



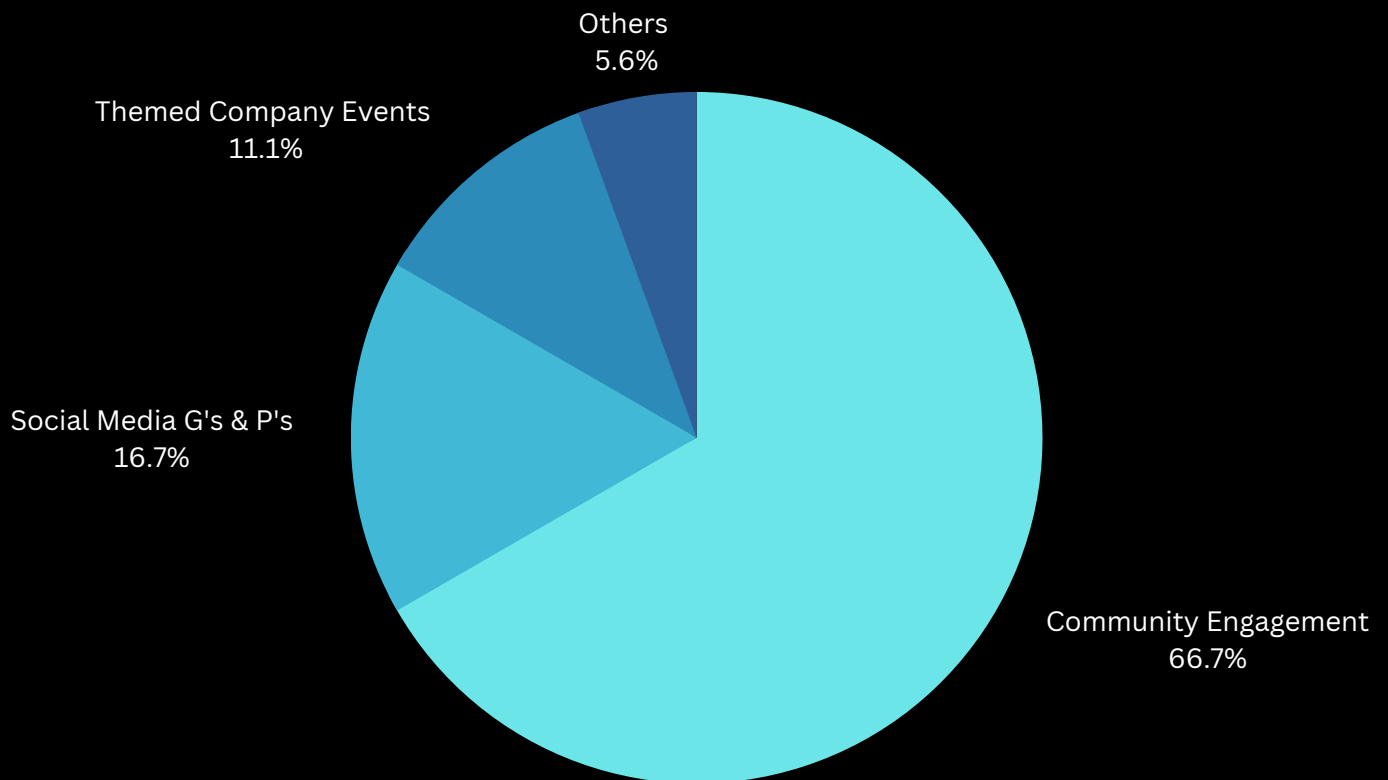
# MARKETING PROPOSAL

Continued....

## About The Campaign

# Elements of the Campaign

- Community Engagement - 60%
- Social Media Giveaways and Promotions - 15%
- Themed Company Events - 10%
- Others -5%



These elements have been proven to be 100% effective and the chart above shows how much time and effect will be utilized per campaign element.

# Community Engagement

The promotion idea of community engagement is practically based on engaging with the local community in the towns and cities in which the company or business is based. Community Engagement marketing initiatives provide the chance for the company and brand name to interact with the locals. As most marketers know, becoming involved in your community is the best way to expand your business and attract new customers. This creates more awareness as well as trust with the customers. Previous campaigns have shown that people respond to familiar faces which leads to them trusting (the company) and becoming regular clients/customers who will begin and continue to refer the company further. The main goal of most social media and community engagement campaigns is to keep the customer's interest while also attracting new potential customers and clients. One of the ways to which we can keep the customers and clients while also attracting new potential clients is by hosting "Pop-up Promotion Activation Campaigns".

