

# MUST MARKETPLACE

S U M M E R 2 0 1 8 I N T E R N S H I P S U M M A R Y  
B Y E R I C A K A S T N E R



A photograph of a clothing rack filled with various garments, including jackets, shirts, and sweaters, all hanging on white hangers. The image is overlaid with a semi-transparent blue filter. The text is centered over the rack.

# THE BRAND

The MUST Marketplace is a non-profit thrift store that operates under the non-profit organization MUST Ministries. 100% of the net proceeds from the MUST Marketplace go back into MUST Ministries to help locals affected by economic instability get back on their feet.

# THE BRAND SITUATION

1

Small social media presence on Facebook and lack of an Instagram account

2

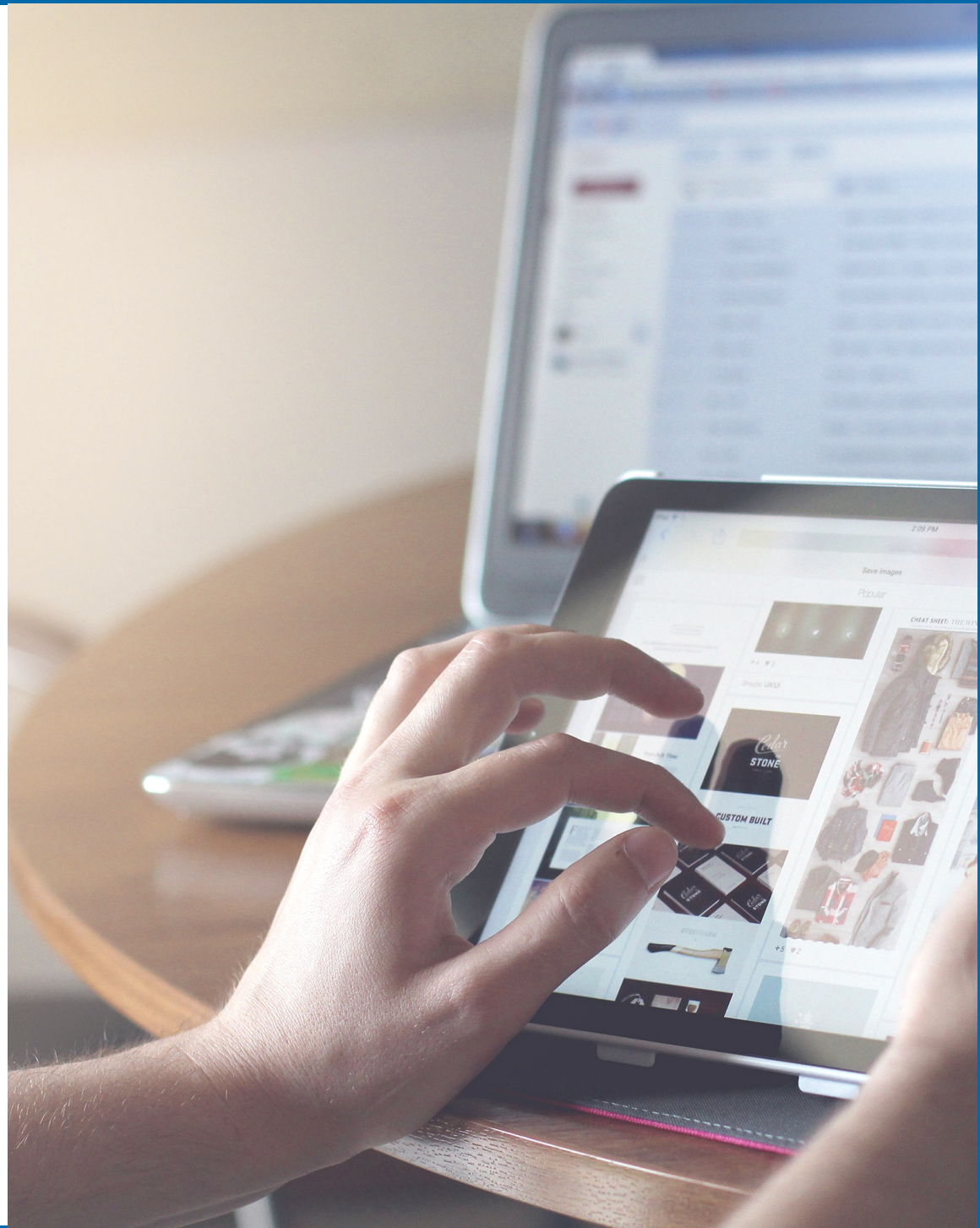
Poorly designed webpage

3

No presence on Google Maps

4

No regular posting schedule or high quality images in posts



# THE BRAND SITUATION

5

Lack of millennial customer base, especially from neighboring college, Kennesaw State University

