

2021ChambersTaylor-abstract

Abstract

The power of digital media is growing rapidly. Blogs and social media presences continue to prove a worthwhile asset in digital marketing. This project aims to research the blog market with a professionalism focus. I did market research on blogs who created content surrounding careers, monitoring the different web designs and website features. I also examined the social media posts of each blog company to find the best route for gaining traffic to the site, as well as the best use for each platform with the target audience in mind. After gathering this information, I created a blog surrounding young professional life and carried out a subsequent social media strategy.
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