

2/14/2019 12:27:	abby.allison. 417@k12. friscoisd.org	Reedy	2/10/2019	3:00:00 PM	3:30:00 PM	0.5	Boba+Donuts	Talked to my bosses about my final product. They gave me the okay to "consult" for them and they were even excited about getting help for free. I gave them more information on my mentor and what she does for a living, which made them question if they had to pay for the help. I am happy to begin final product work.	0.5
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2/20/2019 10:47:	abby.allison.417@k12.friscoisd.org	Reedy	2/14/2019	3:30:00 PM	5:00:00 PM	1.5	Mentor's Office	<p>Looked at my final product proposal and discussed necessary adjustments and moved around a few deadlines. We defined what success was and what plan of action we would take to achieve my goal to help Boba+Donuts. A challenge is my mentor wants to use resources like bots and true social media marketing consultants, but I'm not sure my bosses want to take that direction. We are going to make a free plan, a mid range plan and a deluxe plan for them to choose from.</p>	2
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2/22/2019 12:20:	abby.allison. 417@k12. friscoisd.org	Reedy	2/22/2019	11:45:00 AM	12:25:00 PM	25	ISM Room	<p>Today, I looked into the marketing professionals my mentor connected me with. These professionals have extensive experience in social media marketing, so I constructed questions to ask them. I forwarded these questions to my mentor and she is looking over them. By asking these questions, I will be able to better understand what drives interaction on social media and how Boba+Donuts can use that to their advantage.</p>	2.5
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2/27/2019 16:55:	abby.allison.417@k12.friscoisd.org	Reedy	2/27/2019	3:30:00 PM	4:00:00 PM	0.5	Home Office	today, I called JT Foley and discussed social media marketing. He had a lot of knowledge on how to gauge interaction on Instagram. His company is called build your IG and they have a software designed to get more clicks, follows and likes on Instagram. It costs 100\$ a month to use the software and it will get you anywhere from 300-600 more followers on IG. My mentor and I decided to use this as the "deluxe" option on what is possible to expand social media.	3
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3/1/2019 13:19:5	abby.allison. 417@k12. friscoisd.org	Reedy	3/1/2019	12:00:00 PM	12:35:00 PM	0.5	Coach Watts room	I created a brochure detailing all the different options to provide my bosses with to expand our social media outreach. One will be a free plan, another will be a mid range plan including instagram sponsored ads and the final will be a deluxe plan where we use the Build Your IG software. Hopefully, they will like one of these ideas.	3.5
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3/4/2019 12:14:1	abby.allison. 417@k12. friscoisd.org	Reedy	3/4/2019	10:35:00 AM	12:05:00 PM	1.5	ISM room	<p>Today, I worked to create an outline social media marketing plan for the Boba + Donuts marketing campaign. Searching for templates or general formatting has been a little challenging as many websites want you to sign up, and I do not want to do that. Hopefully, this will be approved by my mentor and boss at Boba + Donuts.</p>	5
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3/5/2019 9:11:41	abby.allison.417@k12.friscoisd.org	Reedy	3/4/2019	4:30:00 PM	5:00:00 PM	0.5	Boba+Donuts	<p>Yesterday at Boba + Donuts, I presented my general outline to my boss, Mihi. Although, it was mostly verbal because we got a little busy, she pretty much gave me free rein to do whatever I want or post whatever I would like. I now have access to the account on my phone and plan on establishing a strong brand persona before posting.</p>	5.5
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3/5/2019 15:51:3	abby.allison.417@k12.friscoisd.org	Reedy	3/5/2019	3:30:00 PM	4:00:00 PM		0.5 home office	I talked to my mentor about the progress of my project, specifically the outline. She was happy with the things I have been researching within the field of social media marketing especially the targeted marketing profiles and the captions. We decided to shift focus away from building a brand persona as other milk tea competitors do not focus on this. More awareness than competitive edge.	6
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3/19/2019 10:14:	friscoisd.org abby.allison.417@k12.	Reedy	3/19/2019	10:00:00 AM	10:30:00 AM		0.5 Reedy library	<p>Today, I focused on emailing professionals to set up an interview to focus on content creation. Additionally, I looked at the trial post I posted and wrote down the insights after 3 days of the post which included the reach of the post and how many profile visits it caused. I plan on going back to the marketing outline plan and tailoring posts to those characters soon.</p>	6.5
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3/19/2019 11:59:	friscoisd.org abby.allison. 417@k12.	Reedy	3/19/2019	11:00:00 AM	12:00:00 PM		1 ism room	My major focus for my final product was to create an advertisement to potentially feature as a poster in the Boba + Donuts store. Earlier, I created an outline to describe each demographic I was targeting. To expand on the targeted demographic, I created a graphic of the health benefits of green tea. The target demographic was healthy moms.	7.5
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3/20/2019 9:06:2	abby.allison. 417@k12. friscoisd.org	Reedy	3/19/2019	6:30:00 PM	7:30:00 PM	1	Boba + Donuts	Last night, after my shift at Boba + Donuts, I came back in with a nicer camera and took pictures around the store. I focused on what demographic I was targeting and how I was going to appeal to them to get them in the store. For example, I created a fun and colorful, sprinkle drink to appeal to students who find aesthetic appeal a factor in their consumer decisions.	8.5
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3/25/2019 23:30:	abby.allison. 417@k12. friscoisd.org	Reedy	3/25/2019	10:30:00 PM	11:25:00 PM		1 home	Today, I focused on creating content, planning posts, finding which app would be most useful to plan the posts, and talking to my boss/client about what she wanted out of my help. I learned one of the things that she wants the most is stories on Instagram so I will keep this in mind when keeping tack of my goals as I could do one story and four real posts or mix that way.	9.5