6

Lack of large advertising pushes for sales and events

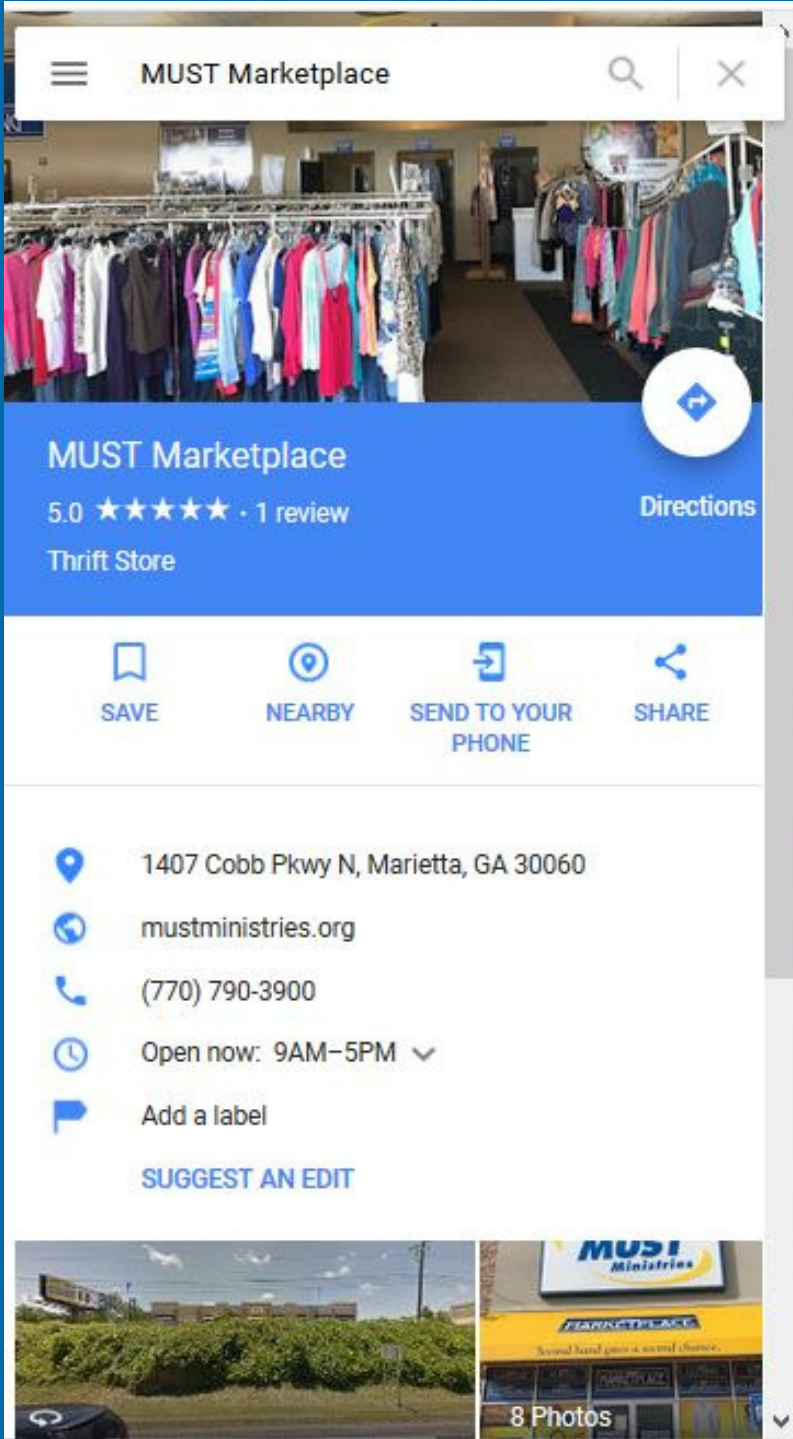
7

Lack of consistent brand aesthetic





**MY STEPS TO SUCCESS**



## Step One

# MAKE BRAND ACCESSIBLE

The first thought I had when I was organizing a prioritized task list was, "How can people visit the store and fall in love with the brand's mission if they can't find directions to it on Google Maps?" I set to work creating a Google MyBusiness account so I could make a Google Maps profile.

