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December 13, 2013

ENG 201 – Prof. Bryant

**Market Yourself**

Using my e-portfolio to market myself as a product was a difficult request. As a brand, my market share consisted of my classmates but since this was an extra credit project, I didn’t know who, specifically, was participating. This definitely made recognizing the competition difficult. My personal brand is one that I know is well known across campus. I have been involved in several things yearly including being a Peer Leader, Orientation Leader, a part of Student Government and several honors societies. I knew my personal brand had a positive brand equity as well as respectable brand awareness but my issue was shaping my e-portfolio to reflect all that I have done as well as what I was planning to do. I had to take this and all the previously mentioned aspects into mind when determining my marketing plan. Not only so, my market was unexplored territory (e-portfolio) and I knew that it would be difficult advertising myself in unknown territory. I started with my introduction since it would be the easiest to analyze.

After conducting a lot of market research, I began to plan my e-portfolio introduction. I found that pictures, links and a colorful but informal introductory page was most popular among the best e-portfolios so I incorporated those into the page. My introduction page is informal yet captures my personality rather than who I am on a professional level. I figured that information on a professional level could be found in the subsequent pages. With my entire e-portfolio, I tried to implement a blue ocean strategy. I reviewed most of my classmate’s e-portfolios and found that none of them used pictures, HTML and videos to add vibrancy to their pages. I also analyzed my market and found that I wanted to include a good margin between the amount of effort I included in the page and what users took from it. With this information, I included a short welcome address on my introduction, a picture collage (to show my progression through the years) and finally, several pictures to show my thought processes and how I think. Moving onto my resume page and showcase page, I incorporated the same things. I included a lot of graphics, pictures and videos and paid special attention to the positioning and what pulls the eyes where. For example, for my Resume page, I included my strengths (as told by StrengthsQuest) and an explanation as to what it is to show why it is relevant. I also included pictures and videos to back up my experiences, which will increase my market share value. I also took much care to consider my customer value in preparing my page. This can be seen in the way everything is ordered, the colors and how everything is portrayed.

Overall, I find that my marketing mix can be described as such. The product is my accomplishments and myself. The price varies depending on what I am embarking on (of course, I don’t come cheap!). My promotion is via e-portfolio, which ties in perfectly with the place of my brand as well. My e-portfolio markets my accomplishments perfectly with careful consideration as to what the viewer (my consumer) wants to see and what information they consider relevant.