

Marketing Internship

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Qooley

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Executive Summary

Qooley is a company focused on providing the best travel experience for tourists by connecting them with knowledgeable locals in the area they are visiting. The purpose of this business project was to help Qooley develop their marketing techniques and to increase the number of people that viewed their product. The business project included creating a pipeline of possible partners, finding out which categories are the most liked, creating social media content, and analyzing the Qooley website. Over the course of six months, the company provided opportunities to gain experience in market research, website design, and composition, and how to connect with potential partners. During the first half of the project, the main focus was on building a strong number of potential partners for the company, which was done through a list of companies and their contacts in a spreadsheet. The second half of this project focused on starting a fan base through social media, which was done through making content for social media and scheduling when to post that content. Through this project, the company has been able to benefit from the great number of potential partners, a large aggregation of the potential of social media content, and the critique of its website. The most significant impact of this engagement was the creation of a robust customer pipeline for the company, and the creation of sample marketing email templates for each platform. The research to find business partners was done mainly done through websites with a compilation of different travel companies and from there going to those companies websites to learn more about them to see if they were adequate partners. The research for the most liked categories was done on Instagram by seeing how many likes each category was gaining. The research done to create social media posts was done by finding some of these potential partners on Instagram and using their pictures as content. From there past posts on Qooley's Instagram were used as inspiration for the format of each of the captions. The business project was very beneficial for not only Qooley, but also myself. One of the main takeaways from this project was that there is a lot that goes into creating a maintaining a small business. Even small businesses have a lot of things to take care of, so they hire interns to help them with as much as possible due to the fact that it is a lot for only two people to take care of. It is also important to recognize that the main goals of businesses are not always to sell products and make profits because the goal of some business is just to make money therefore they create a non-profit.

Business Context

The industry that Qooley is a part of is the Travel Agency industry due to its main goals and visions for the company. Qooley's mission statement says, "Our hope is to offer a personalized travel adventure with others. We want to change the way people experience the world"(Qooley). Qooley was made to help people have better experiences when traveling around the world by connecting them to locals willing to share their experiences in the town. The idea for the company came about after the two co-founders were traveling and started to locals to explore amazing areas that much of the media did not talk about. Through this experience they wanted to help anyone that wanted to get the best experience possible when traveling because often the best parts of a town are small and not well-known. Qooley was planning on doing this connection easy by having two apps. One of the apps, Qooley, is for the consumer side of the deal in which customers would find locals in the area they were traveling to. The other app, QooleyBiz, is for the provider side of it in which locals would go through a background check to

make sure they are trustworthy and could list the events that they wanted to host. The type of local would really change the event that they would host, for example, a restaurant would list a more structured event than an individual from the area. They also had their types of locals separated into five categories depending on the type of adventure the traveler wanted to experience. These five categories are Foodie, Culture Junkie, Site Seeker, Nature Lover, and Thrillseeker. The separations were done to add a little structure to the way that people found their locals because this way everyone's ideas would be met by just clicking on a filter when looking for locals. Since Qooley is still a relatively small company they have focused on locals in Chicago and plan to expand as success arrives. The main towns that were focused on during this project are Chinatown, Pilsen, Ukrainian Village, Little Italy, Greektown, Logan Square, Bucktown, Wicker Park, Hyde Park, Wrigleyville, Avondale, Lincoln Park, Bridgeport, and Humboldt Park.

Qooley's overall goal is to better people's travel experience by connecting them with locals that know the area very well. This would cause Qooley to be part of the Travel Agency niche. The Travel Agency industry is something that has revolutionized the way that people book travel and how their experience turns out. The market value of this industry is estimated to be around \$45 billion with over 64,000 companies (IBISWorld). This industry has allowed customers to book everything they need for their travel in advance to make the experience more pleasant. They have also constantly worked on making the booking experience as easy as possible by providing bundles for people to buy. One example is SAP Concur who says, "All your travel, all in one place" (Concur). This industry tries to offer not only tickets and hotels, but also things like rental cars and even meal plans for people's travel whether that is for business or for fun. Competition within companies in this industry has been done through pricing and ideation. Companies in this industry are constantly on the hunt to give their customers the best price on the market while keeping their product high quality. To do this companies try to work on their partnerships with the companies that they work with to lower prices as much as possible. These companies are also constantly looking for a way to change the way that people travel, Qooley is one of those companies trying to revolutionize the travel industry because of the plan that they are trying to achieve.

