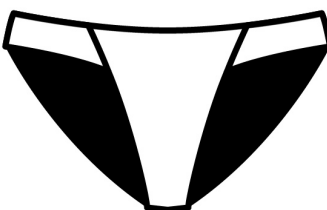


# MARKETING PROPOSAL

PROPOSED TO:  
The Fur Elise Culture Limited

PRESENTED BY:  
Eme Bassey & DK Jonah



## MARKETING PROPOSAL

# THE CLIENT

We received a brief from Furelise Culture to create an online marketing strategy that will support the launch of their ecommerce store and sales of their products. They are designers of a range of mid to high end lingerie created for women.

# PROJECT BACKGROUND

Our initial contact with the client was at the stage where they were concluding the design process and about to proceed with setting up the manufacturing and fulfilment.

We believe this is a great point to start working on the marketing so as to build up momentum and systems that will be in place at the time of launch.

# DELIVERABLES

01

Website Design and Copy.  
Creating an optimised blog  
and ecommerce store.

03

Social Media Marketing:  
setting up channels,  
creating scheduling and  
tracking results.

02

Brand management:  
Definition of target/ideal  
client. Brand clarity, Styling,  
story, mission, purpose,  
message/tagline.

04

Customer acquisition  
campaigns: Paid Traffic,  
Facebook and Instagram  
Advertising, Retargeting and  
Email Marketing setting  
targets and tracking results.



# SOCIAL MEDIA MARKETING

To create brand awareness engagement and loyalty

LED BY: DK JONAH,  
BRAND STRATEGIST, COMMUNITY MANAGER AND CONTENT  
STRATEGIST.

[dk@dkjonah.com](mailto:dk@dkjonah.com)

# SOCIAL MEDIA STRATEGY

## PLATFORMS

**Instagram**

**Facebook**

**Pinterest**

**YouTube**

**Twitter**

**Messenger**

## PURPOSE

Brand awareness, style and aesthetic, engagement, list building and connecting to influencers

Brand awareness, engagement, list building, facebook ads, curated content

Offers. Product Releases. Brand strengthening. website traffic, list building

Google ranking. Relationship building, brand style and culture ads, list building.

Sharing blog content, offers and promotions, connect to influencers

Customer service, fb retargeting ads, list building, engagement.

# SOCIAL MEDIA DELIVERABLES

**This will be based on a 90-day calendar**

*We will create, optimise and syndicate content based on the creation of weekly key content assets - Videos and/or articles*

Fortnightly strategy sessions to review, brainstorm and plan content

Mood board

Research for promotion/collaboration opportunities

Topics for blog posts

Themes and topics for social media posts

Storyboarding/scripting for video shoots

Connecting/messaging to influencers

Holiday promotions

Pop-up events

Product launch/release content

Social engagement/contests

promotions related to Current events/trends

Social listening

# EMAIL MARKETING

To Support social media, paid traffic and ecommerce.

LED BY: EME BASSEY,  
COPYWRITER, WEB DEVELOPER  
CUSTOMER ACQUISITION SPECIALIST (CERTIFIED),  
ECOMMERCE MARKETING SPECIALIST (CERTIFIED)

[hello@emebassey.com](mailto:hello@emebassey.com)

# EMAIL MARKETING STRATEGY

Email marketing when done well can account for up to 50% of ecommerce revenue. The plan is to set up emails that will both build relationships and brand loyalty as well as lead prospects seamlessly from strangers to buyers. Furthermore emails will nurture repeat customers and create brand advocates.

## DELIVERABLES

**Our strategy is to use a combination of automated email sequences (sets) and regular broadcasts.**

- Creating multiple opportunities for prospects to join our mailing list
- Choose and set up the most effective email service providers
- Craft and install sets of email follow-up sequences that prospects and customers will pass through (pre-sale, post sale, pre arrival, buyer engagement emails)
- Craft nurturing relational emails that provide value to the ideal client
- Develop the right tone of voice and personality for our emails
- Brand-consistency in email design
- Create lists tags segments and automations so that the right message is going to the right person at the right time.
- Create value-driven email broadcasts that speak to event/season/trends/current affairs/conversations.
- Tracking and reporting.