This campaign interacts with locals across the country while also creating a wave on Social Media

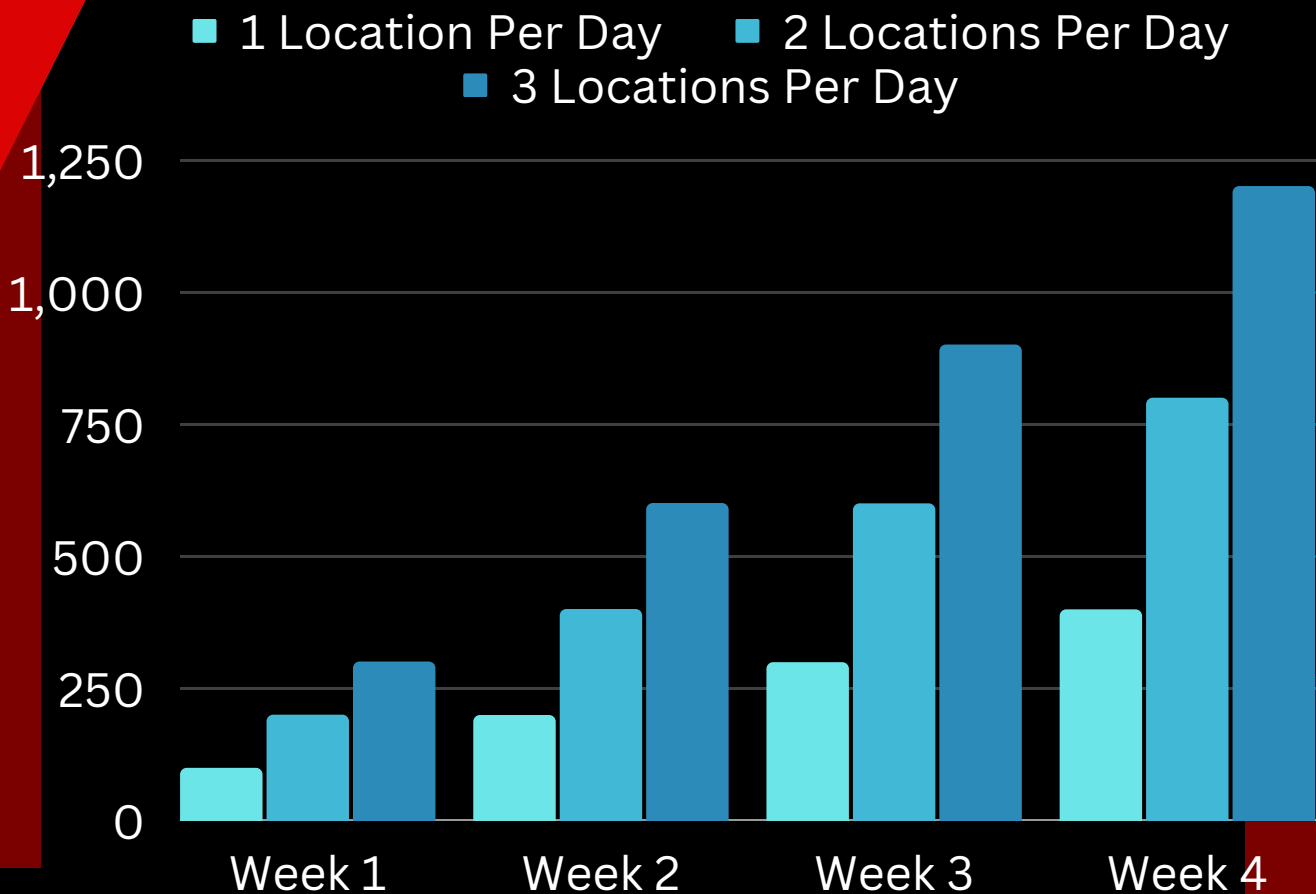
How will things work at these pop-up activations you may ask?! well its quite simple, firstly we will request some space at different malls, shopping centers or areas with a vast mass of locals each week (once a week, for 2 days a week) once we get the space we then set up our stuff (Tables, chairs, stages, tents/gazebos, et cetera all of which has the actual clients logo's. We then get started by having our well briefed and trained promoters go around mall interacting with potential customers while encouraging them to stop or come by our pop-up zone where our MC's will also be interacting more with them through activities, playing beneficial games such as raffles or asking them questions about the company and if they win or get it right they will then get to go home with some goodies, vouchers or invitations to themed company events and many more. ( if it were a membership, subscription or account company, our promoters would encourage the customers to open the accounts or memberships then and there. think about it, how many people do you come across to in the mall in a day, we guarantee you that just one of our promoters will be able to get your clients numerus new customers and accounts in just one day.)

Going back to how this campaign would be beneficial to all companies, it would be beneficial to the companies because by doing such locals get to know more about the company and familiarize themselves with the company. While all this goes on, our promoters will also encourage the customer and potential customers to share their experience with the company on social media before and after the activities and games. As the company, it will get tagged as well as a whole new clientele trajectory as it will now have customers talk, rave and advertise on behalf of the company itself meaning more people/customers will hear and trust the company name as it will now have much more referrals and recognition. This will all happen while we also take contents for the company's own media share and direction.



The campaign will revolve around obtaining one-on-one interactions with prospective buyers which will be approached by our well-trained promoters with devices coded with an app of the clients choice which will contain detailed information on the specifications, features, color options, availability, pricing as well as a picture gallery of the vehicles. This method will also be used to monitor sales, potential new customers as well as recognition outreach by logging in their information on the website or App, this way it also enables the company be able to send them price lists as well as email or texts when new products or vehicles arrive. Purchasing a vehicle is not a decision that is made lightly but by hosting this campaign it makes it a lot easier for the customers to do so because the more trustworthy the company is and easily available the vehicle information is to the potential customer, the better educated and more at ease they will be at making the final selection. Excellent mall activations engage the sense and allows the customer to see, feel and interact with the brand and company any other company. As A Marketing Africa, there are a lost more effective campaign ideas we would love to share with you when given the chance to work or meet with you.