Business Project Description

The job I was meant to do as an intern for Qooley was to help them with their social media marketing and connections. At the start of the project the main focus was on the connections part of my job. Early on this title became less of a limitation but more of an outline because we decided that it would be beneficial to also focus on things outside of social media. The beginning of the project were mainly focused on creating a pipeline of potential partner companies. This was done in a spreadsheet containing the name of the company, the category they would fulfill, the town they were located, their contact and website. The spreadsheet can be seen below:

	A	B	C	D	E	F	G	H	I	J	K	L
		Town	Foodie	Culture Junkie	Lightseater	Nature Lover	Thriller	Contact	Website			
1	2	Chinese American Museum of Chicago	Chinatown	X				info@chicamuseum.org	http://www.chicamuseum.org			
3	3	Zena Designers Karaoke Bar	Chinatown				X	(312) 733-1863 or text@zena.com	http://www.facebook.com/zenadesignerskaraokebar130611630			
4	4	Wingon Cuisine	Chinatown	X				(312) 258-1201 or contact form	http://www.wingon.com			
5	5	Kung Fu Tea	Chinatown	X				312 258 7231 info@kungeat.com	http://www.kungeat.com			
6	6	Aman Heritage Museum	Chinatown		X			info@amanheritagemuseum.org	http://www.amanheritagemuseum.org			
7	7	Nguyen's	Chinatown	X				info@nguyens.com	http://www.nguyens.com			
8	8	Children's Museum of Art and Social Justice	Phon	X				(312) 734-1049 info@cmaj.org	http://www.cmaj.org			
9	9	Chicago Heritage Experience	Phon				X	312 887 8887 info@chicagoheritage.com	http://www.chicagoheritage.com			
10	10	Chicago Art District	Phon	X			X	312 734-8000 info@chicagoartdistrict.com	http://www.chicagoartdistrict.com			
11	11	Lo Riz Brewing	Phon					info@lofizbrewing.com	http://www.lofizbrewing.com			
12	12	UAMA	Ukrainian Village				X	info@uama.org	http://www.uama.org			
13	13	Cafe Balto	Ukrainian Village	X				312 242 2900 or facebook	http://www.facebook.com/CafeBalto			
14	14	Widge Pizzeria	Ukrainian Village	X				(773) 225-2000	http://www.widgepizzeria.com			
15	15	J&M Tap	Ukrainian Village				X	(773) 235-0488 kprince044@aol.com	http://www.jandmtap.com			
16	16	Star Cafe	Little Italy	X				312 733 1871 info@starcafe.com	http://www.starcafe.com			
17	17	Tropic Street Tacos	Little Italy				X	(312) 466-8068	http://www.tropicstreet.com			
18	18	Buzy Burger	Little Italy	X				312 228 7700	http://www.buzyburger.com			
19	19	Maria's Italian Lovers	Little Italy	X				312 251 4747 maria@italianlovers.com	http://www.italianlovers.com			
20	20	Universal Village Dog Park	Little Italy				X	(312) 865-1234 Development@universalvillage.com	http://www.universalvillage.com			
21	21	National Italian Museum	Greenwren	X				info@nationalitalianmuseum.org	http://www.nationalitalianmuseum.org			