Additionally, I created a MUST Marketplace Gmail which served as the hub for all my projects over the course of the summer.

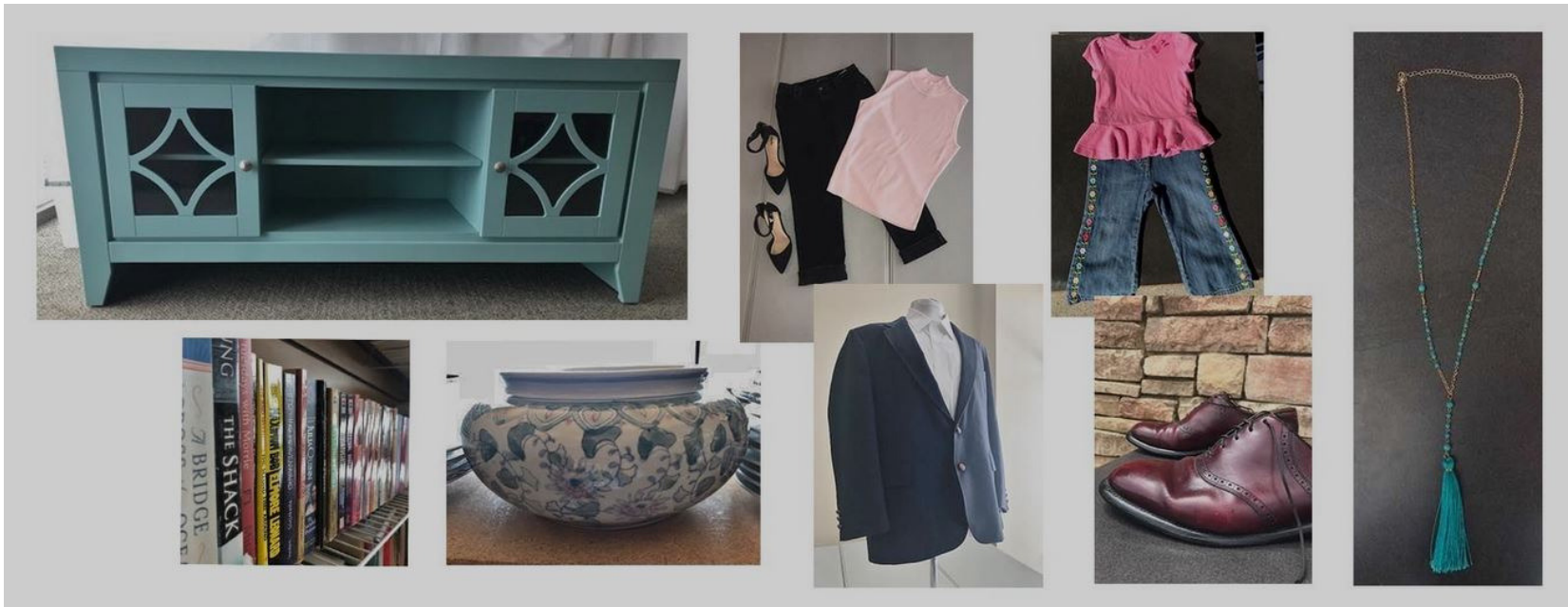
## Step Two

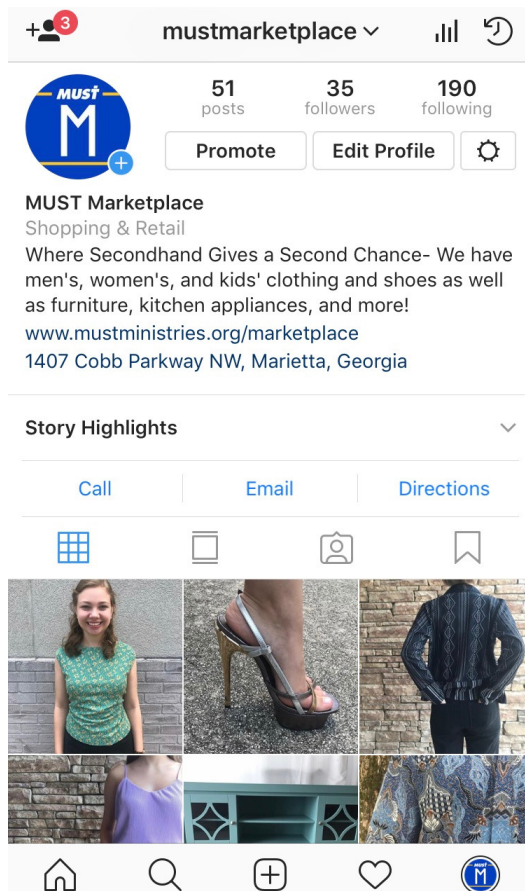
# CLEAN UP WEBPAGE DESIGN

The next step in my deep dive into the brand involved analyzing the brand's webpage. I noticed that it lacked an appealing design as well as key information that consumers visiting the page might desire.

