
Digital Marketing Internship

Daniel Velasquez-Wilson

Digital Marketing Internship for Spring 2020 with Stone Hedge golf club.

While having an initial meeting with Stone Hedge Golf Club's owners and operators, Tanner & Emily Fennewald, it was evident that the company was looking for a modern update to graphic work. In addition, they desired assistance to increase the club members interaction over social media platforms primarily facebook. During this time period it was brought to my attention that the company did not have website. We had discussed options with creating that, it was clear that if that was a desire there would be a reoccurring fee for domain registration through a third party platform such as GoDaddy or Webby.


Included in this document are essential graphics created for the company's distribution amongst in-house event advertising, social media, and more.

If those viewing shall have any questions please feel free to contact me, Daniel Velasquez-Wilson by email at dvp0677@moval.edu or by phone at 725-221-0357.

Calendars

Stone Hedge Golf Club was utilizing a basic formatted calendar for dissemination of events to their club members. The monthly calendar included kitchen specials for lunch, and dinner. In addition it also included events such as golf tournaments or local events hosted by or at the club.

Below is the graphic that the club was formerly using,

























June 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 9:00am Members Tourney Closed for Private Party@ 1:00pm
2 Soup: Tomato Special: Country Pork Fried Steak	3 OPEN FOR LUNCH	4 HH-4:30-6 AYCE- Fish Nuggets	5 Men's League	6 HH-4:30-6 Women's League	7 PRIME RIB	8 Hooter's Tournament HH-4:30-6 Couples @ 5:00pm
9 Soup: Chicken Noodle Special: Flat Bread Pizza	10 OPEN FOR LUNCH	11 HH-4:30-6 AYCE- Pork Sliders	12 Men's League	13 HH-4:30-6 Women's League	14 FISH SPECIAL	15 HH-4:30-6 Couples @ 5:00pm
16 Soup: Vegetable Beef Special: Sloppy Joe	17 OPEN FOR LUNCH	18 HH-4:30-6 AYCE- Fried Chicken	19 Men's League	20 HH-4:30-6 Women's League	21 MIXED GRILL	22 Rexton's Scramble HH-4:30-6 Couples @ 5:00pm
23 Soup: Corn Chowder Special: Chicken Caesar Wrap	24 OPEN FOR LUNCH	25 HH-4:30-6 AYCE- Taco's	26 Men's League	27 HH-4:30-6 Women's League Trivia	28 OPEN MENU	29 HH-4:30-6 Couples @ 5:00pm
30 Soup: Taco Special: BLT						

HH-Happy Hour \$1 off AYCE-All you can eat

Design elements noted

- The graphics HTML color did not match the color of the company's logo thus creating a disconnect between basic branding standards.
- The design needed an uplift for visual attention grab.

FEBRUARY 2020

SUN	MON	TUE	WED	THU	FRI	SAT	
						1	
2 	3 	4  LUNCH: SPAGHETTI SOUP: CKN NOODLE DINNER: AYCE FISH + POTATO BAR	5 LUNCH: SPAGHETTI SOUP: CKN NOODLE	6  LUNCH: SPAGHETTI SOUP: CKN NOODLE DINNER: CLOSED 	7 LUNCH: SPAGHETTI SOUP: CKN NOODLE DINNER: PRIME RIB	8  \$6 BURGER + FRIES LAST DAY TO RSVP FOR VALENTINES DAY DINNER	
9 	10 	11  LUNCH: FRENCH DIP SANDWICH SOUP: POTATO DINNER: OPEN MENU BAR SIDE ONLY	12 LUNCH: FRENCH DIP SANDWICH SOUP: POTATO	13  LUNCH: FRENCH DIP SANDWICH SOUP: POTATO	14  VALENTINES DAY DINNER BY RESERVATION ONLY	15  \$6 BURGER + FRIES	
16 	17 	18  LUNCH: MEATLOAF SOUP: BROCC CHEESE DINNER: AYCE FRIED CHICKEN	19 LUNCH: MEATLOAF SOUP: BROCC CHEESE	20  LUNCH: MEATLOAF SOUP: BROCC CHEESE	21 LUNCH: MEATLOAF SOUP: BROCC CHEESE DINNER: SEAFOOD	22  \$6 BURGER + FRIES	
23 	24 	25  LUNCH: HOT HAM+ CHZ SANDWICH SOUP: VEGETABLE BEEF DINNER: AYCE TACOS	26 LUNCH: HOT HAM+ CHZ SANDWICH SOUP: VEGETABLE BEEF	27  LUNCH: HOT HAM+ CHZ SANDWICH SOUP: VEGETABLE BEEF TRIVIA NIGHT	28 LUNCH: HOT HAM+ CHZ SANDWICH SOUP: VEGETABLE BEEF DINNER: TBD	29  \$6 BURGER + FRIES PICCADILLY AFTER PARTY	
		KITCHEN HOURS OF OPERATION LUNCH 11:00 AM - 2:00 PM THURSDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY DINNER 5:00 PM - 9:00 PM SUNDAY, MONDAY CLOSED ALL DAY		CLUB HOUSE HOURS TUESDAY-FRIDAY 8:00 AM - 10:00 PM SATURDAY 10:00 AM - 10:00 PM SUNDAY, MONDAY CLOSED ALL DAY		VALENTINES DAY DINNER \$100 PER COUPLE INCLUDES LIBATIONS, APPETIZER, SOUP, SALAD, MAIN COURSE WITH SIDES, AND DESSERT. MUST MAKE RESERVATION BY FEB 8	 INDICATES HAPPY HOUR \$1 OFF ALL BAR DRINKS 4:30 PM-6:00 PM