22	22	Cook Islands	Greenwren					(312) 762-8665	http://www.cookislands.com			
23	23	Athena Restaurant	Greenwren	X		X		312 486-0000	http://www.athenarestaurant.com			
24	24	Saviano's	Logan Square				X	312 428-8600	http://www.savianos.com			
25	25	Firenze Road	Logan Square				X	773 488 8700	http://www.firenzeroad.com			
26	26	Mick's Italian Ice	Logan Square	X				(773) 645-8664	http://www.micksitalianice.com			
27	27	Frontier Garden on Drake	Logan Square				X	info@frontiergarden.com	http://www.frontiergarden.com			
28	28	Monticelli Community Garden	Logan Square				X	Ann an website	http://monticelli.org			
29	29	Olive Gallery	Logan Square	X				847 422 5736	http://www.olivegallery.com			
30	30	Wings' Lounge	Logan Square				X	(773) 384-0707	http://www.wingslounge.com			
31	31	Wyer Road	Logan Square	X				info@wyerroad.com	http://www.wyerroad.com			
32	32	La Park Tapas Jimenez	Logan Square	X				info@lapark.com	http://www.lapark.com			
33	33	Burnto Joint	Logan Square	X				(773) 662-5884	http://www.burntojoint.com			
34	34	Balyleys Pub	Logan Square	X				info@balyleys.com	http://www.balyleys.com			
35	35	Logan Blvd. State Park	Logan Square			X		info@loganblvd.com	http://www.loganblvd.com			
36	36	Logan Bar	Logan Square	X				loganbar@att.net	http://www.loganbar.com			
37	37	Hess Park	Logan Square		X			anthonyroff@att.net	http://www.hesspark.com			
38	38	Phon's Chicken and Fish	Logan Square	X				info@phon.com	http://www.phon.com			
39	39	The Owl	Logan Square				X	773-245-1000	http://www.theowl.com			
40	40	Wright's Garden Park	Logan Square		X			(312) 742-2542	http://www.wrightsgarden.com			
41	41	The Whistler	Logan Square				X	info@the-whistler.com	http://www.the-whistler.com			
42	42	Concord Music Hall	Logan Square				X	info@concordmusic.com	http://www.concordmusic.com			
43	43	National Museum of Pan-American Arts and Culture	Logan Square		X			info@nmapac.com	http://www.nmapac.com			
44	44	Local option	Logan Square					773-348-2008	http://www.localoption.com			
45	45	Small Chaser	Wicker Park	X				info@smallchaser.com	http://www.smallchaser.com			
46	46	Parlor Pizza Bar	Wicker Park	X				info@parlorpizzabar.com	http://www.parlorpizzabar.com			
47	47	Mucci's Bar Thrasire	Wingerville			X		773 871 6904	http://www.muccisbar.com			
48	48	Wing's Food Truck	Wingerville			X		info@wingsfoodtruck.com	http://www.wingsfoodtruck.com			
49	49	Smart Museum of Art	Hyde Park	X				info@smartmuseum.org	http://www.smartmuseum.org			
50	50	Bakery Point	Hyde Park		X		X	info@bakerypoint.com	http://www.bakerypoint.com			
51	51	Chenail Hopkins Museum	Hyde Park	X				info@chenailhopkins.com	http://www.chenailhopkins.com			
52	52	Chicago Detours		X				info@chicago-detours.com	http://www.chicago-detours.com			
53	53	Secret Food Tours Chicago		X				www.secretfoodtours.com	http://www.secretfoodtours.com			

