



GOODWILL SAN ANTONIO

LET'S GET GEN Z ON BOARD!

TEXAS STATE AMA

**Unlike Clothes,
One Size Does Not Fit All**

OBJECTIVES

Introduce Segmentation

- **Different Platforms will have Different Content Aimed at different demographics**

Encourage UGC

- **Through Contests, We Encourage People to share their experiences at Goodwill.**

Ambassador Marketing

- **Opening up Applications to have students at colleges in Texas as Ambassadors Throughout the School Year.**

Segmentation

YOUTUBE

GOODWILL IS:

A Campaign that is
targeted ads.

Tracking in Completion Rate of the Ad

INSTAGRAM

Encouraging UGC
through Contests and
Ambassadors

*Tracking in Likes,
Tags, and Follows*

Segmentation

FACEBOOK

Creating brand awareness through sharing graphics that highlight our mission

Tracking on Impressions

TIKTOK

More entertaining content, silly and fun videos that are shareable.

Tracking Likes, Follows Comments, and Reposts

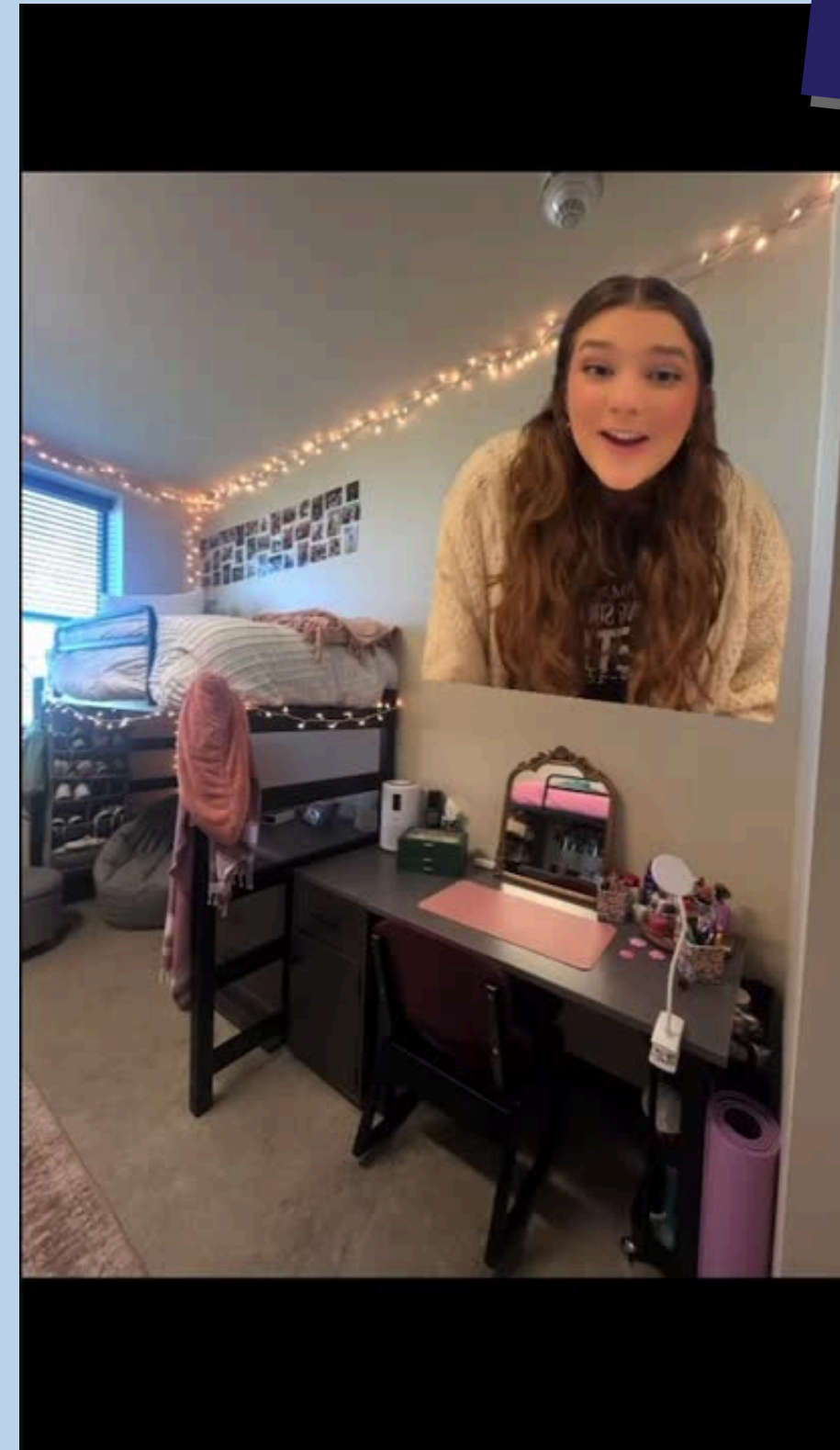
INSTAGRAM CONTEST- DECK *the* DORM

 **GOODWILL
SAN ANTONIO**

DECK THE DORM
★ COMPETITION ★



5 WINNERS
\$250 CASH PRIZE
ENTRY DETAILS BELOW



**SEEKING:
Followers,
Voters,
and Tags**

INSTAGRAM AMBASSADOR PROGRAM



This program will be open to ALL College Students in TX students to apply for. This program will open up after the “DECK THE DORM” contest.

