

THE W SPA'S

# ONBOARDING WORKBOOK

INTERACTIVE COMPANION TO SMMI ONBOARDING PACKET

**WELCOME!** ✨

*Thank you for dedicating your time, energy and focus to the onboarding process. Our intent with this workbook is to **create a space for you to reflect thoughtfully on what you learn in the onboarding packet, and to also dip your toes into interacting with our brand and brand tools.** Hopefully after filling out this workbook and reading through the packet, you'll feel more empowered and have a greater understanding of the tools that we use to run our marketing department and meet our objectives.*

*Our Marketing Coordinator will read your responses and offer feedback when applicable. **This workbook is not a test!** You already "passed the test" when we hired you! Within this workbook the Marketing Coordinator is looking for honest answers and self-evaluation in order to shape the internship to meet your needs and strengths, and to challenge you to use the basic marketing skills necessary for this internship. One of the most critical of those skills is writing, so please double check that your written responses are the best they can be.*

*Thank you again for your dedication! Do your best and you'll always make us proud. ✨*

## OUR MARKETING BASICS

1. *Have you worked with our target market demographic before? What kinds of campaigns do you think would be most effective with each demographic- primary, secondary, and tertiary?*
2. *What words would you use to describe our “vibe” through our branding kit? What other companies or brands are you familiar with that have a similar feeling?*
3. *Using the examples provided, write a sample blog post promoting a giveaway for one of our ilike products. Choose an ilike product [here](#) from our shop and feel free to do more research on the Szep Elet website [here](#). Include a title, introduction and conclusion, and a call to action at the end of the post to enter our giveaway. Be as creative as you’d like within our style! 500-ish words please.*

## OUR MARKETING PROCESS

4. *Which part of our marketing flow most appeals to you or aligns with your strengths and interests? Which part of our marketing flow would you delegate to someone else or prefer not to complete?*
5. *Does our marketing flow make sense? Write any questions or points of confusion below.*

## OUR MARKETING TOOLS

### BACK-END TOOLS- EMPLOYEE

6. *Is there anything that needs clarifying about STX or When I Work? Write any questions or points of confusion below.*

### BACK-END TOOLS- MARKETING

7. *Under “The W Spa All Shared Files,” find the “Marketing” folder, and take a look around our “Photos” tab. What do the photos tell you about The W Spa? What other*

*kinds of images could be helpful in our marketing? Think of at least one photo shoot idea or photo idea that could contribute to our marketing.*

- 8. Go to our website, [thewspa.com](http://thewspa.com), and take a look around our pages. What is our strength in our website? As a viewer of the website, what would you like to see changed, clarified, or deleted? Please find at least one improvement, but don't be afraid to list more!*

## CANVA

- 9. Have you ever used Canva before? Do you feel inspired or interested in graphic designs or making designs?*
- 10. Log into our Canva account and navigate to "All your designs" on the lefthand side. Take a look at our designs from present back to New Year's specials. What do you notice about our designs? Is there something in particular that ties designs together and contributes to the overall "vibe" of TWS? Or are there ways we can clean up our designs and reimagine them to fit your interpretation of that vibe? There are NO right or wrong answers here!*

## SOCIAL MEDIA

- 11. Why do you think that Instagram and Facebook respectively are important for a small local spa business? What benefits would you say, in your experience, each holds?*
- 12. Scroll through our Instagram page and conduct a brand audit. Do you notice anything in particular about our page? What are our strengths? What can be improved? Are there opportunities with Instagram that we can invest in more?*
- 13. Conduct a similar brand audit for our Facebook page. What do you notice? What criticisms and improvements do you have?*
- 14. One of our brand competitors is Capello Salon and Spa. Conduct a brief brand audit of their social media. What differences do you spot between our social media and theirs? Is there anything that our competition creates or does that the Spa would benefit from?*

## SEARCH ENGINE + REVIEW

15. Google “The W Spa.” What comes up? Hopefully our Google Business profile! What comments or suggestions do you have about our Google Business profile?

16. Do you consider reviews important when you’re looking for a new business to visit? Read at least ten of our reviews on Yelp in a variety of star categories. What do these reviews say about The W Spa?

## CONCLUSION

17. Now that you have a feel for all of the tools and aspects of our marketing department, consider what your thoughts are on your internship as a whole. What do you hope to gain from this internship? What is your #1 goal from this internship, and how do you think you can use these tools to help you get there?

**THANK YOU FOR COMPLETING THIS WORKBOOK! YOU ROCK. ✨**