

**MARKETING PROPOSAL**  
FALL 2020 - SUMMER 2021



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**PROJECT** 4-H License Plate Marketing Proposal



**CLIENT** The Arizona 4-H Youth Foundation

Our goal is to **drive awareness and sales** of the new Arizona 4-H Youth Foundation License Plate. The KPIs for this project are:



### EMAIL COLLECTION AND MARKETING

*collection through micro-site voting*

**KPI:** a database of 2000+ contacts and an e-blast open rate of 3%

### SOCIAL ENGAGEMENT

*measured by increased likes, shares, and impressions*

**KPI:** Average FB 20+ likes per post, IG 20+ likes per post

### UPWARD SALES TREND\*

*monitored monthly from DMV data*

**KPI:** 1200 sales in 6 moths. 2000 sales in 1 year

*\*this is an aspirational goal and cannot be guaranteed by J. Christopher Design.*

The audience for this campaign will be generated in three ways:



## **OPT-IN COLLECTION**

*Social media users will be directed to a microsite where, at different stages of the campaign, they can vote on designs, find resources for purchasing, and share the page with friends. All these activities will require a valid email address with optional opt-in to email marketing.*

## **LOOK-ALIKE AUDIENCES**

*Audiences with similar interests and habits will be created from your existing social media fans. Look-alike audiences can be minutely fine tuned and generate great results.*

## **EXISTING DATABASES**

*We will use your existing databases for marketing.*

This campaign is broken into three distinct stages. Each feeds off the success of the previous stage.

## STAGE 1 - VOTING

**Timeline:** *Fall 2020*

**The Plan:** *Visually engaging social media posts will prompt viewers to vote on their favorite 4-H license plate design. Viewers will be redirected to a dedicated license plate microsite where they can learn about 4-H history, goals, and future plans. Upon submitting their choice, the site will collect their email address for future marketing. Voters will have the option to share their vote with their social network.*

**How Often:** *2 or more unique post designs will be created. Boosting is recommended.*

**Medium:** *Social (IG & FB), microsite (voting)*

## STAGE 2 - RESULTS & AWARENESS

**Timeline:** *Quarter 1 2021*

**The Plan:** *This is the calm before the Stage 3 blitz. We will use the voting results to maintain an awareness on social media, but during this phase prior to sales, there is very little action the public can take. We will preserve our marketing budget for Quarter 2 when the license plates can be purchased.*

**How Often:** *2 or more unique post designs will be created.*

**Medium:** *Social (IG & FB), microsite (awareness)*



## STAGE 3 - SALES PROMOTION

**Timeline:** *Quarter 2 2021*

**The Plan:** *We will use our advertising budget heavily during this stage. Posts will be split between sales focused and user generated re-posts. We want to let viewers know that the plates are on sale now and how they can be purchased. We also want to show people with their new plates being installed. A couple of personal profiles could make engaging post content.*

**How Often:** *6 or more unique post designs will be created. Heavily promoted content.*

**Medium:** *Social (IG & FB), microsite (info to purchase), possibly direct mail\**

*\*a mailing list of 2000 recipients could cost \$1,200+. At least 70 purchases would have to be made in order to break even (3.5% of recipients). I would recommend a fraction of this cost be allocated to promoted social content, which would generate far superior results.*

# BUDGET

## STAGE 1 - VOTING

**Design:** 4 hours

**Management:** 40 hours

**Ad Budget:** [REDACTED]

**Notes:** The voting management includes post monitoring, interaction, and reporting.

## STAGE 2 - RESULTS & AWARENESS

**Design:** 4 hours

**Management:** 15 hours

**Ad Budget:** [REDACTED]

## STAGE 3 - SALES PROMOTION

**Design:** 4 hours

**Management:** 80 hours

**Ad Budget:** [REDACTED]

**Notes:** The sales management includes post monitoring, interaction, and reporting.

## MICROSITE

**Design & Build:** 10 hours

**Management:** 18 hours

**Notes:** The microsite will be updated to match the three stages of this campaign. Hosting is included.

Stage	Details	Hours
Stage 1	Includes up to 6 unique designs	44
Stage 2	Refined designs are narrowed to 4	19
Stage 3	3 final designs are prepared for final delivery	84
Meetings	Weekly meetings included	147 hours
Subtotal	x [REDACTED]/hour	[REDACTED]
Recommended Ad Budget		[REDACTED]

**Total** [REDACTED]