

## What I Will Do For You

1. **Manage Social Media Accounts** (Twitter, Instagram, Facebook, YouTube, Snapchat, etc)
  - a. Intertwine growth campaigns
  - b. Post daily on all social accounts
  - c. Post videos 3-5 times (minimum) a week on YouTube
  - d. Use new tools (LIVE, 360, virtual reality, etc) to grow followers as much as possible
  - e. Follow popular trends, stay up to date
  - f. Analyze Metrics and Adjust Methods to maximize online influence
2. **Personal Professional Quality Photographer / Videographer**
  - a. Professional Quality Running Photo Gallery, Daily Uploaded and updated
  - b. Marketing Specific Photo and Video Production (Sponsor Media distributed to sponsors to satisfy obligations and to go beyond expectations)
  - c. Social Media Content
  - d. Exclusive Content (For exclusive member access on website)
    - i. Daily Photo Galleries and Video uploaded to private section on website for fans / paying subscribers
  - e. Video Series (On Tour, Equipment, How-To's, Fun Fishing, Techniques, Audience Engagement)
  - f. Vlog Style Videos for content & Professionally Edited Videos for Style
3. **Develop / Run Website**
  - a. Daily Updating and Management
  - b. Generate new followers and fans through new and engaging content uploaded daily
  - c. Find new ways to draw traffic to website (Fishing Web Game, Interactive Map with Photos/Videos, Interactive Timeline, Possible Jacob Wheeler App integration)
  - d. Promote sponsors and events through engaging content
  - e. Generate Ad Revenue + Membership Revenue
  - f. Generate Revenue through Sponsor and Affiliate Links (Under Armour, Academy, etc)
  - g. Maximize SEO (Search Engine Optimization). Constantly monitor/ adapt
4. **Provide Tailored Assistance**
  - a. Electronics Support (Fishing Graphs, Boat Electronics, Truck Computer, Computer, iPhone, etc) Will help with managing all electronics, backing up, securing, encrypting, etc
  - b. Management Assistance (Help with arranging marketing functions and gaining funds)
  - c. Tournament Assistance (Help with driving vehicle to tournaments, Gathering supplies, etc)
5. **Manage Marketing Relations**

- a. Help with managing sponsor relations and future marketing opportunities
  - b. Use my Technology Management experience and software engineering experience to the best of my abilities to ensure all obligations are met and exceeded with all marketing relationships
  - c. Keep track of new opportunities or possible growth opportunities
  - d. Offer my technological abilities up for your disposal in any way to help please sponsors (App Development, Web Development, Marketing Software, Etc)
6. **Grow the brand, Jacob Wheeler**
- a. I will help you achieve your goals, whatever it may be I will find a way.
  - b. Grow the fanbase and create more loyal fans
  - c. Generate new revenue sources through Technological Brand Development (Content Ad Revenue, Membership Revenue, Social Media Collaborations, etc)
7. **Tap into Revenue Sources. MAKE \$\$**
- a. **YouTube Ads**
  - b. **Affiliate Product Sales (if possible)**
  - c. **Website Subscription or Membership Campaign**
  - d. **New Jacob Wheeler App (tap into cell phone market)**
  - e. **Exploit all existing Social Media Growth Methods**
  - f. **Content Creation Sales / Pledges**

## Why Me?

1. Indiana University Kelley School of Business Grad - Management & Marketing
  - a. Social Media Marketing Focus
  - b. Technology Management Course Focus
2. Marketing Abilities
  - a. Achieved the highest scores out of 185 in the graduating class in Advanced Marketing Communications in the Kelley School of Business, a 400 level course
  - b. Assisted in achieving the highest scores out of 25 other teams of 5 in Financial Management 343 in the Kelley School, credited as being one of the most innovative marketing teams to go through the challenge
  - c. Obsessed with social media and technology, very up to date with growth techniques and revenue generating techniques
3. Fishing Experience
  - a. 10+ Years of experience, from a techy and marketing perspective
  - b. College Fishing Product (Impressed many with tech savviness and know-how, First person to show BASS how to use their snapchat goggles. Impressed electronics reps with my understanding and new way of teaching sonar (my app)
  - c. Former President of the IU BASS Club. Grew membership from 10 freshman year to 125 Senior Year. Hosted Big Ten Classic. Raised money for club through social media and online sources.
  - d. Marketing Manager of Solar Bat Sunglasses 2012-2014
    - i. Increased Online sales by over 150% in the last 6 months of working before being cut out by the Owner's daughter for unknown reasons

- ii. Helped develop Solar Bat's "Pro-Staff" Deals. Recruited over 50 Collegiate Teams to join (over 200+ Individuals). Recruited over 75 Individual Anglers to "Field Staff" while still in High School
- e. Honey Creek Employee 2013-2014
  - i. Ran website and Ebay Site
  - ii. Developed Social Media Platforms and supported in-house technical support
  - iii. Fishing Electronics & Equipment Sales
- f. Fish Indy Operator 2014-2017
  - i. Took over grandfathers guide service, began technological services as well to pay the bills during school
  - ii. 150+ Electronics Training Courses
  - iii. 50+ Fishing Resume Clients
  - iv. 13 Website Clients
  - v. Countless online support clients

