

Ai Bao Marketing Campaign & Brand Kit

Presentation of Material:

https://www.canva.com/design/DAGIH4lCrX8/duN7XmCN9VM3uYCavOwtQ/edit?utm_content=DAGIH4lCrX8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Target Audience (Demographics) Ai Bao Demographics

- Overall research and analysis on the demographics of Auburn residents. Provides clarity on your focus on who to advertise to.

Revised Brand Kit Ai Bao Brand Kit

https://www.canva.com/design/DAGkSL79BbA/1yCDcKEP_VhcwOq7o7wJvQ/edit?utm_content=DAGkSL79BbA&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

- Logo
- Color Palette
- Typography
- Emotional Associations

Advertising

Flyers (*Print / Digital*)

- https://www.canva.com/design/DAGkvR71jBo/m7po-1tVG2rYW9eoE5YvfA/edit?utm_content=DAGkvR71jBo&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Banner Ads (*For Websites*)

- https://www.canva.com/design/DAGkybl5yao/rpLXI-l_PN1eSu-BanU-kQ/edit?utm_content=DAGkybl5yao&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Merchandise (*Design Ideas*)

- https://www.canva.com/design/DAGkkobZtzs/77bRkZ66l3b1V49zXKPyBg/edit?utm_content=DAGkkobZtzs&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Search Engine Marketing (SEM)

Keywords

-  Search Engine Marketing (SEM)

Website Wireframe/Layout *(Revised Website)*

- https://www.canva.com/design/DAGfrJNzHsQ/ROvColUeh5RMEJdwreBGIA/edit?utm_content=DAGfrJNzHsQ&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Website Tracking Platforms:

- [Google Analytics](#)
- [Ahrefs](#)
- [Semrush](#)

Email Marketing

Email Newsletters (Copies)

-  Email Newsletters

Email Newsletters (Design Templates)

- https://www.canva.com/design/DAGkitu_W-s/ZSP-dWVgVRf75HqjXlpdpw/edit?utm_content=DAGkitu_W-s&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Social Media Marketing

Content Creation (Ideas)

-  Content Creation

Annual Content Calendar

- https://www.canva.com/design/DAGkcRMuAnY/YfTGN78x0djJODnxKqbDhw/edit?utm_content=DAGkcRMuAnY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Social Media Ads *(Instagram, can be formatted to Facebook)*

- https://www.canva.com/design/DAGk1AO7Be0/mxJKmsFORLHObU1KESqBpg/edit?utm_content=DAGk1AO7Be0&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Social Posts *(Instagram, can be formatted to Facebook)*

- https://www.canva.com/design/DAGkuF4XMW0/pD8SgS4qx5Mvbn2zz8D4dg/edit?utm_content=DAGkuF4XMW0&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Design Template Posts *(Instagram, can be formatted to Facebook)*

- https://www.canva.com/design/DAGkfiHwIP8/YfmlzBEEWXY3wAqreLOS7A/edit?utm_content=DAGkfiHwIP8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Content Canva Kit

- https://www.canva.com/design/DAGkiFOYasY/v-AHzcns0YoR0AMShLfeTQ/edit?utm_content=DAGkiFOYasY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton