather.com



15 JUNE

MAKE THE MOST OUT OF OPEN HOUSE EVENTS

Open house events give potential buyers a chance to showcase what's for sale in a few short hours. In order to get the most out of each event, proper planning needs to be executed well ahead of time.

GET THE WORD OUT

Prior to the event, your goal should be to share the news about your upcoming event in as many platforms as you can in order to bring in as many people as possible the open house. The traditional social media posts and emails are an obvious and easy way to get the word out, however, consider going the old-fashioned route and send postcards as well. Postcards allow you to announce the date for the next event and specifically target certain neighborhoods or demographics. Consider posting out signs a few days before the event as well to inform those who pass by that a listing will be open for viewing shortly.

GATHER INFORMATION

Once you have people coming into the property, it is not enough to simply interact with the visitor. Some people choose to have a sign-in sheet so that visitors can enter their information and now you, as the real estate agent, have their information to inform them on this property's and future listing's information. In order to modernize this process, allowing visitors to sign in on a tablet or your smartphone so that the information is directly assembled neatly into a CRM.

MAKE THE LISTING INVITING

There are many ways to create a more welcoming environment for potential buyers, which start at the front door. Instead of ditching the front door and starting the décor inside the house, make a great first impression by adding a fun décor piece or a plant. Once you arrived inside, make the place smell great, easily done by providing food. Baking cookies, buying donuts, or if possible, organizing a catered lunch, will provide your guests with a warm and cozy feel in the house, better being able to place themselves in the home, and now visitors will be able to snack on something. Make as many good impressions as possible.

In addition to food for guests and a welcoming environment, keep the rest of the décor as simple as possible. Your goal should be for each guest to be able to envision themselves in space. This means ensuring that the house has as little personality as possible. Keep the rooms tidy with minimal décor.

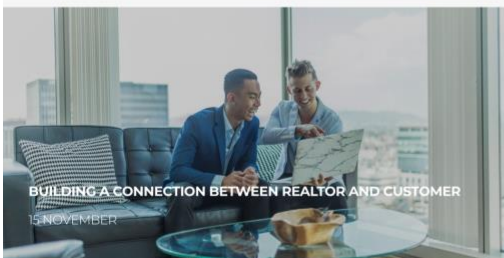
MAKE IT AN EXPERIENCE

Remember that a lot of your visitors are likely going to many other open houses in addition to yours. In order to close a deal, you need to make your property one to remember compared to the others. A good way to do this is to turn your open house into an event. Depending on your budget, get a catered lunch for your guests. Food attracts visitors to your listing and the good experience they'll have will keep them wanting more.

If your open house event is during the holidays, get your visitors to invite their friends and family. This allows for people to have a great time in the listed house and the potential buyers can envision hosting their own parties in the home. Another idea is to set up a theme for the open house. If your home is an adorable Spanish style home, consider putting on matching music and catering festive food to suit the event. The better the experience for your guests, the more positive buzz you create towards your event, your listing will stand out to the guests, and you will develop a good reputation between buyers and sellers.

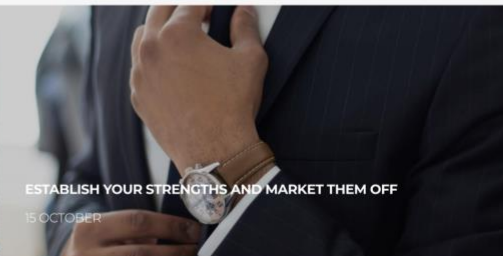
Open houses are often overlooked and kept too simple. Simply inviting guests in, scrolling on your phone waiting for guests to come in, and lingering around the guests awaiting answers is just not the fun and welcoming environment you want. Make each open house an event suitable for your budget, but do it well.

OTHER BLOG POSTS



BUILDING A CONNECTION BETWEEN REALTOR AND CUSTOMER

15 NOVEMBER



ESTABLISH YOUR STRENGTHS AND MARKET THEM OFF

15 OCTOBER



WEB4REALTORS powerful online real estate solution includes cutting-edge features designed to create websites as engaging as your personal interactions with clients. If you're ready to capture more leads and build stronger relationships, give our team of marketing experts a call.

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DESIGNED AND DEVELOPED BY ICATCH 2018



Benefits of Geofencing in Marketing

Geofencing is a fairly new marketing tactic that allows for people in a very specific location to be targeted for certain ads. Geofencing creates a digital fence around a chosen area (houses, parks, convention center, concerts...) and targets the electronic devices people access in these places to send ads to the websites or apps they access. By users being in this location, their devices will continuously give them ads for a chosen time period after they've even left the area. Now, why is geofencing so successful as a marketing technique?

Accuracy

Geofencing does not solely rely on zip codes unlike your general marketing methods (or what is known as geotargeting). Geofencing gets specific, down to the contours of buildings, parks, or anywhere you'd like. It relies on GPS technology to gather very accurate geological information to track people's devices. This is important because it allows for very targeted advertisements. Say you're a car dealership looking to gain new clients. By geofencing nearby dealerships, you'll be able to send ads to people already looking at cars and send them advertisements for your own business.