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3/27/2019 17:43: friscoisd.org	abby.allison.417@k12.	Reedy	3/27/2019	3:30:00 PM	5:00:00 PM	1.5	mentors office	<p>today, my mentor and I looked over my final product progress with Boba and donuts Instagram account. She showed me some useful tools on excel such as pivot tables she learned in college and uses in her management consulting job. we also discussed where to go from here with my final product and further finalize dates such as my practice presentation at the vested group in front of her coworkers and bosses. We are ahead of schedule so I may begin posting before my scheduled date.</p>	11
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4/16/2019 9:25:4	abby.allison. 417@k12. friscoisd.org	Reedy	4/15/2019	3:25:00 PM	5:00:00 PM	1.5	mentor's office	After recording data from work register and logging it into a Google Sheets format, I showed this to my mentor. We also discussed how the bosses were feeling about the project and if they were happy with the results. She gave me a few pointers on data visualization and which graphics to use when showing the people watching the presentation.	12.5
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4/18/2019 12:04:	abby.allison. 417@k12. friscoisd.org	Reedy	4/18/2019	11:05:00 AM	12:05:00 PM	1	ism room	<p>Although I primarily did scattered work today, I have made major progress. I continued recording data per day with updating the order numbers records in addition to updating follower counts. Also, I have ordered a display board for the customers to visit our Instagram page. I also have read research on social media marketing and looked at what other small businesses have done to gain followers, with one person having a one hundred follower return within 24 hours simply by following competitors accounts.</p>	13.5
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4/24/2019 12:15:	abby.allison.417@k12.friscoisd.org	Reedy	4/24/2019	10:30:00 AM	12:15:00 AM	1.5	ism room	<p>Today, I went over my previous presentation to prepare for the next final product presentation. Additionally, I looked over free Instagram analytics programs to better visualize follower data. I struggled finding a program which was truly free, not just a free trial, but hoping when I get home it will work since nothing on school wifi works. My mentor and I rescheduled the preparation for coworker presentation.</p>	15
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4/29/2019 0:38:3	abby.allison. 417@k12. friscoisd.org	Reedy	4/29/2019	10:00:00 PM	12:30:00 AM	2.5	home	Tonight, I worked on creating formulas, becoming more familiar with google sheets, basically excel, and putting together graphs. In addition, I addressed some of the findings and the confounding variables. I may need to talk to my statistics teacher if Alexa does not know how to get around this problem. I am glad I spent a lot of time getting familiar with Sheets technology as many features can be confusing.	17.5
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4/29/2019 23:28	abby.allison.417@k12.friscoisd.org	Reedy	4/29/2019	4:20:00 PM	5:00:00 PM	0.75	Alexa's office	<p>Today, Alexa and I ran through the presentation and made sure to validate the formulas. One of the major points of focus was the confounding variables in the data analysis. She suggested keeping both separate and discussing the problems with the format of the data in the presentation. We also went over the order of which to present things for the final presentation.</p>	18.25
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5/1/2019 12:28:0	abby.allison. 417@k12. friscoisd.org	Reedy	5/1/2019	11:15:00 AM	12:15:00 AM		1 ISM Room	<p>Today, I went over my presentation to prepare for Friday where I present. Additionally, I listed my objectives on the powerpoint and added things my mentor felt would strengthen the presentation of the final product. I created graphs which reflected the results of my studies and put those into the presentation. Hopefully, the presentation will go very well.</p>	19.25
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5/3/2019 22:26:0	abby.allison.417@k12.friscoisd.org	Reedy	5/3/2019	2:00:00 PM	5:00:00 PM		3 mentor office	<p>Today, I presented my final product presentation to The Vested Group employees. I received very helpful feedback in regards to presenting skills and the final product itself. Knowing a major portion of the project is data visualization, I received some suggestions on how to present the data to an audience and almost spoon feed them information. This experience was very rewarding, although my nerves were easy to see.</p>	22.25
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	abby.allison. 417@k12. friscoisd.org	Reedy	5/7/2019	10:30:00 AM	12:15:00 PM	1.5	ISM room	<p>Today, I focused on creating a case study for Boba+Donuts social media marketing plan I used. While this was not the focus of my final product, it is a good supplement to show how I went about achieving my goals in addition to providing extra advertisement for Boba+Donuts. Also, it proves you do not need to be an expert to leverage your resources and strengths to create change.</p>	23.75
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5/8/2019 0:03:02	abby.allison. 417@k12. friscoisd.org	Reedy	5/8/2019	5:30:00 PM	6:00:00 PM	0.5	Boba+Donuts	<p>Today, I recorded all of the order numbers per day since the last time I recorded. I also was able to like more posts on the Frisco place on Instagram from Boba+ Donuts account. I believe I heard two customers talking about how Instagram had brought them into the store which was rewarding to maybe overhear because it would be a direct product of my work.</p>	24.25
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5/9/2019 23:52:5	friscoisd.org abby.allison. 417@k12.	Reedy	5/9/2019	9:30:00 PM	11:45:00 AM	2.25	home	<p>Tonight, I put the finishing touches on everything before submitting. The largest bulk of my time went toward trying to figure out how to upload the proof of my instagram interaction due to the 112 photos. I also worked on the supplemental case study. Although it was not originally part of the plan, adding this in increased my time on the final product log and simply explains how someone could go about doing the same implementation as myself and why.</p>	26.5
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