\$50 to Goodwill, \$50 Cash

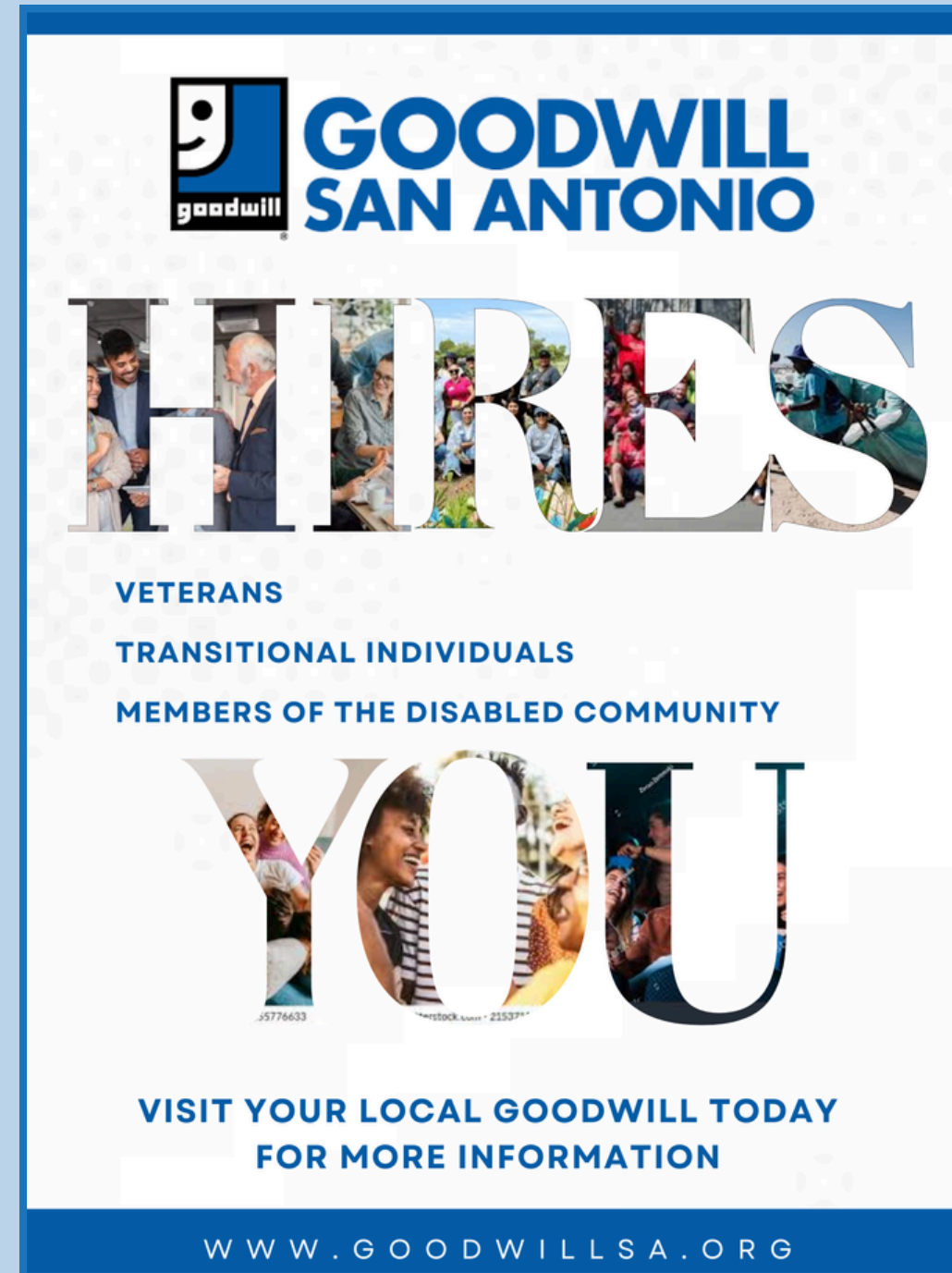
FACEBOOK CAMPAIGN



**GOODWILL
SAN ANTONIO**

SHOPPING ON A BUDGET
PROVIDING JOBS
SUPPORTING OUR COMMUNITY
HANDS-ON TRAINING
DEIA OPPORTUNITIES
DIVERSITY, EQUITY, INCLUSION, ACCESSIBILITY

IT'S NOT A HAND-OUT, IT'S A
HAND-UP



**GOODWILL
SAN ANTONIO**

HIRERS

VETERANS
TRANSITIONAL INDIVIDUALS
MEMBERS OF THE DISABLED COMMUNITY

YOU

VISIT YOUR LOCAL GOODWILL TODAY
FOR MORE INFORMATION

WWW.GOODWILLSA.ORG

Advertisements
and Media that
highlights the
Brand Mission.

