

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	M	N
		Town	Foodie	Culture Junkie	Lightseater	Nature Lover	Thriller	Contact	Website					
1	Chinese American Museum of Chicago	Chicago						chicagoamuseum.org						
2	Zena Degen's Karaoke Bar	Chicago						(312) 733-1863 or text@zenadegen.com	zenadegen.com					
3	Wing's Cuisine	Chicago	X					(312) 258-1201 or contact@wings.com	www.facebook.com/wingschicago					
4	Kung Fu Tea	Chicago	X					312.258.7231 info@kungeat.com	www.kungeat.com					
5	Aman Heritage Museum	Chicago						info@amanheritagemuseum.org	www.amanheritagemuseum.org					
6	Nguyen's Museum of Art and Social Justice	Chicago						info@nguyensmuseum.com	www.nguyensmuseum.com					
7	Chicago Heritage Experience	Chicago						312.734.1041 info@chicagoheritage.com	www.chicagoheritage.com					
8	Chicago Art District	Chicago						312.734.8000 info@chicagoartdistrict.com	www.chicagoartdistrict.com					
9	Lo Rez Brewing	Chicago						info@lorezbrewing.com	www.lorezbrewing.com					
10	Ukrainian Village	Chicago						info@ukrainianvillage.org	www.ukrainianvillage.org					
11	Cafe Balto	Chicago	X					773.242.2900 or facebook	www.facebook.com/CafeBalto					
12	Wings Pizzeria	Chicago	X					(773) 225-2000	www.facebook.com/WingsPizzeria					
13	J&M Tap	Chicago						(773) 235-0488 @jandmtap	www.jandmtap.com					
14	Star Cafe	Chicago	X					312.733.1871 info@starcafe.com	www.starcafe.com					
15	Tropic Street Tacos	Chicago						(312) 466-8068	www.tropicstreet.com					
16	Buzy Burger	Chicago	X					312.228.7700	www.buzybun.com					
17	Maria's Italian Lovers	Chicago	X					312.251.4747 maria@italianlovers.com	www.italianlovers.com					
18	Universal Village Dog Park	Chicago						(312) 865-1234 Development@universalvillage.com	www.universalvillage.com					
19	National Italian Museum	Chicago						312.762.8665	www.nimuseum.org					
20	Cook Islands	Chicago	X					312.486.9000	www.cookislands.com					
21	Athena Restaurant	Chicago	X					312.486.9000	www.athenarestaurant.com					
22	Saviano's	Chicago	X					312.486.9000	www.savianos.com					
23	Firenze Road	Chicago	X					773.488.8700	www.firenzeroad.com					
24	Mick's Italian Ice	Chicago	X					(773) 645.8664	www.micksitalianice.com					
25	Frontier Garden on Drake	Chicago						info@frontiergarden.com	www.frontiergarden.com					
26	Monticello Community Garden	Chicago						312.467.5736	www.monticellocommunitygarden.com					
27	Olive Bakery	Chicago	X					312.467.5736	www.olivebakery.com					
28	Wings Lounge	Chicago	X					(773) 384-0707	www.wingslounge.com					
29	Wine Road	Chicago	X					info@wineroad.com	www.wineroad.com					
30	La Park Tostada Jimenez	Chicago	X					info@laparktostada.com	www.laparktostada.com					
31	Burnto Joint	Chicago	X					(773) 662-5884	www.burntojoint.com					
32	Balystek Pub	Chicago	X					info@balystekpub.com	www.balystekpub.com					
33	Legen Blvd. State Park	Chicago	X					info@legenblvd.com	www.legenblvd.com					
34	Legen Bar	Chicago	X					legenbar@att.net	www.legenbar.com					
35	Hess Park	Chicago	X					anthony@hesspark.com	www.hesspark.com					
36	Panor's Chicken and Fish	Chicago	X					info@panors.com	www.panors.com					
37	The Owl	Chicago	X					773.245.4000	www.theowlchicago.com					
38	Wright's Garden Park	Chicago	X					(312) 742-2542	www.wrightsgardenpark.com					
39	The Whistler	Chicago	X					info@the-whistler.com	www.the-whistler.com					
40	Concord Music Hall	Chicago	X					info@concordmusic.com	www.concordmusic.com					
41	National Museum of Pan-American Arts and Culture	Chicago	X					info@nmapac.com	www.nmapac.com					
42	Local option	Chicago	X					773-348-2008	www.localoption.com					
43	Small Chaser	Chicago	X					info@smallchaser.com	www.smallchaser.com					
44	Parlor Pizza Bar	Chicago	X					312.433-2622	www.parlorpizzabar.com					
45	Mucci's Bar Thesaur	Chicago	X					773.871.6904	www.muccisbar.com					
46	Wings Food Truck	Chicago	X					info@wingsfoodtruck.com	www.wingsfoodtruck.com					
47	Smart Museum of Art	Chicago	X					info@smartmuseum.org	www.smartmuseum.org					
48	Bakery Point	Chicago	X					info@bakerypoint.com	www.bakerypoint.com					
49	Chicago Heritage Museum	Chicago	X					info@chicagoheritagemuseum.com	www.chicagoheritagemuseum.com					
50	Chicago Detours	Chicago	X					info@chicago-detours.com	www.chicago-detours.com					
51	Secret Food Tours Chicago	Chicago	X					www.secretfoodtours.com	www.secretfoodtours.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 and groups were put under a category. The social media research is below:

