



AMA > Bridge

Bridging the gap between talent and local businesses in Orlando



MARKETING STRATEGY

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BUSINESS OVERVIEW

MISSION

Connect Orlando businesses with student marketers to create impact.

VISION

A thriving Orlando marketing community where students and local businesses grow together.

BRAND

Student-powered marketing partnerships that move Orlando forward.

AUDIENCE OVERVIEW

RANDY

- Owns a small business in Orlando
- Knows marketing is important
- Wants affordable, practical marketing support
- Values community, clear communication, and real results



MAYA

- UCF marketing student eager for hands-on experience
- Actively building a portfolio and professional network
- Struggles to get real experience without prior internships
- Motivated, creative, and excited to work with real businesses

Demand

The Resource-Constrained Owner

The Pain Points:

- Limited budget for agencies.
- Fear: Wasting time on interns who lack guidance

The Hook:

- "Vetted talent supported by professional standards."

The Promise:

- "Get the marketing help you need, with a trusted professional structure."

Supply

The Emerging Marketer

The Pain Points:

- Battling "Imposter Syndrome."
- Fear: Graduating without a portfolio.

The Hook:

- "Real projects. Real clients. Real results."

The Promise:

"Stop studying marketing. Start doing it."

SWOT ANALYSIS

Strengths

- Backed by a large university network.
- Embedded interest from AMA UCF students.
- Trusted credibility through AMA UCF.
- Curated, quality student recruiting.

Weaknesses

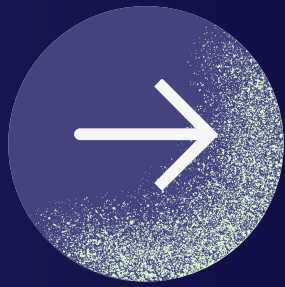
- New initiative with no track record yet.
- Small team and limited capacity.
- Low brand awareness in the community.

Opportunities

- Huge UCF student and alumni ecosystem.
- Strong AMA UCF partnerships and visibility.
- Local businesses need affordable marketing help.
- Campus and community events can fuel growth.

Threats

- Established platforms already dominate (Handshake, Knightline).
- Businesses may stick with what they know.
- Limited attention and time from busy business owners.



LAUNCH PLAN

Stage 1: Awareness

Strategic Partnerships:
BOLD Marketing Agency
Orlando Chamber, SBDC

Digital Outreach:
Targeted LinkedIn outreach to
Orlando Founders.

Stage 2: Interest

Local Engagement Events:
"Marketing Office Hours"
"Quick Win Workshops"

Email Nurture:
Newsletter "Project of the Month."

Pre-launch The SB Acquisition

Stage 3: Trust

Assets:
"AMA-Backed Process"

Sample Scopes:
Pre-written project descriptions

Stage 4: Action

Conversion
Sign up -> Post a Project -> MATCH

Stage 1: Awareness

AMA Student Chapter
Intro Classes Pitch

The Ambassador Network:
Recruiting 5-10 to host info sessions

Stage 2: Desire

Every project is vetted by AMA
Orlando

Portfolio-Ready:
Projects are structured to produce
tangible deliverables .

Pre-launch

The Student Acquisition

Stage 3: Action

"AMA Bridge Sprint
Week"

A 5-day digital
onboarding event

Get Matched!



Pre-Launch

Goal:
Secure initial sign-ups

Direct outreach to businesses.

Beta Testing

Target:
10 Active Projects /
30 Students.

Goal:
Proof of Concept
Capture video testimonials

Launch Week

Target:
Mass Awareness.

Tactics:
Live Kickoff Event
(The "Matchmaker"
Mixer)

Campus Tabling

Post-launch

Goal:
Sustainability

Tactics:
Recurring "Marketing
Workshops,"
Success Stories
Content Engine

KEY PERFORMANCE INDICATORS

- **Platform adoption:** Student sign-ups, small business account creations, and website traffic.
- **Activation & engagement:** Profile completion rates, business project postings, and time to first match.
- **Match quality & trust:** Project completion rates, average ratings/reviews, and repeat business requests for students.
- **Retention & growth:** Repeat business usage, monthly active users, and student return participation.

SUSTAINED GROWTH

APPROACH

- **Highlight wins** and turn **success into content** to build credibility and attract new partners.
- **Grow our partner network** by onboarding new businesses, keeping **successful partners**, and sustaining relationships through ongoing **campus outreach**.
- Engage students with incentives through resume reviews, mock interviews, and career readiness support.

Small businesses gain affordable marketing support, while students gain real-world experience that accelerates their careers.

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Thank you.



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