I communicated with the marketing department as well as the website designer to add relevant information such as the store's everyday sales, pictures of the merchandise, social media links.

In terms of design, to break up the blank white space I added merchandise photos that I took and strips of color to break up information sections. I also had special icons made to identify each type of information on the page, for instance the phone number.





## Step Three

# CREATE INSTAGRAM ACCOUNT

Growing the brand's presence on Facebook and Instagram became a priority for me. The first step in this task involved the creation of an Instagram account for the MUST Marketplace.

To gain followers and increase engagement, I included relevant hashtags in each post. I also followed accounts that followed trendy thrift stores in the Atlanta area as well as Greek Life members from a neighboring college, Kennesaw State University.

Liked by **tyronekingjr**, **therealddigs** and **8 others**  
**mustmarketplace** Check out our tent sale today from 10-3 to find great deals like this lavender top from White House Black Market! Select merchandise up to 75% off! 100% of the net proceeds go back into supporting MUST Ministries' programs!  
[#thriftstorefinds](#) [#thrift](#) [#thrifting](#) [#thrifty](#) [#atlanta](#) [#atl](#) [#shopforacause](#) [#thriftingatlanta](#)



## Step Four

# ESTABLISH REGULAR POSTING SCHEDULE

Next, I set out to create a regular posting schedule for the brand to maintain consistency across social media platforms. I achieved this goal with a two-step process. First, I created a Google Sheets calendar to log which social media platforms each post was published on as well as what day each post was published on. A picture of the calendar is included below.

Next, I made an account on the social media post scheduling app Later. This app allowed me to queue posts on my phone that I could publish to Instagram and Facebook with the push of a button. This saved me time on the weekends when I was away from the office and still needed to publish posts. I researched peak times to post on Facebook and Instagram to ensure posts were receiving the highest possible engagement.

	A	B	C	D
1	Day in July	Name/Type of Post	Instagram	Facebook
2		1 Ryan Michael Western wear outfit	X	X
3		2 Last minute 4th of July s pread	X	X
4		3 Nine West s nak eskin heels	X	X
5		4 Braves shirts	X	X
6		5 Paisley top with black pants	X	X
7		Post 4th of July sale 50% off		X
8		Hawaiian s hirt grouping		
9		6 Erica in gray and white s undress	X	X
		7	X	X

## Step Five

# CURATE BRANDING TIPS LIST

I knew that my time interning at the MUST Marketplace was limited. Therefore, I curated a list of relevant information about social media and branding to be passed along to the next intern. This information would aid in projects and prevent slowing the growth the brand was making .

My sources for this information came from classes I took at the University of Georgia, information about branding and social media that I researched online, and tips I learned over the course of the summer. Screenshots of the list are attached on the next page.



### Random social media tips

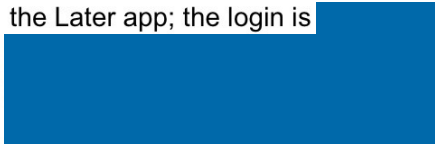
- Free, watermark-free pictures can be found at pexels.com for making ads and stuff
- **Types of content to post**
  - Sales/promotions
  - Student discount- advertise on Instagram
  - General pictures of outfits with descriptive/fun captions
  - Fashion tip of the day
  - Stories from MUST Marketplace clients
  - Quotes about environmental sustainability and how thrifting is eco-friendly; use statistics too
  - Captions using statistics about the Marketplace and how it helps the community
- Images with people wearing the clothes vs. just the clothes get more likes
- Custom photos are better than stock photos- seems more real and relatable
- The most successful Facebook ads create a story around the cause they're trying to promote
- Have effective copy/captions under photos/ in ads to reel in audience; however, use short titles for ads

### Tips for maintaining a good Instagram

#### aesthetic:

- Post regularly
- Use the same filters on photos
- Try to use simple photos
- **Post content that tells a story about your brand- for us, it could mean sharing statistics about people that are helped, client stories from shopping here, content that shows off our brand values, etc.**
- Don't always have to post the same things to Facebook and Instagram since Instagram has a more photo-friendly feel
- Use Canva for free templates to design Instagram posts, ads, etc.
- Don't put too many words in the picture- save that for the caption; let the picture tell the story and the caption explain it
- Use hashtags in the caption that relate to the business or the post itself to get more likes/engagement (ex. If
- Create a hashtag that relates to the Marketplace and put it in all your posts to create good branding
- Take pictures with a variety of cool background (ex. Brick walls, white walls, etc.)- don't be afraid to go somewhere else like a park to take a picture!