#### **4. Technological Experience**

- a. Father is a Software Engineer for Hurco 3D Printers with 15+ years of coding experience, has always encouraged using technology and has helped with learning everything to do with technology. Creates video games for fun, programs Virtual Reality Games and Mobile Apps (can be tapped into for free/cheap development)
  - b. Sonar Fundamentals App (New App I came up with to teach Sonar to people in an interactive and fun way, praised by those who have seen it, currently in BETA)
  - c. Video Game Experience (Game Moderator and Admin for several large online games over the years. Digital Content Creator for several games and online communities)
  - d. Educated on management technology at Indiana University
  - e. Video Editing Software Experience: Sony Vegas, Adobe Suite, Final Cut Pro, GoPro Software, Movie Maker, After Effects, Cinema 4D
  - f. Photo Editing Software Experience: Adobe PhotoShop and Lightroom, Adobe Photos, Corel Paintshop, Google Photos, Apple Photos,
  - g. Social Media Experience: Instagram, Twitter, Facebook, LinkedIN, IMGUR, YouTube, Google+, Pinterest, Snapchat, Flickr, Tumblr
  - h. Software Development Experience: C++, Unity (Virtual Reality), AutoCAD, Blender, Github
  - i. Personal Technology Arsenal: Canon G7X Mark II Camera, MSI Gaming PC Laptop, Apple Macbook Air, iPhone 6S, Windows 10 Surface Pro (Mobile Editing), GoPro Cameras, ION cameras, Samsung Note Tablet
5. Fishing competitively has always been a dream of mine but I have been realistic throughout my journey and have studied and learned much more about the marketing aspect in fishing. I am beyond confident that I have the abilities to help you succeed in growing your following beyond your expectations.

- a. I have followed your career from the beginning and feel that together we can take you to the absolute top
- b. I have religiously studied the methods used by online marketers, vloggers, journalists, etc and have trained my skills in using all available channels to get the audience what they desire, I have been held back by others who have feared growth in the past.
- c. I fully understand the potential to online marketing and will never be satisfied. I can fully devote myself to the growth of the brand and expanding revenue sources to eventually fund my salary entirely through means I have helped generate
- d. I have the heart and the desire to be the best at what I do, if that means growing the Jacob Wheeler Brand, then that means I will not settle until Jacob Wheeler is a household name. You have the fishing abilities, I have the technological and marketing abilities that combined cannot be stopped.

**6. I want to.**

- a. Content Creation and Online Marketing has always been my desire. I love staying connected with people and would love nothing more than to be able to do it full time and to help you grow to achieve your goals through any means necessary.
- b. I want to photograph/film your adventures and help you profit as much as possible along the way. I want to be apart of your team as you continue down an already incredible career
- c. I've always wanted to help grow a fishing brand and have had the opportunity to really shine. I know what the fishing audience and followers want, love, and can't live without. I know how to market you and generate revenue streams with and without direct sales of product.
- d. I want the opportunity to show you just how much of an asset and benefit I can be. I want the chance to prove myself, I am more than willing to accept a "lower than average" salary that will allow me to prove my value and grow the brand enough to result in higher compensation
- e. I am fresh out of college and am more than able to deal with the wild schedule of being on the road a lot and traveling. I desire it even. I do not carry "fisherman's baggage" I do not have unwavering loyalty to specific companies that will hinder growth in any way like most in the fishing industry unlike many others in fishing. I am very open minded and can see the bigger picture and will work with any company that you work with to maximize benefits to all involved
- f. I will do anything to assist growth. I will work tirelessly to grow the brand and to maximize your presence and public awareness through innovation and creativity.

## **Other Ideas**

Jacob Wheeler App = Ad / Membership Revenue

- Exclusive Content (Photos, Videos, Chats, Q&A's, Interactive Map, Timeline, Lake Specific Content or Related Media from the past)
- Can use to livestream to generate audience and downloads and further clicks and ad revenue going forward (Can be used in a way that may be similar to Ike Live)
- Can integrate with Sonar Fundamentals App (App that teaches Sonar that I have developed)

Boat Virtual Reality and 360 Degree Walkthrough on Website or Phone App.

Patreon / Crowdfunding Online Marketing Revenues. Explore existing online content creator sites that generate funds. Patreon is an online crowdsourcing site that allows fans to pledge funds monthly for whatever it is you provide. Providing Images/ Videos Constantly or even an App with such is considered an art that people will pay to help fund. (Can use this to help fund filming activities)

Jacob Wheeler Merchandise

- JW Under Armour Fishing Shirts
- JW Hat. Buff, Wristband, Stickers

## **Social Media Contest / Cool Ideas**

1. Social Media LOCATION contests
  - a. Place "reward" at a location and advertise through specific social media outlets (snapchat, facebook live, instagram live, etc) Advertise contest through other social media outlets to grow overall following
  - b. "Reward" - Merchandise (stickers, shirt, etc) .. Stickers or vice versa.. Can run contest with that as well..
  - c. Use "reward" in a tagged post to win a shoutout or further reward
  - d. Use JW Merchandise in a post at a location to win something
2. Video Submission Contests
  - a. Offer an award for video contest submissions that involve tagging JW pages to generate more traffic
3. Member Only Contests
  - a. Website Member only contests that are advertised on other social media platforms to create new members = \$
4. Website Subscription Contests
  - a. Generate organic website traffic and build an email audience to use to promote further services