What I learned from 30 days of working with Masterworks.io

This month I learned the difference between real customers vs targeted customers for a company called Masterworks.io. Masterworks.io is an art investment platform that allows inventors to buy fractional shares in pieces of artwork. If you want to follow my progress and see how I reached my goals, feel free to explore around.

My Goal

This month I learned about the difference between real customers vs targeted customers for a company called Masterworks.io. I learned about how ads work, survey design, conversion ratios, and Airtable. Here are all the things I learned from the difference between real vs targeted customers.

Tasks I completed this month

-Built an outline of my potential ideas for a project timeline
-Watch 10 ads about Masterworks.io and wrote a blog post about three of the ads.
-Built a word cloud based on 7 of the ads.
-Built a survey about customer demographics.
-Revised the survey to be more specific and more concentrated.
-Built a weekly update for week one.
-Developed a context blurb to explain the project.
-Posted the survey on my LinkedIn.
-Posted the survey on my reel and Instagram story.
-Posted the survey on my Snapchat Story.
-Attempted to steal followers by using tactical comments on LinkedIn.
-Posted the survey on a friend's Instagram story.
-Posted in two slack channels.
-Built a blog post on conversion ratios.
-Built a weekly update for week two.
-Revised and sort the data using Airtable
-Built a blog post on customer demographics.
-Discovered the real customer and created a blog post about the real customer.
-Made a video ad related to Masterworks.io.
-Create a business card that would attract potential customers.
-Built a poster that creates value and would be accessible to key demographics.
-Designed a blog post based on the ads created.
-Built a weekly update for week three.

-Wrote a blog post based on what I learned from the real customer. (The blog post you are currently reading)
-Wrote a weekly update for week four.
-Wrote a final thoughts piece.
-Revised and packaged the landing page.
-Posted the project on my LinkedIn and my blog.

What I learned

Working with Masterworks.io has taught me many skills and developed key traits. I learned how to become confident, organized, committed, passionate, and forward-thinking. I became more confident by recording videos and using my social media presence to gain survey results.

Confidence made me stay organized. Proper organization allows for proper documentation of a process. Without proper organization, it is hard to stay committed to goals. By organizing my work and documenting the process, I was able to stay committed to my goals.

I was passionate about building my project. I enjoy learning about investing and am a strong advocate of open-book accounting. Working with Masterworks.io, I was able to learn about the valuations of the company and the fee structure. This gave me a clear look into the finance of the company. This project allowed me to highlight my interest in investments and startups.

The project showed me how to be a forward thinker by developing innovative methods to deal with big problems. As an innovator, I strive to create new solutions to challenging problems.

The practical skills I gained this month were an understanding of SurveyMonkey, Airtable, Canva, and LinkedIn. With SurveyMonkey, I developed a survey and learned about conversion rates.

Conversion rates with products are a key tool for sales, marketing, and customer success. With this new knowledge, I can create innovative ads and learn about Masterworks.io's real customers.

When I used Airtable, I learned industry-leading software that can be deployed in a variety of industries and be a replacement for Excel. Canva is freemium software in the digital design and marketing industry. Canva allows anyone to build a brand with limited design skills.

LinkedIn is a key business networking platform. A majority of users don't optimize LinkedIn to its full potential. By trying to steal followers by posting comments on Linkedin, I learn how to better utilize professional social media.

Conclusion

This project has been valuable and created meaningful content for Masterworks.io. As I finalize the project and work on packaging, I will focus on refining blog posts and videos to make a clear vision and product for this month. Overall, this month has shown hard work, clear goals, and dedication to create an impact on Masterworks.io's brand.