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
54	54	Chicago Chinatown Tour	Chinatown	X				info@chicagochinatown.com	http://www.chicagochinatown.com					
55	55	Bakery Blue Bites	Chinatown	X		X		312 244 3000	http://www.bakerybluebites.com					
56	56	Southwest Food Tours	Wicker Park	X		X		(877) 844-8442	http://www.southwestfoodtours.com					
57	57	Old Street Food Tours	Phon	X				(312) 733-1212	http://www.oldstreetfoodtours.com					
58	58	Lucky's Sandwich	Wingerville					1 773 241 4447	http://luckyssandwich.com					
59	59	Beverage Garage	Wingerville		X			773 591 8888	http://www.beveragegarage.com					
60	60	The Cuban Beer	Wingerville	X			X	(312) 227-1882	http://www.thecubanbeer.com					
61	61	Urbanism Ground	Phon	X			X	773 526 3680	http://www.urbanismground.com					
62	62	Don Patisserie	Phon	X				312 424 4747	http://www.donpatisserie.com					
63	63	Berona Trays de Quesada	Phon	X				(312) 732-2413	N/A					
64	64	Don Chuy's	Phon	X				www.donchuy.com	http://www.donchuy.com					
65	65	La Cava Dei Fiumi	Phon	X		X		312 421 4444	http://www.lacavadeifiumi.com					
66	66	Amalthea Cakes	Phon					(773) 492-9433	http://www.amaltheacakes.com					
67	67	NASCIF	Little Italy	X				312 226-6900	http://www.nascif.com					
68	68	Stavley Bakery	Little Italy	X				info@stavleybakery.com	http://www.stavleybakery.com					
69	69	Coco Di Saponi	Little Italy	X				312 226-6900	http://www.cocodisaponi.com					
70	70	Panama	Little Italy	X				info@panama.com	http://www.panama.com					
71	71	4th Blvd	Little Italy	X				312 226-6900	http://www.4thblvd.com					
72	72	Afficheria Cande Gi	Greenwren		X			info@afficheriacandegi.com	http://www.afficheriacandegi.com					
73	73	Mel Cafe and Juice Bar	Greenwren	X				(312) 464-4188	http://www.melcafe.com					
74	74	Eva Mediterranean Food Market	Greenwren	X				(312) 227-1882	http://www.evafm.com					
75	75	Artiparis	Greenwren	X				312 466 9000	N/A					
76	76	Unleashed Donut Tour	Wicker Park	X				info@unleashed.com	http://www.unleashed.com					
77	77	Logan Square Presentation	Logan Square	X			X	info@logan-square.com	http://www.logan-square.com					
78	78	Chicago Architecture Center	Greenwren					info@architecturecenter.com	http://www.architecturecenter.com					
79	79	Business Chicago	Bucktown & Block Park					info@businesschicago.com	http://www.businesschicago.com					
80	80	M. Green Gyms	Greenwren	X				info@mgreen.com	http://www.mgreen.com					
81	81	Chicago Architecture Center	Phon					info@architecturecenter.com	http://www.architecturecenter.com					
82	82	Paradeaux Natures Laites	Phon	X				(312) 466-4721	http://www.paradeaux.com					
83	83	Chicago Stone	Phon	X				info@chicagostone.com	http://www.chicagostone.com					
84	84	Dunkin' Donuts and Beer	Phon				X	info@dunkin.com	http://www.dunkin.com					
85	85	Tauromaquia / Soma	Phon	X				info@tauromaquia.com	http://www.tauromaquia.com					
86	86	National Museum of Mexican Art	Phon	X		X		info@nmma.org	http://www.nmma.org					
87	87	Harley Tea B&D	Phon	X				(773) 226-7427	http://www.harleytea.com					
88	88	Anita Bakery and Patis	Phon				X	info@anita.com	http://www.anita.com					
89	89	Thalia Hall	Phon				X	info@thaliahall.com	http://www.thaliahall.com					
90	90	Push House	Phon				X	info@pushhouse.com	http://www.pushhouse.com					
91	91	Talk Room	Phon	X				info@talkroom.com	http://www.talkroom.com					
92	92	Bonnie's Bar	Phon				X	info@bonniesbar.com	http://www.bonniesbar.com					
93	93	Chicago Architecture Center	Hyde Park				X	info@architecturecenter.com	http://www.architecturecenter.com					
94	94	Museum of Science and Industry	Hyde Park		X			info@msi.org	http://www.msi.org					
95	95	Janey's The Whiskey Tap	Hyde Park	X			X	(773) 464-1414	http://www.janeys.com					
96	96	Mardi on the 57th	Hyde Park	X				(773) 464-9434	http://www.mardi.com					
97	97	La House Cafe	Hyde Park	X				info@lathouse.com	http://www.lathouse.com					
98	98	Panoramy point	Hyde Park				X	info@panoramy.com	http://www.panoramy.com					
99	99	Bakery Blue Bites	Hyde Park			X	X	312 244 3000	http://www.bakerybluebites.com					
100	100	Frederick Robin House Tour	Hyde Park	X			X	312 884 4000	http://www.frederickrobinhouse.com					
101	101	Durable Museum	Hyde Park	X				(773) 461-0000	http://www.durablemuseum.com					
102	102	Vesta	Hyde Park	X				(773) 461-0007	http://www.vesta.com					
103	103	Hyde Park Art Center	Hyde Park	X		X		info@hydeparkartcenter.com	http://www.hydeparkartcenter.com					
104	104	Claret	Hyde Park	X			X	info@claret.com	http://www.claret.com					
105	105	The Silver Rooms	Hyde Park	X			X	info@silverrooms.com	http://www.silverrooms.com					
106	106	Stacy's Cakes	Hyde Park	X				(773) 461-1414 or info@stacyscakes.com	http://www.stacyscakes.com					