### How to Schedule Posts and Peak Posting Times

- At the beginning of each week, go through the store and put together outfits for millennials and take pictures of them; use Later app to schedule posts for the whole week to save time
  - Later: There's a website you can use but in order to post things to Instagram you have to download the Later app; the login is 
- Tips for scheduling posts
  - Make a list of content categories that you wish to post in the upcoming months (ex. Blog posts, promotions, event promotions, holidays, quotes, images, videos, and GIFs) and schedule posts so that you aren't posting a bunch of the same content type in a row
  - Paid scheduling platforms: CoSchedule, Sprout Social, Agorapulse
- **Best times to post in general**
  - 8-9 am, 5 pm, 2 am; try to post more on Mondays but day of the week doesn't factor in as much
  - Don't post between 3-4 pm; in

## Step Six

# CREATE KSU PROMOTIONS PLAN

After making post scheduling arrangements, I sought to tap into the college student base that my boss had not yet reached. I created a schedule of possible promotions to be implemented at Kennesaw State University, a neighboring college, for the 2018-2019 school year.

Over the summer I started rolling out my idea to have a booth at the KSU Farmer's Market by engaging in email correspondence with a student coordinator.

Additionally, I created a second Google Sheets calendar of a contact list of Kennesaw State University student organizations that my boss could reach out to once the school year started to ask about volunteers, donations, or to promote sales.

A screenshot of the KSU student organizations spreadsheet is attached on this page. A screenshot of the KSU promotions schedule is attached on the next page.

1	Name of Organization	Type of Organization	Name of Contact	Email	Phone			
2	Trust KSU	Service/Volunteer Work		trustksu@gmail.com				
3	Omega Phi Alpha	Service/Volunteer Work		ksu.ophia@gmail.com				
4	Golden Key Honor Society	Service/Volunteer Work		kennesawstategoldenkey@gmail.com				
5	National Society of Collegiate Scholars	Service/Volunteer Work		kennesawstatenscs@gmail.com				
6	KSU Honors Club	Service/Volunteer Work		Visit this link to send an email: <a href="https://kennesaw.campuslabs.com/engage/organization/honors/contact">https://kennesaw.campuslabs.com/engage/organization/honors/contact</a>				
7	Human Service Club	Service/Volunteer Work		jfortne8@students.kennesaw.edu	678-629-4842			
8	EcoOwls: Students for Environmental Sustainability	Environmentally Conscious		ecowlsksu@gmail.com	470-678-3921			
9	Gardening Owls	Environmentally Conscious		gardeningowls@gmail.com	770-855-6530			
10	Engineers for A Sustainable World KSU	Environmentally Conscious		eswksu@gmail.com				
11	Alpha Omega	Religious		rozibun@students.kennesaw.edu	678-572-0984			
12	Campus Outreach	Religious		daniel.chen@campusoutreach.org	404-421-3525			
13	Christian Students at KennesawState	Religious		christianstudentsksu@gmail.com	470-210-8387			
14	Cru	Religious		kris.hodges@cru.org	404-694-8891			
15	CollegeLife/YoungLife?	Religious		hhblasingame@gmail.com	803-215-7855			

	A	B	C	D	E	F	G	H
1	<b>August</b>							
2	Start partnership with KSU farmer's market where we set up informational booths, hand out coupons, etc. at farmer's market							
3	Social media posts about how KSU students still in need of furniture for their apartments should's hop at the Marketplace							
4								
5	<b>September</b>							
6	Tailgate with games, prizes, etc. at KSU football game							
7	Greek Life competition for donations and volunteers: Contact organizations about donations							
8	Social media posts about our everyday student discount; boost around KSU area							
9								
10	<b>October</b>							
11	Owl-O-Ween: Set up a booth for the Marketplace at this event at KSU							
12	Tailgate with games, prizes, etc. at KSU football game							
13								
14	<b>November</b>							
15	Get restaurants around KSU to partner with the Marketplace; hand out coupons to the Marketplace with purchases??							
16								
17	<b>December</b>							
18	Extra discounts to students because of finals; promote on social media, pay to boost Facebook posts around KSU area							
19								
20	<b>January</b>							
21	Interior design department "Decorate this room with stuff from a thrift store" idea; look in Google Doc for idea info.							
22								
23	<b>February</b>							
24	Email KSU organizations, including Greek life, about shopping at the Marketplace; tailor message to the type of organization							

## Step Seven

# DESIGN ADS FOR SALES

Throughout the summer, I designed ads for multiple sales that the store ran. I taught myself how to boost posts on Facebook and utilized that knowledge to promote our Father's Day sale on Facebook.



