

MARKETING PROPOSAL SAMPLE

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Prepared for: Your Company

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PROVIDING THE HIGHEST QUALITY OF PERSONALIZED PUBLICITY FOR OUR CLIENTS

No Long Term Contracts

We are confident in our ability to grow your business, so we don't require long-term contracts. Our **model is month-to-month**, so we're not recommending and executing on channels that we aren't confident will drive revenue or awareness, as we have to perform every month to win your business back. Our business model only makes sense with long-term partnerships, so we make decisions in your business's best interest. Your success is our success.

Data Driven and Transparent

We drive growth through an analytical, data-driven decision-making process. Unlike "Black Box Agencies", we manage your marketing channels out of your own platforms so that you have access to all your data and learning. We implement the scientific method in our decision-making process and test to gather data before optimizing any marketing channels. We share all of our data and learning with you and present detailed reports on a weekly basis. Just like an internal team, you'll also have access to our project management tool so you can see exactly what your team is working on.

A-la-Carte Tailored Services

We can manage all your digital marketing efforts or plug into the channels that your business lacks bandwidth or expertise. We tailor a marketing strategy that aligns with your goals and can easily scale up or down across multiple channels within any given month.

Communication

We optimize your investment by cutting out the middleman "account manager" position to ensure that your point of communication is the actual person managing your channels. We can get you answers to your questions quickly so you don't have to wait days for a response while a "project manager" waits to hear back from the team actually managing your channels.

WHAT TO EXPECT (OUR PROCESS)

Kick-Off Discovery Call

We'll begin our engagement by the introduction that has already happened. We are now your team and will ask you a series of questions so that before we begin pulling levers, we know everything about your current and past marketing efforts, brand, and vision. We do not aim to feel as close to an internal team as possible, we ARE your internal team.

Weekly Meeting and Reporting

Each week, we'll schedule a call to collect updates. They will walk you through current efforts, Key Performance Indicator Reports, and ideation for strategy to further optimize your marketing channels and keep you posted on all activities. You do not need to worry about digital marketing. We will be managing all that for you.

SERVICES

STRATEGY

We act as a client's CMO and in-house advocate who understand their business situations, challenges, and unique marketing needs. We define marketing strategies, tactical execution plans, and KPI reporting. In this position, we provide findings, insights, and actionable recommendations as our valued customer.

Your main point of communication will be a high-level strategist. We'll begin with high-level audits and analysis of your

existing marketing infrastructure, along with a deep dive into your current data and learnings. Based on our findings, we'll develop a strategy to optimize your marketing efforts.

What We Do:

- **Week 1: Kickoff call**
 - Action: Ask discovery questions about your business, goals, competitors, etc.
 - Get the access we need to complete our audit and recommendations
 - Deliverable for following week: Business audit and high level recommendations
 - Any short term, low hanging fruit strategies
 - If any other teams need to be brought on board immediately, this has already been achieved.

- **Week 2: Audit**
 - Action: Present a "lite" version of the short term strategy
 - Business SWOT analysis
 - Website/app audit
 - Competitive insights
 - Immediate, low hanging fruit action items
 - Recommendations to bring on additional channels
 - Action: Do a Messaging and Branding exercise
 - Interactive exercise with you
 - In general, the purpose of the workshop is to learn about the brand personality, voice and messaging through your eyes. The workshop takes clients through various discussions and brainstorms to see/experience their brand in a very different way. At the end of the workshop, clients will come away with:
 - Research-based target audiences and associated segments
 - How the brand/product address customer problem and key differentiators
 - Brand pyramid that evokes the brand essence
 - Key value props and associated positioning statements
 - Messaging hierarchy and brand narrative
 - For both the client (and Atlantic Publicity), this provides a milestone and stake in the ground for branded key messaging to utilize for all Atlantic Publicity channels (Facebook, Email, SEM, SEO, Influencer) and for the client moving forward.
 - Deliverable for following week: Formalize the Messaging and Branding guidelines

- **Week 3: Traction Channel Mapping**
 - Action: Traction channel mapping with the client
 - If they aren't here in person, we can do a screenshare with them via Uberconference
 - As a group we will go through the 19 possible marketing channels, brainstorm ways in which we can incorporate them into the marketing plan

- We will then rank them and prioritize the short and mid-term options
 - This includes options that are offline and experiential
 - Deliverable for following week: Final strategy document
- **Week 4: Strategy Unveiling**
 - Action: Put together the formal strategy pitch
 - Includes the top 3-5 traction channels
 - For each traction channel, what is the approach and messaging?
 - What is the 30-60-90 day plan?
 - What other channels need to be brought on in the mid-term?