The main purpose of this spreadsheet was to find stores that seemed like valuable potential partners. When doing this it was expected to get as many possible partners as possible in order to increase the amount of actual partners that Qooley would have. Once this research was completed the focus shifted more towards social media potential partners. This part of the project was done on Instagram and Facebook. On Instagram, the type of accounts we were looking for could have been a company's Instagram or an influencer based in the main towns of focus. Since the focus was on social media no additional information about the account was included when adding it to the spreadsheet. On Facebook, the same type of focus as Instagram was there except the fact that Facebook has different types of ways people can share stuff. In order to help keep things organized all of the accounts

211		https://www.facebook.com/C/	https://www.facebook.com/groups/1951443901540237/		https://www.facebook.com/pages/Lincoln-Park-Pizza/11170746553821
212	Bridgeport				
213		https://www.facebook.com/gr/	https://www.facebook.com/groups/369096049912112/		
214		https://www.facebook.com/gr/	https://www.facebook.com/groups/TheREALBridgeport/		
215			https://www.facebook.com/groups/1506131786622176/		
216	Humboldt Park				
217		https://www.facebook.com/h/	https://www.facebook.com/groups/humboldtsparkcommunity/	https://www.facebook.com/humboldtsparkcommunitycenter/	
218			https://www.facebook.com/groups/103312813087335/	https://www.facebook.com/humboldtspark/	
219			https://www.facebook.com/groups/103312813087335/		
220	Little Italy				
221		https://www.facebook.com/gr/	https://www.facebook.com/groups/1726476110713659/	https://www.facebook.com/LittleItalyFestaTaylorSt/	https://www.facebook.com/RosebudLittleItaly/
222		https://www.facebook.com/groups/9384644661466/		https://www.facebook.com/Chicago-Historic-Little-Italy-45642551035191/	https://www.facebook.com/LittleItalyCirclesquare/
223		https://www.facebook.com/groups/287725783495/		https://www.facebook.com/LittleItalyEastWestTrnf-tr_rg	
224				https://www.facebook.com/Chicago-Taylor-Street-Neighborhood-11860594986097/	
225	Logan Square				
226		https://www.facebook.com/groups/loganSquareCommunity/		https://www.facebook.com/BlockClubLoganSquare/	
227				https://www.facebook.com/LoganSquareNeighborhoodAssociation/	
228	Bucktown				
229		https://www.facebook.com/gr/	https://www.facebook.com/groups/bucktownnews/	https://www.facebook.com/bucktowncommunityorganization?ref=br_es	
230					
231	Wicker Park				
232			https://www.facebook.com/groups/WickerParkCommunity/	https://www.facebook.com/WickerParkBucktownInsiderGuide/	
233			https://www.facebook.com/groups/103312813087335/		
234			https://www.facebook.com/groups/406381759503353/		
235	Wrigleyville				
236		https://www.facebook.com/gr/	https://www.facebook.com/groups/165654937479739/	https://www.facebook.com/WrigleyvilleChicagoNeighborhood/	
237			https://www.facebook.com/groups/449684341852157/		

