



## Internal marketing proposal

### Key client information

- The Sinclair Verde Lamp Company is committed to reducing waste by repurposing unwanted products into lamps in a process known as “upcycling”
- A portion of each sale made is donated to support environmental non-profit groups.
- Upcycling reduces the strain on valuable resources such as fuel, forests and water supplies—and helps safeguard wildlife habitats.
- Upcycling reduces the amount of waste that will need to be recycled or sent to landfills and incinerators.

### Key target audience statistics

- Target audience: adults between the ages of 42 and 57.
- 95% of the age demographic uses at least one social media platform.
- More than 50% of all adults between the ages of 42 and 57 engage with videos from brands on social media.
- 54% of Generation X consumers feel overlooked by brands and marketers.
- 93% of global consumers expect more of the brands they use to support local, social and environmental issues.

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### Select up to two marketing strategies/tactics

- Search engine optimization
- Search engine marketing
- **Social media marketing**
- Social media advertising
- **Video marketing**
- Influencer marketing

Since 95% of our target demographic uses at least one social media platform, a social media marketing campaign would be more likely to reach our target 42 to 57 age demographic.

Furthermore, since more than 50% of adults ages 42-57 engage with social media videos, video marketing would encourage engagement with our target demographic on social media. Creating social media video ads would help us reach our audience and meet our goals.

### Select one general content bucket, if applicable

- Educational content: Builds trust in your brand and positions you as an industry leader with information and wisdom to share.
- **Inspirational content: Makes your brand seem more authentic and reinforces your brand’s message, values, and vision.**
- Promotional content: Talks about your products and services with the intent of marketing them to current customers and drawing in new followers

Inspirational content would be the best way to demonstrate the Sinclair Verde Lamp Company’s brand message and commitment to reducing waste materials in the world. This message will resonate with consumers who expect brands to be more active in environmental issues.

We can create advertisements on social platforms like Facebook and Twitter since they are popular with our target audience. These ads should be video advertisements and could also be used on YouTube and other platforms.

The ads should show how Sinclair Verde Lamp Company’s commitment to reducing waste. The ad could start off by explaining the company’s “upcycling” process and the products we feature. We could then move into showing how much positive impact our process has on the environment, including data and how a portion of our sales goes into non-profit groups.