

Snowbasin Media Marketing Capstone Project

This project is a collection of website, Instagram, and Twitter posts and pages to market the summer activities and events that take place at Snowbasin Mountain Resort. These individual posts demonstrate skills in photography, writing as well as adobe indesign.

Instagram Post



Caption: ...And the Gondola comes to a stop. Closing out another Beautiful Summer Weekend at Snowbasin.

Instagram Post



Caption: Dogs Welcome! Snowbasin is animal friendly. Alongside the miles of mountain bike and hiking trails, we have lesser-known horse trails all over the mountain. I think this is a great post for social media because it is casual, shows the beauty of the mountain, and demonstrates the ability to bring dogs which is unlike most other Utah Mountains.

Instagram Post



Caption: Blues and Brews with Andy Frasco! One of the busiest weekends this summer.
Social Media friendly picture: Shows people enjoying the event

Online Social Media Ad banner for Snoweisen

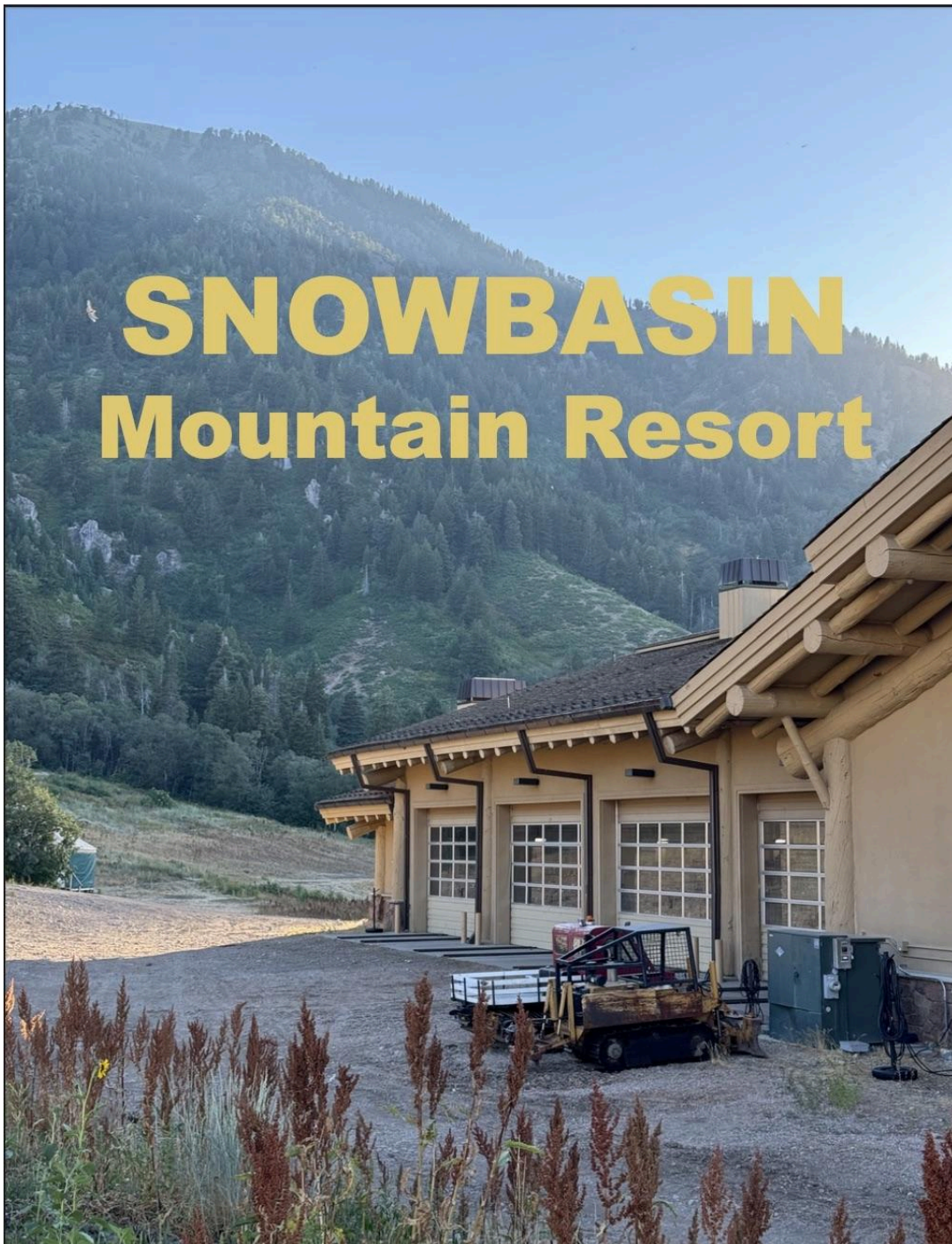
Every Sunday in
September
Snow Eisen
at Snowbasin
Huntsville, UT