After all the research had been done the focus of my project shifted towards actually contacting these potential partners in order to see if they were interested in partnering with Qooley. In order to do this a sample email and social media message was created. These two samples were written to be concise and informative to give us the highest chance of getting a response back. Of course, the format of each of these is completely different because of the way that people interact in these platforms. The sample messages are below:

Good afternoon [insert name],
 My name is Alejandro Carrillo and I am a social media intern at Qooley. Qooley is a company attempting to connect tourists with locals, through our app, to enable tourists to have an immersive experience in the neighborhood they are visiting. Our app, QooleyBiz, allows locals to create and offer activities. We have seen your passion and thought you would be a great match for the app, so would you like to sign up as a local on our platform?

Being a local would consist of **y**u hosting an experience for tourists that want to explore your neighborhood. To learn more information and sign up for QooleyBiz, you can check out our website <https://www.qooley.com/qooleybiz> or email me back with any questions you have. I will be happy to provide you with any more information about our app.

Thank you for your time and consideration,
 Alejandro Carrillo
 acarrillo@imsa.edu
<https://www.qooley.com/>

Facebook Message draft
 Hello [insert name]
 Qooley is trying to enable tourists to have better experiences by connecting them with locals. Your passion has caught our eye. Would you like to sign up as a local on our platform?

Once these templates were over with the focus of the project was shifted once again. This time it was very much focused on the Social Media impression and following of Qooley. This was done by creating content for Qooley to post on their Instagram. To make content for their posts I had

to follow what Qooley had posted in the past in order to keep things consistent on their page. To do this, the potential partners from Instagram on the spreadsheet were used in order to find adequate pictures. Once the picture was found I formulated a caption trying to keep things similar to past posts, making sure to include hashtags as well in order to increase exposure. Over the end of the internship period, over 11 Instagram posts were able to be made for Qooley to post. The main reason that Qooley wanted to use pictures from potential partners was to help both of the accounts because Qooley would give them recognition and Qooley would gain a friendly relationship with the account owner. It would also save a lot of time and money for Qooley since there would be no need for them to go out and take pictures as they had done with some of their older posts. Below is the content for an Instagram post made during this internship:



Caption:
Looking for some delicious food to eat? Check out the Budlong in Hyde Park to eat some high quality spicy fried chicken, fries, macaroni and cheese and more. They have a great assortment of items in their menu, with a lot of secret sauces that elevate everything to a whole new level

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To discover places like these without going on a deep dive, you can meet up with a local through the Qooley app to make the discovery of hidden gems like these so easy. The Qooley is app is coming very soon to your App Store

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#qooley#travelwithqooley #travel #chicago #hydepark #chihydepark #hydeparkchicago #foodie #chicken #spicychicken #chickensandwich #local #localrestaurant #photography #localexperience #restaurant #joinus #piccoftheday #delicious #travelguide #eatchicago #adventure #flavortown #food #explore #explorechicago #chicagogram #seetheworld #urban

The focus during this internship changed a lot over the course of the project, however, the overall goal of helping Qooley gain partners and a bigger following stayed consistent.

Business Project Research

The key business research question that needed to be answered during this project was, how can I give Qooley the highest chance of gaining valuable partnerships? Since Qooley is trying to offer unique events for tourists these partnerships would have to fulfill one of the 5 categories Qooley wants to incorporate and create an event that they rarely host or have never hosted before. Another part of the restrictions for this question is the area in which these partnerships could be located. As said before during this project there were 14 cities located in or near Chicago, so for the key business question the focus on those areas stayed the same. Also, with this question came there was a confusion on which I should focus on, quality or quantity. In this context quality would mean companies that would accept the partnership and become a quality partner for Qooley and quantity would mean the amount of possible partners that I could

find. After talking with my mentor it was chosen that the focus should be on a mixture of quality and quantity. The ideal platforms for this research were Instagram, Facebook and websites. While researching all these companies, I had focused on including all the information that would be important not only to communicate, but also to evaluate how good of partners they appeared to be. After spending around 40% of my project on researching these companies that could become possible partners it came to my attention through people I had talked to that to really earn the highest chance a lot of focus has to be put on the message being sent. The message would have to be concise, thought-provoking and informative.