108	Online Community		
109	Atlas Obscura	https://www.atlasobscura.com/things-to-do/chicago-illinois/apocyming-experiences	
110			
111	Instagram		
112	Pilsen	https://www.instagram.com/bodyshotboxing/	
113		https://www.instagram.com/kickassboxing/	
114		https://www.instagram.com/engpilsen/	
115		https://www.instagram.com/artistsreplete/	
116		https://www.instagram.com/esmemuaxg/	
117		https://www.instagram.com/myblockmoodmycity/	
118	Hyde Park		
119		https://www.instagram.com/medbyelsamrie/	
120		https://www.instagram.com/thebudong/	
121		https://www.instagram.com/enyvimelam/	
122		https://www.instagram.com/silverroom/	
123		https://www.instagram.com/elysis_ballerina/	
124	Chinatown		
125		https://www.instagram.com/americanspicer773/	
126		https://www.instagram.com/techiclariew/	
127		https://www.instagram.com/fidobog/	
128		https://www.instagram.com/kiddhussell/	
129	Greektown		
130		https://www.instagram.com/lbs_favorites/	
131		https://www.instagram.com/the_van_buren/	
132		https://www.instagram.com/theribeckiaa/	
133	Ukrainian Village		
134		https://www.instagram.com/thehealthylolows/	
135		https://www.instagram.com/sprinklesofaivy/	
136		https://www.instagram.com/sprinklesofaivy/	
137	Avondale		
138		https://www.instagram.com/daimformodern/	
139		https://www.instagram.com/petesbarbershoorchicago/	
140		https://www.instagram.com/maie.tattoo/	
141		https://www.instagram.com/chocolateuplift/	
142	Lincoln Park		
143		https://www.instagram.com/arsavasakar/	
144		https://www.instagram.com/theadhallo/	
145		https://www.instagram.com/lfc_chicago/	
146		https://www.instagram.com/t45_training_lincolnparknorth/	
147		https://www.instagram.com/sagdgml/	
148	Bridgeport		
149		https://www.instagram.com/vintagegaragechi/	
150		https://www.instagram.com/benart13/	
151		https://www.instagram.com/aevyvamedy/	
152		https://www.instagram.com/whinbeer/	
153	Humboldt Park		
154		https://www.instagram.com/courbeestician/	
155		https://www.instagram.com/velvetgoldmimechicago/	
156		https://www.instagram.com/daimformodern/	
157	Little Italy		
158		https://www.instagram.com/gianlorenzo_photography/	
159		https://www.instagram.com/blackwanda_8/	

160		https://www.instagram.com/7064640366/						
161		https://www.instagram.com/combinedstudies/						
162		https://www.instagram.com/misnerrealize/						
163	Logan Square							
164		https://www.instagram.com/mississippisnow/						
165		https://www.instagram.com/Professionalsofcolor/						
166		https://www.instagram.com/raiborn10/						
167		https://www.instagram.com/ryedecor/						
168		https://www.instagram.com/ryedecor/						
169	Rookwood							
170		https://www.instagram.com/rob40366/						
171		https://www.instagram.com/rh_40366/						
172		https://www.instagram.com/robertsdesign/						
173		https://www.instagram.com/robertsdesign/						
174	Wicker Park							
175		https://www.instagram.com/rob40366/						
176		https://www.instagram.com/robertsdesign/						
177		https://www.instagram.com/robertsdesign/						
178	Wilmette							
179		https://www.instagram.com/rob40366/						
180		https://www.instagram.com/robertsdesign/						
181		https://www.instagram.com/robertsdesign/						
182		https://www.instagram.com/robertsdesign/						
183	Facebook	Public(Groups)	Private(Groups)	Pages	Company Pages	Page for all		
184	Pilsen						https://www.facebook.com/felbackchicago/	
185		https://www.facebook.com/ChicagoChinatown/					https://www.facebook.com/ChicagoChinatown/	
186		https://www.facebook.com/ChicagoChinatown/					https://www.facebook.com/ChicagoChinatown/	
187	Hyde Park						https://www.facebook.com/ChicagoChinatown/	
188		https://www.facebook.com/ChicagoChinatown/					https://www.facebook.com/ChicagoChinatown/	
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195	Greektown						https://www.facebook.com/ChicagoChinatown/	
196		https://www.facebook.com/ChicagoChinatown/					https://www.facebook.com/ChicagoChinatown/	
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198		https://www.facebook.com/ChicagoChinatown/					https://www.facebook.com/ChicagoChinatown/	
199	Ukrainian Village						https://www.facebook.com/ChicagoChinatown/	
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204		https://www.facebook.com/ChicagoChinatown/					https://www.facebook.com/ChicagoChinatown/	
205	Avondale						https://www.facebook.com/ChicagoChinatown/	
206		https://www.facebook.com/ChicagoChinatown/					https://www.facebook.com/ChicagoChinatown/	
207		https://www.facebook.com/ChicagoChinatown/					https://www.facebook.com/ChicagoChinatown/	
208		https://www.facebook.com/ChicagoChinatown/					https://www.facebook.com/ChicagoChinatown/	
209	Lincoln Park						https://www.facebook.com/ChicagoChinatown/	
210		https://www.facebook.com/ChicagoChinatown/					https://www.facebook.com/ChicagoChinatown/	

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/humboldt@parkcommunity/	https://www.facebook.com/humboldt@parkcommunity/	
218			https://www.facebook.com/groups/103312813087335/	https://www.facebook.com/humboldt@park/	
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/ChicagoHistoric-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/ChicagoTaylor-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/buc	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**ou 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_kwid=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/>