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**FATHER'S DAY SALE**

**50% OFF EVERYTHING**

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**THIS FRIDAY AND SATURDAY  
ONLY!**

**MUST  
MARKETPLACE**

## Step Eight

# VARY SOCIAL MEDIA POSTS

Below is a list of the three most common types of social media posts I made.

1

An outfit with a witty, descriptive caption

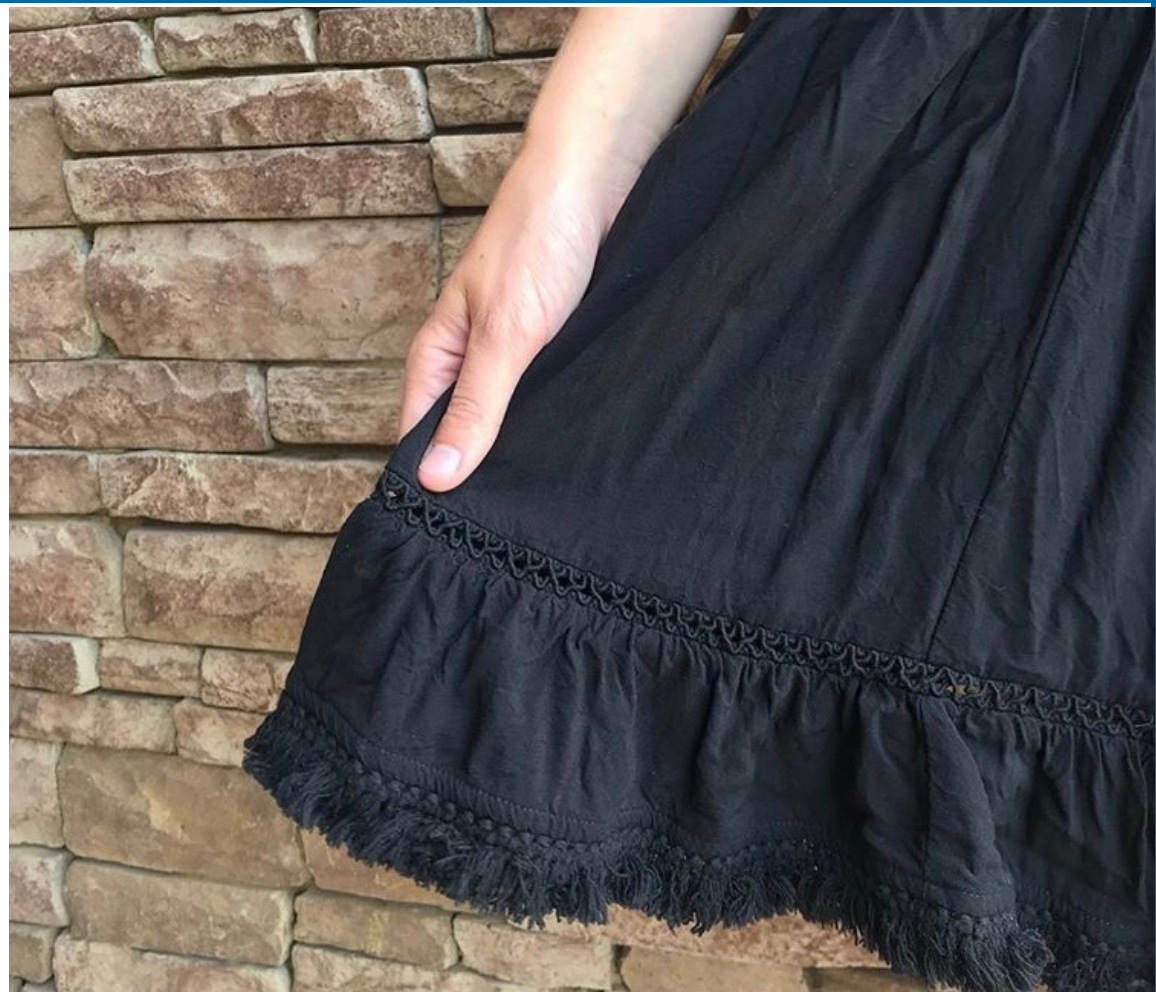
2

"Fashion Tip of the Day"

3

One-off posts relevant to current pop culture trends

I took all pictures that I posted to social media. A screenshot of the first type is to the right of this page and the other two types are on the next page.