MANAGEMENT FEE: per month

EMAIL MARKETING

Our team will develop and execute a strategy to grow your customer base, optimize your acquisition strategy, as well as nurture and engage customers through the sales funnel. We will wireframe, design, copy write, code, and integrate up to 5* emails per month within your Email Service Provider (ESP).

What We Do:

- ESP Migration & Setup
- Strategy Creation & Planning
- Design, Copywriting, Coding, and integration within your ESP
- Lifecycle Email Sends
- Promotional Email Sends
- Newsletter Email Sends
- List Segmentation
- A/B & Multivariate Testing
- List Growth & Management
- Ongoing List Hygiene & Scrubbing
- Compatibility & Deliverability Testing
- Data & Analytics Integration
- Detailed Reporting

*Our team has the ability to create more than 5 emails each month for an additional charge.

MANAGEMENT FEE: per month

"Simplicity and Sophistication" Media is a subsidiary of Atlantic Publicity and is a content marketing agency that specializes in creating engaging content that fuels companies' content marketing efforts and positions their key employees as influencers in their industries.

What we help you do:

- Executive Branding: We work with you to get you published in targeted online publications that showcase your expertise to your exact audience.
- Content Marketing: We work with you to create a cohesive content marketing strategy. We create and publish content on your blog, as well as outside publications.
- Custom Content Projects: We work with you to extract your expertise and create in-depth, premium pieces of content that accomplish your specific business goals.

MANAGEMENT FEE: per month

CONTENT MARKETING

We take a strategic, data-driven approach to developing your content marketing, beginning with a 30-day discovery phase. Here's what to expect using blog posts as an example:

- Kickoff conference - We'll conduct an in-depth content audit to assess and discuss what content, if any, you're already offering, how often you're posting, what voice or tone you're currently using, how it's being distributed, and more.
- Second conference - After the kickoff meeting, we'll conduct our own independent background research to better understand your industry, brand, and any emerging trends. We'll use this research to create and present a detailed SEO audit, looking at the current state of your SEO practices.
- Third conference - We'll present our keyword research and analysis and the proposed content plan. This will include recommendations on how to improve search rankings, detailed long-tail keywords to target, content posting best practices, including how often and when to post, as well as two weeks of proposed blog topics for review and approval.
- Fourth meeting - Upon approval of the proposed blog topics, we'll create two weeks of custom content for your review.

At Atlantic Publicity we create high-quality content that we leverage to help boost Search Engine Optimization (SEO), inbound lead generation, and lead capture. We continuously evolve our client's content marketing strategy to ensure that content stays fresh, continues to resonate with the target audience, and follows SEO best practices.

Our Content Menu:

- Blog posts
- White papers
- Press releases
- Website content
- Product descriptions
- Email templates

Custom content is available upon request. Please ask to speak with us about content management to discuss other content opportunities.

After 30-days and beyond, we will continue to provide two custom blog posts each week for your review and approval at the weekly conferences.

MANAGEMENT FEE:

Content Plans:

Discovery Rate:

You will be charged a one-time flat rate for the first 30-days of discovery and content. The discovery phase includes:

- In-depth content audit
- Independent background research
- Detailed SEO audit
- Keyword research and analysis
- Proposed blog topics
- Four pieces of content

After the first month discovery phase is completed, choose from one of our three content plans:

- The Sidekick Plan:
 - 3 blog posts per month
 - Choice of one additional content item
- The Power-Up Plan:
 - 6 blog posts per month
 - Choice of two additional content items
 - i.e. One white paper and one press release
- The Superhero Plan:
 - 10 blog posts per month
 - Choice of two additional content items
 - i.e. One white paper and one press release

FINANCIAL SUMMARY

MANAGED SERVICES	BUDGET
Atlantic Publicity Strategy	
Email Marketing	
Content Marketing	
Content Writing by Simplicity&SophisticationMedia	
MONTHLY TOTAL	

**Recommended initial test budget based on channel*

We can discuss this line by line and decide what we want to pursue, many of these channels are complementary and will compound net returns.

Thank you and please let me know if you have any questions,

Adrienne Papp

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