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Marketing Campaign Services Sample Proposal

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July 26

Ben Lovell
Owner/Manager
Lovell Cellars
18561 Reservoir Road
Walla Walla, WA 99362

Dear Mr. Lovell,

Thank you for your initial inquiry to our marketing firm. We are pleased you chose to call us and would like the opportunity to tell you more about us and give you a preliminary marketing plan so that you can better see how our firm would be the best to handle your unique needs.

Thomson-Kirkpatrick Marketing has been designing marketing campaigns for over a decade. Our client list includes companies throughout Washington state, and we have garnered many awards, including a Pinnacle Award and a silver Adrian Advertising medal. We have put together hundreds of successful campaigns for businesses like yours.

We specialize in helping small and medium-sized businesses create innovative campaigns that include direct marketing, web design, billboard design, and print media. We can help you build a competitive presence in your market while using creative strategies that stay within your budget.

Please take a moment to read through our initial proposal for your campaign. This will give you an idea how the campaign will unfold through a series of steps. Should you choose to sign a contract with Thompson-Kirkpatrick, we can immediately begin the creative side of the campaign, whereby we develop themes that will help you with name recognition and branding. Please do not hesitate to call with any questions you might have. We look forward to speaking with you further.

Sincerely,

Celia St. James
Marketing Manager
Thompson-Kirkpatrick Marketing
209-810-6356
celia@thompson-kirkpatrick.com
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PROPOSAL

Marketing Campaign for Lovell Cellars

Prepared for: Ben Lovell
Owner

Prepared by: Celia St. James
Marketing Manager



DESCRIPTION

We specialize in helping small and medium-sized businesses create innovative campaigns that include direct marketing, web design, billboard design, and print media. We can help you build a competitive presence in your market while using creative strategies that stay within your budget.

Proposal Number: 12-943





Following is a description of our project design including how the project will be developed, a timeline of events and reasons for why we suggest designing the project as described.

Research:

Market research for the local wine industry shows three elements that are critical to the success of your marketing and advertising campaign. The first element is visual awareness, which involves marketing your logo. The second and more often overlooked element is creating and maintaining a professional web presence. The third is a non-traditional form of marketing, but one that is no less important, and that is creating partnerships and event awareness. For a start-up winery in this area, simultaneous design and promotion are absolutely necessary to success.

Schedule and Design:

Initial design will include the development of the traditional marketing methods, including logos and graphics. As soon as a design is approved, we can begin structuring the website around the chosen graphics. As soon as the website goes live, we can begin promoting partnerships and establishing your winery as a premier location for destination events.

Reasoning:

In a market becoming saturated with new labels, you will have to achieve not only an appealing visual campaign, but you must also entice your target demographic through the more non-traditional methods of advertising in order to set your winery apart. Part of the marketing strategy will be to invoke responses to your label, and the use of the non-traditional marketing will help establish you as a fresh face. Each component will be equally critical to the success of your campaign.

Expected results:

The visual campaign will increase product recognition through branding, and it will distinguish your label as competitive in the market. The non-traditional campaign will act as a type of grass-roots movement to bring connoisseurs and aficionados to support your winery.





S A M P L E

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