



# *MARKETING INTERNSHIP CAPSTONE*

GRETCHEN HONER

AUGUST 5, 2021

*NETJETS®*

*HOW DID I GET HERE?*



**KCMH**

Social Media	Emails
Digital Media	Project Management
Art and Design	NetJets Store
Content Strategy	Owner Gifting
Copywriting	Partnerships
Brand Identity	Internal and External
Events	Content
Signage	Advertisements
Owner Relationships	Voice and Tone

---

## Marketing

# PROJECTS

<b>Owner Gifting</b>	<b>Young Adult Gifting Products</b>	Owner Welcome Gift Audit	
<b>Business Development</b>	<b>Winery Partnership Prospecting Research</b>	Wikipedia Page Fact Checking	
<b>Social Media</b>	<b>Photoshoots</b>	Competitive Analysis: NetJets, EJM, & QSP	PGA Ambassadors Social Post Tracking

1

---

## *OWNER GIFTING*

**NETJETS®**

# YOUNG ADULT GIFTING

**TO FIND SPECIFIC CATEGORIES AND PRODUCTS FOR GIFTING  
THAT WILL APPEAL TO YOUNG ADULTS AGES 13-25**



2

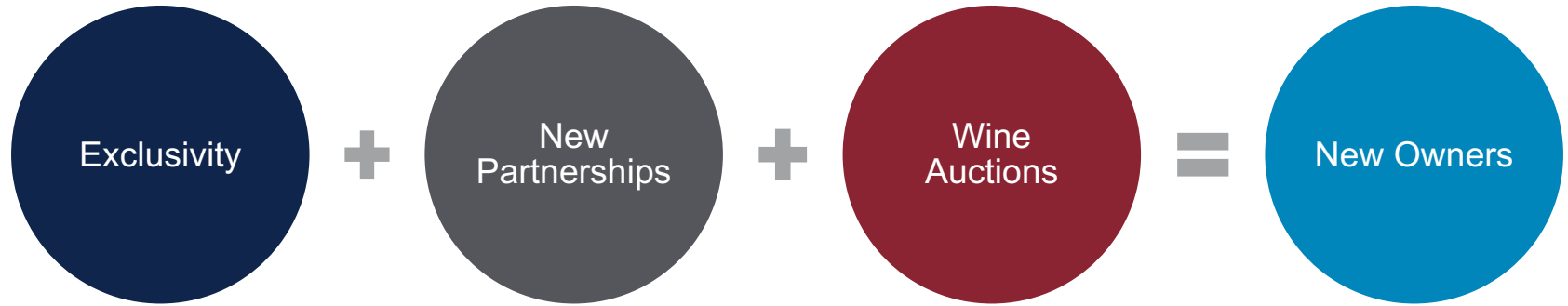
---

*BUSINESS DEVELOPMENT:  
PARTNERSHIPS*

**NETJETS®**

# WINE PARTNERSHIPS

**GOAL: EXPAND NETJETS PRESCENCE TO VINTNERS  
IN THE WASHINGTON AND OREGON REGION**





# ASPIRATIONAL PARTNERSHIPS

## VISUALIZATION AND PERCEPTION

Domaine Serene



Maryhill Winery



Furioso Vineyards



Tranche Cellars

3

---

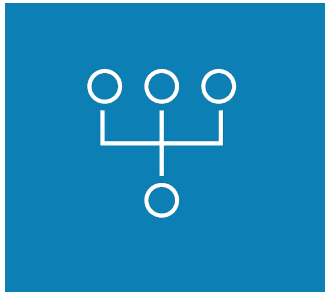
## *SOCIAL MEDIA*

**NETJETS®**

# MANAGING A SOCIAL MEDIA PRESCENCE



Accounts



Channels



Metrics



Strategy

## BBQ PHOTO SHOOT POST



Taking the holiday to new heights. [#OnlyNetJets](#) [#HappyFourth](#)



### INSTAGRAM PERFORMANCE

4.2% Engagement

1,086 Likes

12 Comments



**ludadec** Awesome! ❤️  
Feel like home! 🍷



**oncoursedrones** Mason jars FTW!  
Looks delicious!



# BBQ PHOTO SHOOT POST



Taking the holiday to new heights. #OnlyNetJets #HappyFourth



## LINKEDIN PERFORMANCE

6.5% Engagement

336 Likes

12 Loves

5 Comments

Sean Becker • 3rd+  
Regional Director at Pink Ribbon Girls

2w \*\*\*

Nice touch with the checkered tablecloth. You thought of everything!