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[Promote](#)



Liked by [eatlovegive](#), [janiewaddell\\_](#) and **6 others**

[mustmarketplace](#) Little black ruffles spice up this Little Black Dress! [#thrifting](#) [#thriftingatlanta](#)



[View Insights](#)

[Promote](#)



Liked by [hotlantamom](#), [\\_caml](#) and 11 others

**mustmarketplace** Fashion tip of the day: Roll up the sleeves on long-sleeved shirts for a more fun and casual look!

[#thrifting](#) [#thrifty](#) [#thrift](#) [#thriftstorefinds](#) [#atlanta](#) [#atl](#) [#shopforacause](#)

[janiewaddell\\_](#) SO CUTE

JULY 23



[View Insights](#)

[Promote](#)



Liked by [alishacoley](#), [blacksworld](#) and 11 others

**mustmarketplace** Capture Meghan Markle's classic and radiant style in this stylish trench coat dress! [#thrifting](#) [#thrift](#) [#thrifty](#) [#thriftingatlanta](#) [#thriftingatl](#) [#shopforacause](#) [#atlanta](#) [#atl](#)

JULY 19



## Step Nine

# MAINTAIN BRAND CONSISTENCY

In all advertisements that I curated and flyers I designed, I made sure to always include the MUST Marketplace logo and integrate the official MUST blue and gold colors into the design as often as possible.

The example to the right is from an advertisement for a sale that I designed.



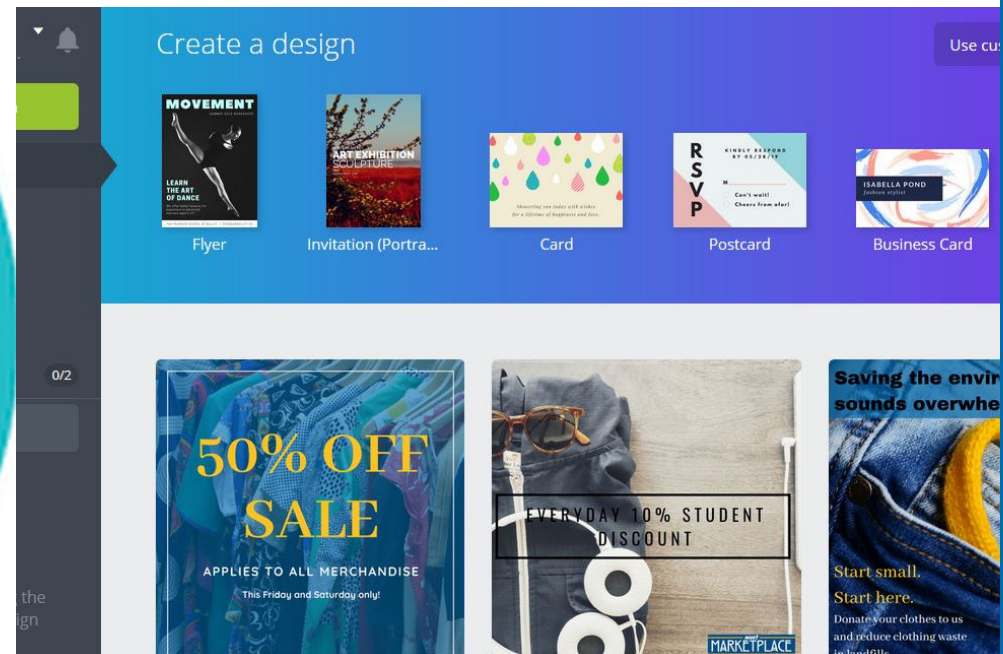
The advertisement features a blue background with a yellow border at the top. The main text is in yellow: "20% OFF FURNITURE" and "50% OFF EVERYTHING ELSE". To the right is a yellow outline of a price tag with a green tag inside. Below the main text, on a yellow background, is the text: "This weekend only at the MUST Marketplace!", "1407 Cobb Parkway N, Marietta, GA, 30060", "770-790-3900", and "Open Friday 9-5, Saturday 10-6, closed on Sundays". The MUST Marketplace logo is in the bottom right corner, with the tagline "Second hand gives a second chance." below it.