Time Sensitivity

Certain ads are very time sensitive or attract a larger return rate if the consumer is in a specific area during the time the ad is shown. Certain promotions are only efficient if individuals are on or around the business grounds and the efficiency will decrease after they've left. Having these ads be constantly sent out past the time the customer is near the business may be a waste of money. Geofencing ensures your targeted audience only receive the ads when and where you want them to.

Customize Advertisements

Not everyone will respond to the same kind of ads, however, it does not mean that the business isn't for a large audience. A common example of this would be for gym advertisements targeting different individuals. The company may choose to target popular health food stores, but also fast food areas, gaining their attention by designing the ads differently. By using geofencing, businesses can target their desired audience in a very personalized way rather than one big campaign.

Discovering Patterns

Geofencing is an amazing tool to discover patterns and predict consumer behavior. This can be done by targeting individuals in an area and then finding out where they often go afterward. For example, geofencing could discover that people of a particular college often go to a specific cafe at a certain time of the day. In doing so, cafes could offer promotions or advertisements urging other college students to also come in as it is a hot spot.

Affordability

One of the biggest advantages for geofencing is the fact that your campaign can be extremely targeted and customizable, making you have the greatest possible outcome for your pay. With traditional advertisements, you can launch one campaign for a bigger audience, meaning it will not be relevant to each person who sees the ad. With geofencing, you can ensure that people have a higher interest and therefore a greater reason to click on your ad.

Geofencing truly is one of the most efficient form of advertisements in modern technology. Whether you're a brick-and-mortar business or an online company selling a product or service, geofencing is the new way to go.



How to Protect My Small Business Against Web Content Accessibility Guidelines (WCAG) Lawsuits



SMALL BUSINESS LEGAL ISSUES IN CALIFORNIA

3 APRIL

Running your own business is more than just being your own boss and making decisions; it requires being the boss of your company and employees. You are responsible to make appropriate decisions with the benefits in mind for everyone who's involved. Despite this, small business owners often face legal issues that must be resolved as fast as possible. In fact, many of these problems are repetitive among small business owners. Here is a list of 8 common issues they face.

1. Appropriately considering and complying with the health and safety regulations
2. Hiring competent employees in accordance with California and federal employment laws
3. Thoroughly laying out an employee manual to ensure hired employees know specifics in case of the need to fire employees from lack of performance
4. Determining the legal structure i.e. corporation or LLC and following laws and requirements under the structure
5. Properly license the business in according to the local government's requirements for business licensing
6. Properly trademarking, protecting, or filing inventions and ideas
7. Ensuring employees have the proper compensation and insurance coverage for their level or work performed
8. Managing the collection and payments of amounts due in accordance with California and federal laws

With more people choosing to freelance or run their own small businesses, it's important that each individual or owners know the local and federal laws in order to prevent trouble. It isn't uncommon to hire an attorney at the start of your business journey to ensure all initial steps have been properly considered, cleared, and understood.

— Other — BLOG POSTS



DIVORCE RATES IN CALIFORNIA

21 APRIL



10 THINGS TO CONSIDER BEFORE GETTING MARRIED

19 APRIL



REGULATIONS FOR CHILD SUPPORT

13 APRIL



SMALL BUSINESS LEGAL ISSUES IN CALIFORNIA

3 APRIL

— Get in — CONTACT

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LICENSE
California Acquired in 2005, Active
Arizona Acquired in 2003, Inactive

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CAN VALLEY SANTA GERTRUDIS

Fabulous family villa dates back from over 200 years and has all the modern facilities and amenities provided. The villa and its great house are recently totally renovated up to a very high standard with lots of charm and style. High primary bedrooms. The main house has a Solarium and the great house has a bedroom. Each house has its living room and own kitchen. Outside there are outdoor and roof areas, the large pool, wonderful terraces, where you can enjoy the amazing views over the valley. This lovely property is located not far from the lively village of Santa Gertrudis where there are many bars and restaurants. Perfect holiday setting.



HOUSE



POOL



BEDROOM



BATHROOM



WIFI



VIEW

POOL

Swimming pool, BBQ, hot tub, lounge chairs



FIND OUT MORE ABOUT UPCOMING HOUSES



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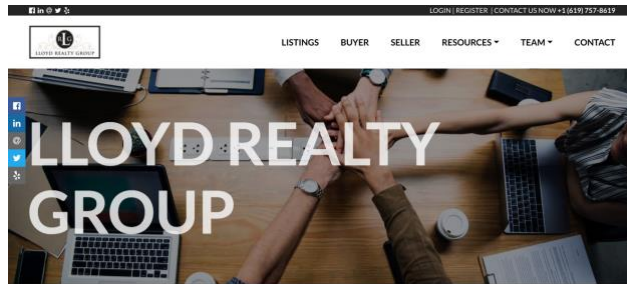
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LET'S TALK