Howard Fultz • 3rd+  
Retired at Home

2w \*\*\*

Yeah, Now We're Talking. Fantastic



## BBQ PHOTO SHOOT POST



Taking the holiday to new heights. [#OnlyNetJets](#) [#HappyFourth](#)



### TWITTER PERFORMANCE

4.8% Engagement

44 Likes

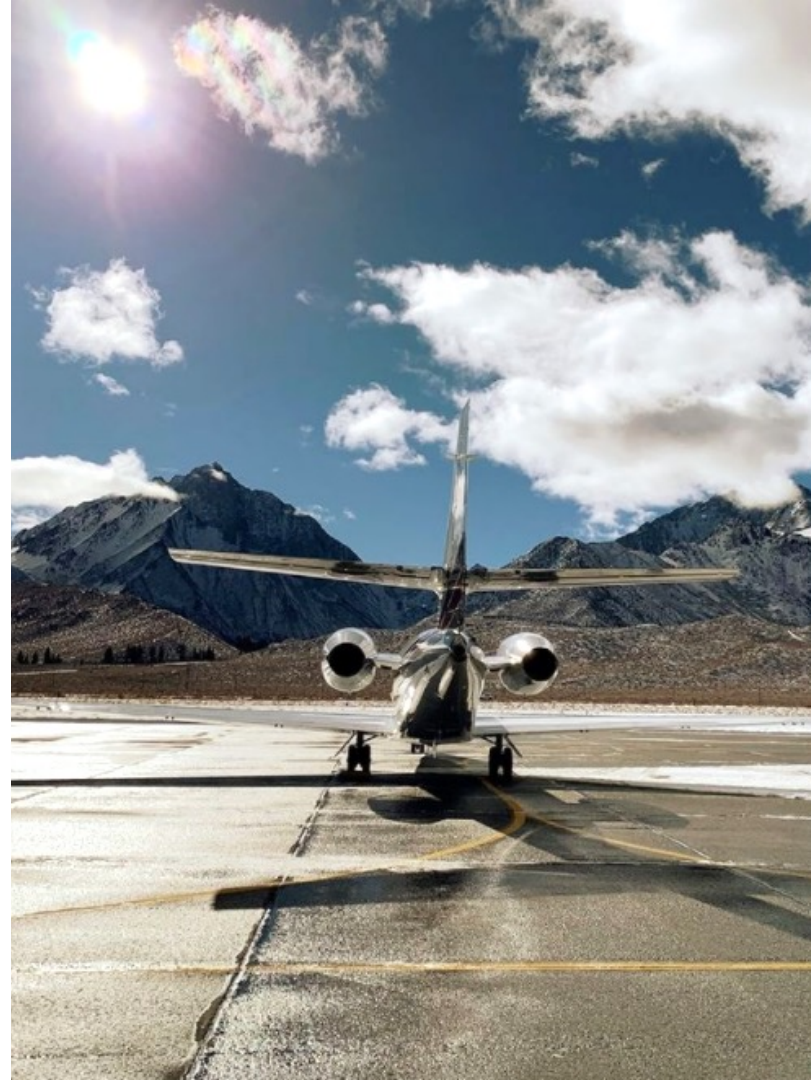
4 Retweets

1 Reply

# *TAKING FLIGHT*

## **THE PILOT OF MY OWN CAREER**

1. Culture: Do what you love and love what you do
2. Utilize your crew to make it to the destination
3. Marketing is inspiring people



*NETJETS®*

THANK YOU





# GRETCHEN HONER

## MARKETING INTERN

Columbus, OH

Incoming Junior at Ohio University

*Concentration:*

Marketing, Sales, and Data Analytics

*Involvement:*

Schey Sales Centre

Consumer Research and Analytics Center

Select Leadership Development Program

Owner of Glitz by Gretchen

Analytics Teaching Assistant

New Chords on the Block A Capella