The message for each platform would have to be different because of the way that people use each platform. So the amount of information put in each message had to be different. Once when talking to my mentor we instantly decided that the email had to be longer than both of the social media messages. It was also established that both of them would have to be as concise as possible to ensure that the main point was carried across. Both of them would have to be very thought-provoking, however, the email could be less thought-provoking than the social messages since getting someone to click the email is harder than having them read it. Once all of that was decided, the writing of these messages started. While writing these the main question of, how can I give Qooley the highest chance of gaining valuable partnerships?, persisted in my mind. After 4 Wednesdays of working on the draft closely with my mentor, seeing examples of good emails, and asking for other people's opinions on the messages the emails and social media messages had been completed.

Even as the focus shifted to social media and how to get a following the same question persisted, how can I give Qooley the highest chance of gaining valuable partnerships? When experimenting with social media in the past it was obvious to me that other people's impression of a social media page was driven by the numbers involved with the social media platform. Even small things, such as the number of comments a post had, create a large impact on the people's impression of the page. With this in mind, I started to focus on how to increase the social media following of Qooley in order to increase the chances of the possible social media partners accepting the proposition of being partners with Qooley. My mentor and I were able to come to the conclusion that I would work on creating social media content for the Qooley social media page. With my past experience in social media, I had also learned that the algorithm for a lot of social media platforms, including Instagram, factored consistency when recommending a page's posts to people. Consistency would mean not only having uniform content, but more importantly, posting regularly on the page. With this in mind, I decided to work on trying to keep the content that I was creating similar to that of previous posts made by Qooley. When working on the posts I felt the need to create as many as I possibly could in order to help the people of Qooley to focus less on social media and focus more on other parts of the company. As mentioned before, the pictures for the posts had to be from other Instagram pages because of the limitations I had as an intern for Qooley. While I was able to travel to 1871 I could go out and take pictures for Qooley's Instagram page.

With the overall project there were some other limitations that caused the project to be adjusted due to the conditions. The main limitation that caused the project to adjust was the length of the program. Due to the COVID-19 pandemic it caused my business project to be incomplete since I was not able to attend my internship at the time it was planned for me to attend. Even with the timing issue, I tried to work from home as much as I could in order to finish as much as possible. One of the other limitations that affected my project were the times at

which I was able to go to 1871. Since this program happens while school is going on, I was only able to attend on Wednesdays from 9 am to 4 pm. Since it was restricted when I was able to attend my internship it was sometimes difficult to be in 1871 at the same time as my mentor. Even if my mentor was there at times there were meeting that he had to attend which cut our time interacting short. Even with the difficulties that appeared during the program, I was very satisfied with the work that I had completed.