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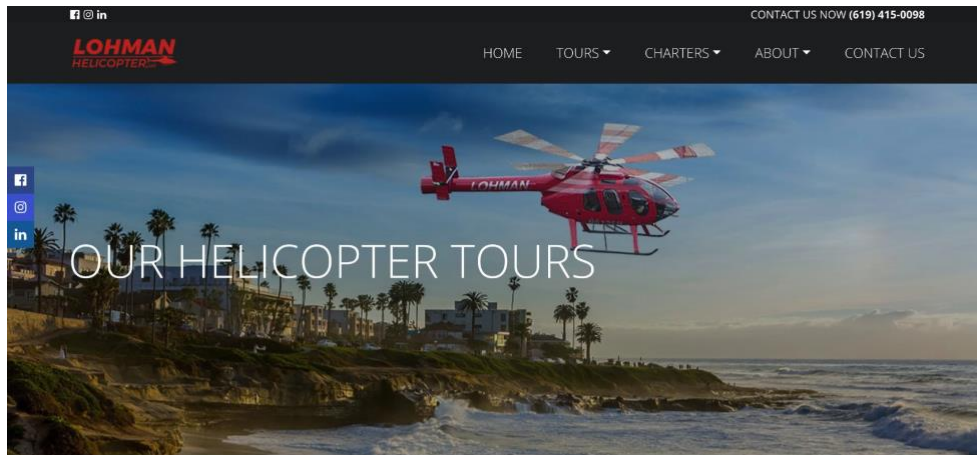
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SOME OF OUR CLIENTS

"We had a great time ! We Arrived and met Morgan , he's very friendly and knowledgeable ! He gave us the run down of what to expect . We flew the Snake river route for 40-45 minutes . Worth every penny! All of us loved it!"

- Angie B.



LET'S SCHEDULE YOUR FLIGHT

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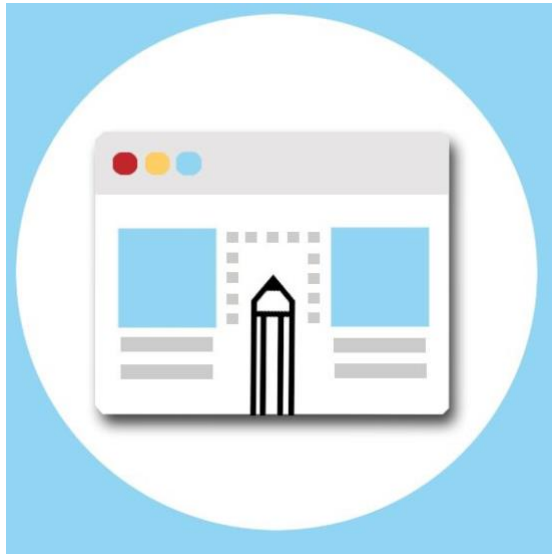
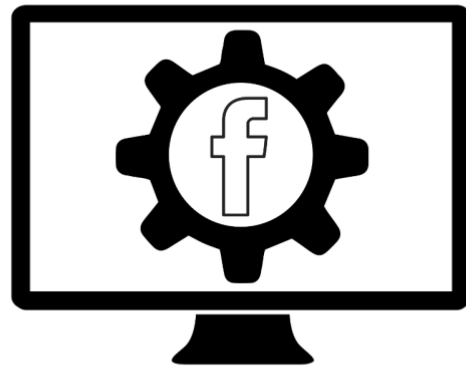


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Boards

Hours

Sandy's Hours Tracker

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+ Add another card

Sandy To DO

4 blog posts for CMD Law

📅 Jun 14

Arshan blog posts?

MallChimp USAFC Realty

📅 Jun 12

Shopify for Cocoyana

👤 📅 2

12 Weeks of Webby's June 8th

📅 Jun 7

8 Weeks of Baron June 8th

📅 Jun 7

Tiffani Tu Community Page, Redd hovers, Find slogan

📅 Jun 7

The Agency Grey Layer

📅 Jun 19

The Agency Text

📅 Jun 19

ShoreClub wording + blog posts

📅 Jun 7

Schedule last month The Agency on Zoho

📅 Jun 11

+ Add another card

Accomplished

Lloyd 4 blog posts

Webby's Social Media Planner Week 1

Create Zoho for Webby's

Grey layer on The Agency

Gingermon Site Changes

June 15th Schedule 1 month for blog post

May 24 - 25 letters to send out

May 29 - Email outreach

Baron's Social Media Planner Weeks 1-3

Etsy Habershauer read over

Finalize facebook ads

4 Weeks of The Agency

Schedule first two weeks Baron

The Agency last 4 weeks

Schulten Group click through and on)

The Agency Week 9-10 (May 27 and on)

Powerhaus Pizza

+ Add another card

Logins iCatch Marketing

iCatch Website Wordpress

📅 📅 1

Hootsuite iCatch

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MallChimp

Instagram iCatchmarketing

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Instagram (chill2reveal)

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WAR Instagram

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Google Plus access granted

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Web4Realtors Planner

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