## Step Ten

# CREATE INFORMATIONAL PROMOTIONAL FLYER

Many in the metro Atlanta area are familiar with MUST Ministries, the parent company of MUST Marketplace. Through research I realized that not many are familiar with the mission of the MUST Marketplace as well as how it operates. I set out to design an informational flyer to be used to promote the MUST Marketplace mission. I used Canva to design this flyer as well as many other projects that I completed throughout the summer. A picture of the flyer is attached on the next page.



# SHOP FOR A CAUSE.

**MUST**  
**MARKETPLACE**

*Second hand gives a second chance.™*

MUST Marketplace, a service of MUST Ministries, is a thrift store that offers so much more than just bargains.



Feel satisfied with your purchase knowing that the MUST Marketplace allows clients to select gently used clothes at no cost and purchase household items at a minimal cost.



Reduce clothing waste in landfills by buying recycled items.



Support the many services of MUST Ministries with your purchases.



Donate used items to make a difference in 30,000 lives.



See your time volunteering in the store translate into positive change for others.



**Bring this flyer next time you shop to save 10%!**



Follow us  
@mustmarketplace for the  
latest updates on our sales  
and new merchandise!

**MUST**  
**MARKETPLACE**

## Step Eleven

# PROMOTE END OF SUMMER TENT SALE

I promoted our End of Summer Tent Sale by boosting Facebook posts, curating Instagram posts, and designing a flyer that I handed out to local businesses and in areas close to the store's location with heavy foot traffic.

A screenshot of the boosted Facebook post about the sale is to the right of this page. A picture of the flyer is attached on the next page.



**MUST Marketplace**

Posted by Erica Kastner

July 20 at 2:41 PM · 🌐

Come one, come all to our End of Summer Tent Sale next Friday and Saturday from 10-3! Select merchandise will be up to 75% off!

**End of Summer Tent Sale!**



**July 27-28**



# End of Summer Tent Sale!

Friday July 27-Saturday July 28



Open 10-3



100% of the net proceeds go to helping a neighbor in need!



Select merchandise up to 75% off!

1407 Cobb Parkway N, Marietta, GA 30060  
770-790-3900

MUST  
**MARKETPLACE**

## Step Twelve

# CREATE ADVERTISING CAMPAIGN

## Campaign Goals

1

Promote reusable branded shopping bags that I helped design

2

Promote positive environmental impact of thrifting

3

Break down the overwhelming concept of "helping the environment" into an everyday, realistic idea





# "MAKE EARTH DAY EVERYDAY"

I conceptualized, designed, and implemented the entire campaign from start to finish. Two out of the three images used in the campaign were taken by me. Pictures of the ads, which were posted to the brand's Facebook and Instagram accounts due to a low budget, are attached on the next few pages.

A close-up photograph of a blue denim pocket with a yellow drawstring. The denim is a medium blue color with visible stitching. The yellow drawstring is coiled inside the pocket. The background is a solid blue color.

**Saving the environment  
sounds overwhelming.**

**Start small.**

**Start here.**

Donate your clothes to us  
and reduce clothing waste  
in landfills.

**MUST**  
**MARKETPLACE**

Make Earth Day Everyday.





**Saving the environment takes  
more time than the day allows.**

**Start small.**

**Start here.**

**Buy our reusable shopping  
bag and get rewarded with  
10% off every subsequent  
purchase.**

**MUST**  
**MARKETPLACE**

Make Earth Day Everyday.



**Saving the environment is a  
worldwide effort.**

**Start small.**

**Start here.**

Buy gently recycled clothing from  
us and reduce clothing waste in  
landfills.

*Must*  
**MARKETPLACE**

Make Earth Day Everyday.

# THE RESULTS

**25%**

All the "Make Earth Day Everyday" advertisements performed in the top 25% of all posts on the MUST Marketplace page.

**5,568**

people reached and 199 engagements from the boosted Facebook post promoting the End of Summer Tent Sale.

**34%**

increase in Google Maps views of the MUST Marketplace and 16% increase in Google Search views in July.

**31%**

Increase in sales from the 2017 tent sale to this year's.

# THE RESULTS

7%

increase in likes and followers on Facebook over the course of the summer.

645%

increase in reach and 241% increase in post engagement on Facebook during July.

37

followers gained on Instagram over the course of two months. The account's inception took place at the start of my internship.