Business Project Key Learnings and Recommendations

During the course of this project I was able to learn a lot of things not only that relate to business, but also that relate to things in my everyday life. One of the biggest takeaways from this project is that businesses take a lot of people to handle. Throughout the project I was able to meet a lot of the people that Qooley had hired for interns. These people would do anything from working on the design of the website to a video of the company. Even though I always knew that it took a lot to run a business, but I had never experienced it first hand. This experience also lead me to learn that every one that is part of a business has a big part in how the business progresses. Coming into the project I thought that the work I was gonna do was going to be useless and barely help the company out. Once I started the program I started to realize how important my part was to help the company grow. Seeing this I also learned that marketing is really important to help a company grow. Of course, the product has to be of good quality, however, even if it is not the best good marketing will drive sales. Some would even say, “Marketing Your Product Is More Important Than The Product Itself”(Wiertz) since a customer’s view of your product is what causes them to buy that product. Since I had taken a marketing course through Acadium, I had basic knowledge about marketing and how important it was. However, once I was able to actually put what I had learned into practice I was able to really reinforce what I had learned through the program and learn even more. Another one of the big things I learned is that people that you would never expect to start a business sometimes have them. People that have full-time jobs and families start businesses for many reasons. My mentor has a job in which he is constantly traveling and I really got to see how passionate he was about it because even when he wasn’t there we would call to make sure we were on the right page. I always had the idea that an entrepreneur was some sort of middle-aged person that had dropped out of colled or quit their job to chase their dreams. However, I was able to learn that anyone with a passion for something can become an entrepreneur because launching a business and watching it grow is not only about the money, but also the passion that someone has behind it. This passion leads people to places they never thought they could go, a passion is really an unstoppable force causing entrepreneurs to not give up until they can share that passion with the rest of the world.

For the business I would recommend them to keep trying their hardest to try to make the company grow. As I said before, I saw how hard my mentor works and I know that everyone else that is part of the team works very hard and I would just like to see them continue because the idea is very good. I think that the work that I was able to do could really help the company and I would recommend for them to use everything that I did. Firstly, I would recommend them to get a schedule for posting on their Instagram page in order to help get some consistency with how they post. Since I was able to complete a good amount of posts I would recommend to not focus too much on the posts themselves but rather what happens behind the scenes. So, with all the potential partners that I had found I would recommend the company to start contacting those

companies in order to start gaining more partners. Once that is done I think that the focus should go towards the app. Trying to perfect the app would really help to gain some traction because it could end up working like a SeatGeek, an app in which you buy tickets for sporting events. With whatever the company does I think that it will work out very well because the people that work for the company know what they are doing.

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This is an article discussing the travel agency industry, in which they talk about the definition of the industry and the statistics of the travel industry. They dig into how far the travel industry has come and how far it will go.

Qooley. "Unique Experiences In Chicago: United States." *Qooley*, 2019,

www.qooley.com/.

This is the official Qooley website, in which they contain all of the information a customer could need. The website contains their mission statement, how the company was created and signups for the beta version of QooleyBiz

SAP Concur. "Concur Travel." *Online Corporate Travel Booking, Travel Management Software - SAP Concur*, 2019,

www.concur.com/en-us/travel-booking?pid=ppc&cid=us_bing_web_dt_text_br_corporate_travel_policy_example&s_kwcid=AL%215224%2110%2175591481771834%2175591482382977&ef_id=W1_9qwAAAHySHgNC%3A20200408174936%3As.

This is the website of a travel agency, named Concur, and in this site they mention their mission statement. They also provide links to the main parts of the website in which people can provide products from.

Wertz, Jia. "Why Marketing Your Product Is More Important Than The Product Itself." *Forbes*, Forbes Magazine, 1 May 2019,

www.forbes.com/sites/jiawertz/2019/05/01/why-marketing-your-product-is-more-important-than-the-product-itself/#2c12fa1b21a1.

This article focuses on the importance of marketing when trying to create a successful company. They mention the fact about how and why a product should be created, which is for passion. They talk about how turning your vision into a real product is very important when trying to create a product you have a lot of passion for. Then, they turn their focus on the social aspect of it in which they talk about how important the public's opinion of your product is to drive sales.

Appendices

List of pictures that I was ready to make captions for:

Pictures: <https://www.instagram.com/p/B3-nk7ehdu5>
[https://www.instagram.com/p/B8rA2s6F5xB/\(3\)](https://www.instagram.com/p/B8rA2s6F5xB/(3))
<https://www.instagram.com/p/B8eXTBRH2VS/>
<https://www.instagram.com/p/B8T2atSB9eo/>
<https://www.instagram.com/p/B680EqRBd1U/>
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https://www.instagram.com/p/B7a7Q_IL_F6/
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<https://www.instagram.com/p/B0Q-SSQg52O/>