This is was the new template created

Design elements noted

- The colors now match.
- Logos are displayed with visual appeals.
- In addition, the company's times are displayed.

In addition do this graphic, we extended usage of the companies Facebook page by digitalizing the calendar in order to create SEO segments for users to find events online as well. The usage of Facebook events plotted a digital engagement tool for users to share with family and friends.

Some of those examples are shown below:

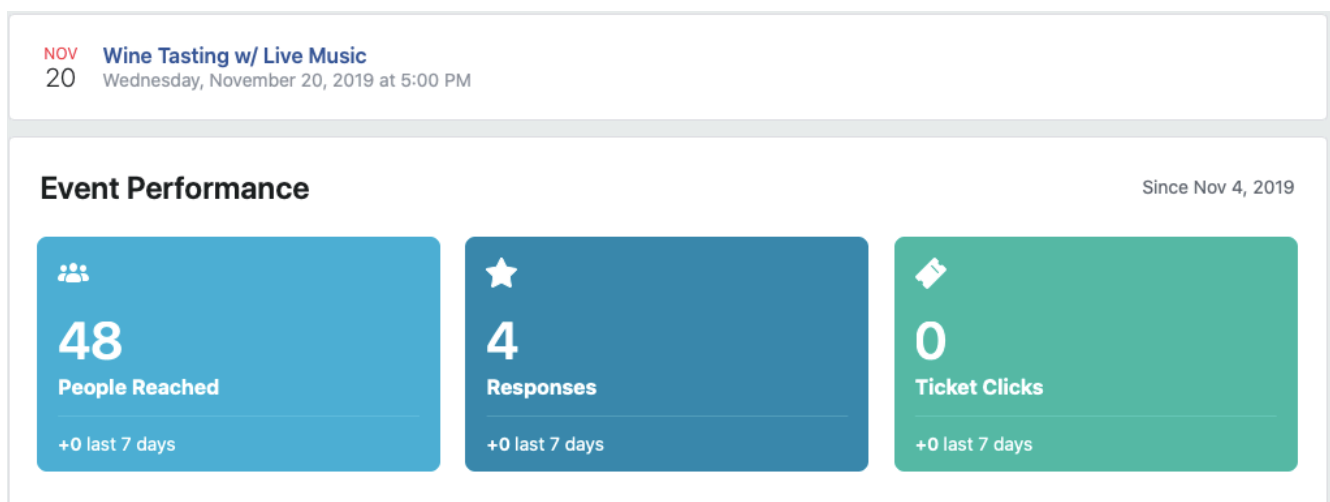
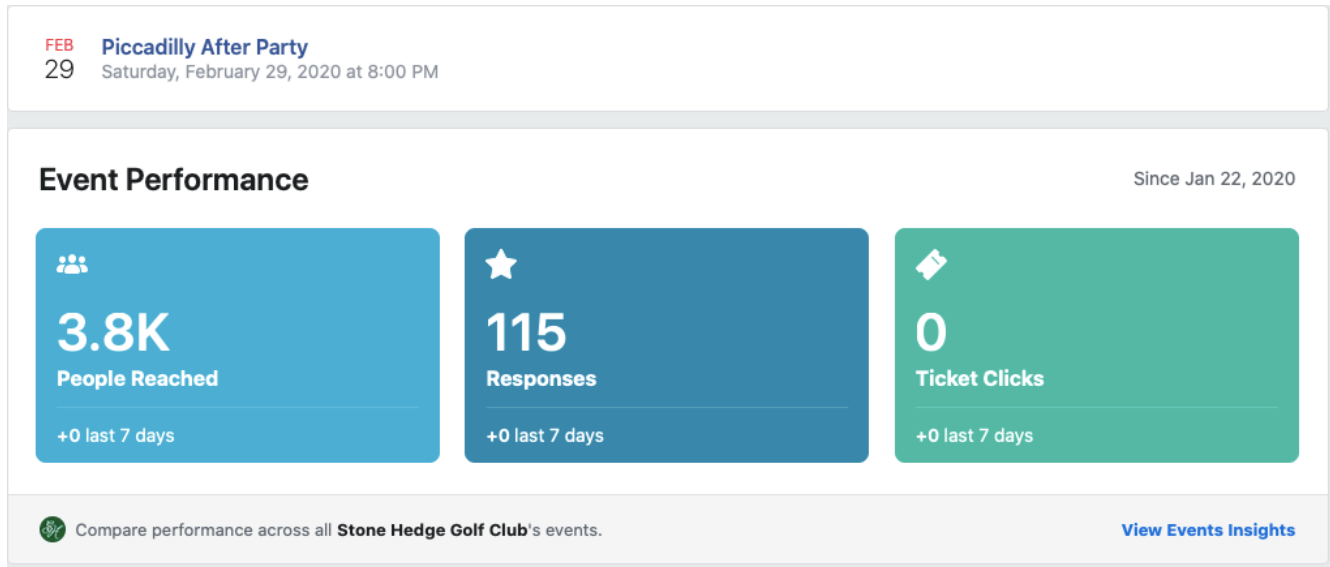