Stein Holding
Competition
•
Live Music
•
Local vendors
•
Gourmet food in
the lodges
•
For more
Information Click
Here

An ad banner for social media and websites. This could be a printable pamphlet as well. I created this to target the end of the summer Snoweisen with an easy-to-read and digest banner with all of the crucial information.

Instagram/ Twitter Post



Caption: Visit Snowbaisn This Summer! We have mountain biking, hiking, mini-golf, and many events planned. Learn more on our website SnowBasin.Com

Snowbasin Summer Schedule July

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4	5	6	7 Blues and Brews
8	9	10	11 Everest Event	12	13	14 Blues and Brews
15	16	17	18	19	20 Sippin' at Sunset	21 Spartan Race
22	23	24	25 Last day for Season Pass Discount	26	27	28 Blues and Brews
29	30	31				

****Lift Acces Biking Every Saturday and Sunday****

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A calendar of July events I created as a Sample. This creates an easy-to-see and hopefully downloadable to viewers' calendars to create an easy way to plan for the events.

Summer Finale

By Zack Isaacson

SnowWeisn is a fall event that falls under a similar style to the October fest. Many of the mountain resorts in Utah celebrate during the fall. Snowbasin holds festivities for a month and a half every Sunday.

Unlike many of the other resorts and mountains in the greater Salt Lake area, Snowbasin is dog-friendly!

Throughout the celebrations, many people bring their furry friends along for the adventure.

There are many activities throughout these days such as Stein holding competitions, games of Stump, cornhole, live music as well as many local shops.

The local shops range from culinary items such as food to art and services. The image to the right shows one of the many shops at Snowweisn. This shop was called Pineview Pottery. The local potters actually source the clay from a local reservoir. They told a cool story about their process and how it differs from other potters. Most of the process is in preparing the raw clay prior to the creation of mugs or pots.



Pineview Pottery Tent

Zack Isaacson

Many people come up to our Mountain base just to check out the shops. However if your are more of an active person there are some of the most beautiful views in Utah across Snowbasin and the surrounding mountains as the trees turn a dark red and orange. Hiking and Biking Trails will still be open.

We at Snowbasin were happy to host a community with so much to offer. We hope to make the celebration even bigger and better this-coming season of 2024.

You can register your own shop on Snowbasin.com to participate on the vendor side of the celebration this year. Registration closes at the end of August.

A small article about SnowWeisn, other activities at Snowbasin during the celebrations as well as a small focus on a local company that participated last year. I created this to show the connection to the community that Snowbasin has as well as showcase some of the activities and services that the mountain provides in the summer and fall.

Instagram Post/ Website



- Blues and Brews Concerts every Sunday
- Lift Access Mountain Biking/ Hiking
- SnowWeisen
- Mini - Golf

A small post of one of the base lodges on a beautiful summer day. I describe some activities at the bottom to hopefully intrigue viewers to learn more or visit.