

Marketing Proposal for Blossom Beyond Borders

Client: Florist Inc.

Address: 123 Bloom Street, Petal City, GA 45522

Date: January 15, 2024

Introduction:

Florist Inc., a leader in the floral industry, is set to launch an ambitious campaign-Blossom Beyond Borders-targeting metropolitan women aged 25-40, commencing on March 1, 2024, and concluding on August 31, 2024. The allocated budget for this initiative is \$150,000 aimed at expanding brand visibility and accelerating growth within urban landscapes.

Campaign Objectives

The core objectives of the Blossom Beyond Borders campaign are to boost brand awareness and drive sales growth across urban areas for Florist Inc. By honing in on women aged 25-40, we aim to capture a demographic that has shown an increasing inclination towards floral purchases, both as gifts and for personal use.

Specifically, the campaign is designed to:

1. Increase web traffic by at least 30% during the campaign period (March - August 2024).
2. Achieve a 20% rise in online and in-store sales compared to the previous six months.
3. Expand Florist Inc.'s market presence in urban locales, strengthening brand loyalty.

Campaign Strategies

1. Influencer Collaborations: Partnering with influencers who resonate with our target

demographic, we will craft engaging content that reflects the joy and utility of Blossom Beyond Borders.

2. Social Media Advertising: Utilizing platforms such as Instagram and Facebook, we will run targeted ad campaigns to visually captivate and draw in our target audience, leveraging Florist Inc.'s striking floral images.

3. Urban Pop-Up Events: Hosting exclusive pop-up experiences in major cities to not only showcase our products but also create an engaging customer experience that ties back into the essence of our campaign.

4. Email Marketing Campaigns: Personalized newsletters to our existing customer base, highlighting new products, special offers, and compelling stories associated with the Blossom Beyond Borders ethos.

Timelines

The campaign will span six months, specifically from March 1, 2024, to August 31, 2024. The rollout will follow these key phases:

- Pre-launch (January 2024 - February 2024): Finalize planning, forge influencer partnerships, develop content, and launch teaser ads.

- Launch Phase (March 2024): Kick off pop-up events, publish influencer collaborations, initiate digital ad campaigns, and roll out the first series of newsletters.

- Mid-Campaign Evaluation (May 2024): Assess campaign progress through metrics, refine

strategies, and amplify successful tactics.

- Final Push (July 2024 - August 2024): Maximize ad spend to heighten reach and celebrate campaign success stories.

- Wrap-Up (Late August 2024): Compile performance reports, gather feedback, and document learnings.

Key Metrics

Key metrics to gauge success for Blossom Beyond Borders include:

- Website Traffic: Monitoring the spike in visits and identifying traffic sources.

- Conversion Rates: Evaluating the percentage increase in customers purchasing after exposure to our campaigns.

- Social Media Engagement: Tracking likes, shares, comments, and reach to determine audience interaction levels.

- Sales Growth: Analyzing both online and in-store sales figures against projections.

- Customer Acquisition Cost: Assessing the cost to acquire new customers through various channels.

Budget Breakdown

The budget for the Blossom Beyond Borders campaign is meticulously distributed to maximize

ROI and ensure a comprehensive approach:

- Influencer Partnerships: \$45,000
- Social Media Advertising: \$30,000
- Pop-Up Events: \$40,000
- Email Marketing: \$15,000
- Contingencies and Miscellaneous: \$20,000

Regular reviews of budgetary allocations will be conducted to ensure we remain on track and make adjustments if necessary.

References & Additional Resources

References:

1. Floral Industry Market Trends Report 2023.
2. Article: "The Rise of Urban Florals" - Blooming Business Magazine.

For more insights and resources, visit our website at www.floristinc.com/blossom-beyond-borders.

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