# ECOMMENCE WEBSITE DELIVERABLES

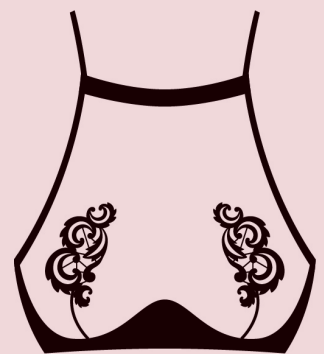
- *The Furelise Culture Blog*
- *Storefront architecture and layout.*
- *Install Technology stack (apps, extensions and plugins)for maximum conversion*
- *Lead capture set-up.*
- *Homepage Set-up (following industry best practices)*
- *Catalog/category pages layout*
- *Product pages - copy and layout*
- *other information pages.*
- *SEO and google analytics set up.*
- *SSL, trust marks and logos.*
- *Brand colours, fonts, tagline.*
- *Key content Assets (About us, why buy from us, etc - Video, images and copy)*
- *Payment Portal*



## STEP 1

### Defining our target market

*"When we know our ideal client it will inform the approach, the look and feel, the voice and personality of our website, social content and the targeting, copy and creative of our customer acquisition strategies"*



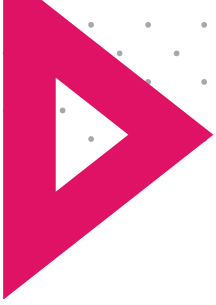
## STEP 2

### Start "The Fur Elise Culture" Blog

*"The purpose is to establish the aesthetics and values of your brand, to introduce and promote your brand mission, purpose and story and most importantly start building a database of future customers"*

To speed things up, we will use a combination of featured content, contributions from collaborators as well as creating our own landmark content.

Our list building will start here and will be our main drive of developing relationships with our future customers.



## STEP 3

**Create Key content and Implement  
the first 90 day social media  
calendar**

*"Set up social channels  
and implement your first  
30 day and then 90 day  
rolling calendars."*

This stage will involve creating key content assets, brand styling and storytelling to connect with future customers.

Headshots

About us

Why buy from us videos

Our Story

Our Mission

Opinion/educational content



# BUDGET AND INVESTMENTS:

## Working budget: £10000/year

*This does not include:*

- *external services we may recommend such as makeup artist, PR specialists, video production costs*
- *One-off Purchases or subscription to recommended ecommerce software, extensions and plugins.*
- *Facebook ad costs - those go direct to Facebook*

*WE WILL STRIVE TO FIND YOU THE BEST DEALS FOR EXTERNAL PROVIDERS*

### PHASE 1 - SETUP

LAUNCH FUR-ELISE BLOG, SET UP EMAIL LISTS AND SERVICE PROVIDER, 90-DAY SOCIAL CONTENT CALENDAR, CREATION / VIDEO EDITING, SCHEDULING AND POSTING OF CONTENT, WEEKLY BLOG POSTS, WEEKLY EMAILS, SET UP FACEBOOK ADS MANAGER. ARRANGE HEADSHOTS, VIDEO SHOTS.

### PHASE 2 - CREATE BUZZ

THIS IS IN Q4. LAUNCHING THE PRODUCTS WITH PRE-LAUNCH AND POST LAUNCH SOCIAL CONTENT, EMAIL MARKETING AND FB ADS. CREATE BUZZ. OFFLINE AND ONLINE. INFLUENCER MARKETING. PUBLIC RELATIONS REGULAR POSTING CONTINUES. CREATE AND TEST EMAIL SEQUENCES FOR THE ECOMMERCE SHOP.

### PHASE 3 - CONSOLIDATE

REVIEW, CONSOLIDATE, MAINTAIN. :  
CONTENT CREATION. NURTURING CUSTOMER RELATIONSHIPS, SOCIAL MEDIA CONTENT, EMAIL; MARKETING AND FACEBOOK ADVERTISING CONTINUES. FOCUS ON CUSTOMER SERVICE AND CUSTOMER ACQUISITION

# BUDGET

**CAMPAIGN**

**BUDGET**

**JULY-  
SEPTEMBER**

**4000**

**OCTOBER TO  
DECEMBER**

**3000**

**JANUARY - JUNE**

**4200**

**TOTAL**

**11200**