WEBSITE BANNER ADS

Goodwill is... **Uplifting.**
Goodwill is... **YOU!**



Goodwill is... **Community.**
Goodwill is... **YOU!**



Goodwill is... **a Second Chance.**
Goodwill is... **YOU!**



Goodwill is... **Mi Gente.**
Goodwill is... **YOU!**



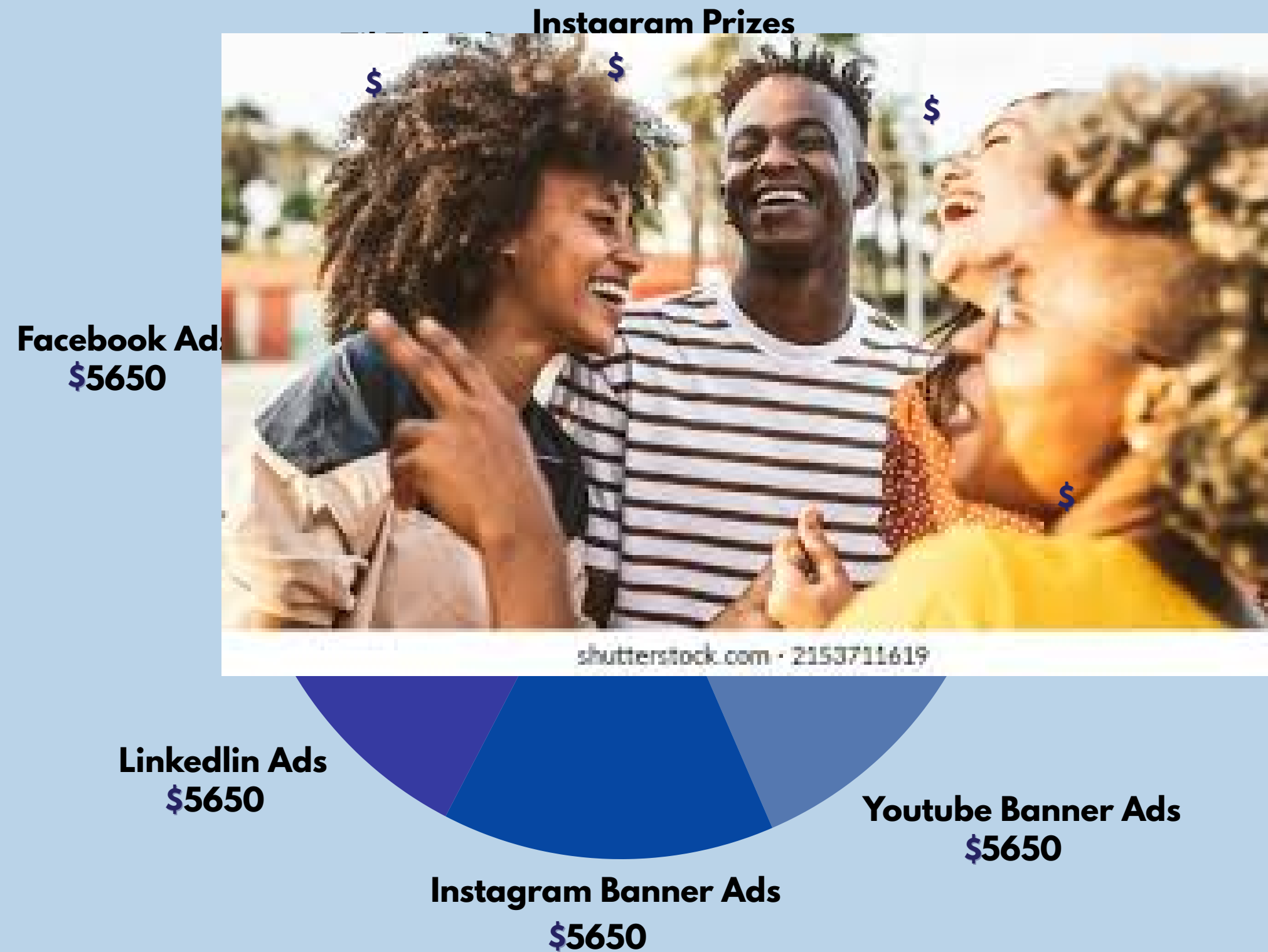
YOUTUBE CAMPAIGN



Donations come in

SEEKING: High Completion Rate of the Ads

Budget Allocation



=\$40,000



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TEXAS STATE AMA

**Unlike Clothes,
Goodwill is Unique and NOT
One Size Does Not Fit All**