Please scan QR code to be linked to Facebook Event Piccadilly After Party.







Over the two week course of the event being live the event noted 115 event responses with a 3.8 thousand reach.

This was a significant increase compared the clubs similar event back in November.

Numbers and analytics for that event are displayed below. Knowing such a response assisted with further evaluation for marketing events. The Piccadilly event had automatic post to be posted to the companies time line over the course of time prior to the event.



Event	Budget Spent	👤 Reach	★ Responses	🎫 Tickets Clicks
 Piccadilly After Party Stone Hedge Golf Club Sat Feb 29, 8:00pm	Not boosted	3.8K	115	No data
 Trivia Night at Stone Hedge Golf Club Stone Hedge Golf Club Thu Feb 27, 7:00pm	Not boosted	823	19	No data
 Tacos- All You Can Eat Stone Hedge Golf Club Tue Feb 25, 5:00pm	Not boosted	1.4K	33	No data
 Fried Chicken-All You Can Eat Stone Hedge Golf Club Tue Feb 18, 5:00pm	Not boosted	250	6	No data
 Happy Hour at The Club! Stone Hedge Golf Club 12 Dates · Feb 4 - Feb 29	Not boosted	80	2	No data
 \$6 Burger + Fries at Stone Hedge Golf Club Stone Hedge Golf Club 6 Dates · Jan 25 - Feb 29	Not boosted	306	1	No data

Event	Budget Spent	👤 Reach	★ Responses	🎫 Tickets Clicks
Past Events				
 Fried Chicken- All You Can Eat Stone Hedge Golf Club Tue Mar 17, 5:00pm	Not boosted	328	10	No data
 Travis Gibson Live for Dinner at SHGC Stone Hedge Golf Club Fri Mar 13, 5:00pm	Not boosted	754	14	No data
 Men's League at Stone Hedge Stone Hedge Golf Club 4 Dates · Mar 11 - Apr 1	Not boosted	60	1	No data
 Ellen Lance- Public Meet & Greet Stone Hedge Golf Club Mon Mar 9, 6:30pm	Not boosted	203	5	No data
 \$6 Burger + Fries at Stone Hedge Stone Hedge Golf Club 4 Dates · Mar 7 - Mar 28	Not boosted	40	0	No data
 Chili & Potato Bar- All You Can Eat Stone Hedge Golf Club Tue Mar 3, 5:00pm	Not boosted	204	1	No data

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Event overall engagements increased significantly over time and continued to see a trend with no money or budget set too utilized to do so.

Graphics created and used for events are as followed:



Stone Hedge Golf Club presents

TRIVIA NIGHT

DO YOU HAVE WHAT IT TAKES TO BE
THE NEXT STONE HEDGE TRIVA
MASTER?

IF YOU THINK SO...

JOIN US FOR THE FEBRUARY TRIVA
NIGHT CHALLENGE !

Thursday February 27, 2020 @ 7PM



Stone Hedge Golf Club Presents

TRIVIA NIGHT

Thursday February 27, 2020 @ 7PM

DO YOU HAVE WHAT IT TAKES TO BE THE NEXT STONE
HEDGE TRIVA MASTER?

IF YOU THINK SO...

JOIN US FOR THE FEBRUARY TRIVA NIGHT CHALLENGE !





As phase two of the internship would have commenced, it was ideal to have created a assist with the creation of a website that would have included the many basics of a business website allowing for commutation efforts and embedding club events and membership options. Ideas drafted for website included potential online ordering for take out orders, membership community forum, access to online menus, tournament sign ups, and email subscriptions for monthly or bi weekly promotional emails.