# Community engagement continued



Per location there is going to be 5 to 10 promoters.

There being 10 promoter, each promoter will be expected to bring in a minimum of 10 new customers to open accounts (if it were an account, subscription or membership campaign) while also signing-up and sharing their experiences.

**10 promoters will bring in a guaranteed minimum of 10 customers each that would open their membership with the Client, that would be  $10 \times 10 = 100$  new customers, accounts and memberships for the company guaranteed in one day per location.**

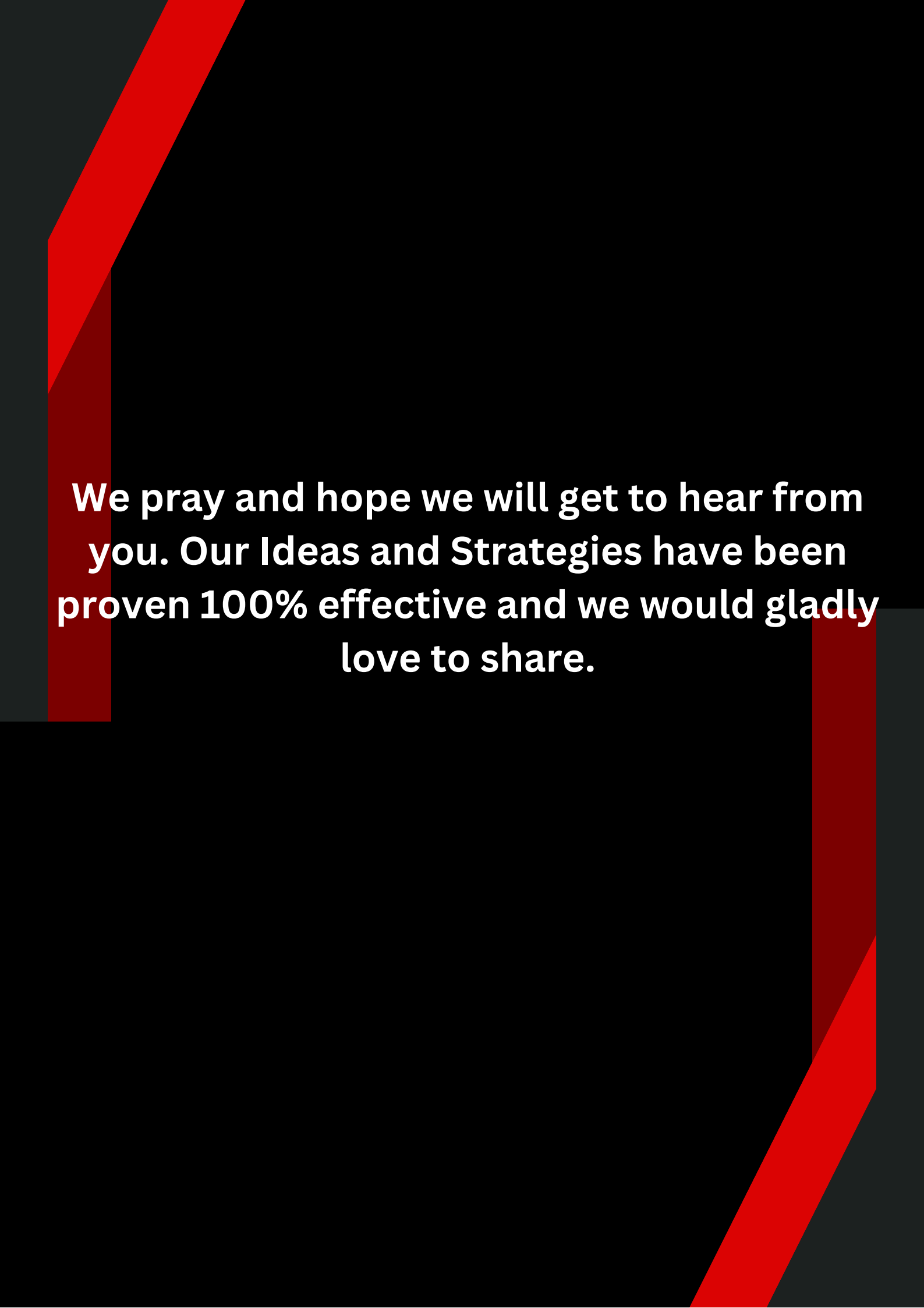
# Social Media Giveaways and Competitions

With social media giveaways and competitions the company can get even more people to interact with the brand. we get few social media influencers who will be able to let the public know that whoever takes the best content picture or video of the company product and posts it on their social media platform using our hashtags as well as tag the company, that or those individuals who win will get to walk away with some company goodies, vouchers, cash or free invitations to the themed company events. This way the company will get free marketing, recognition, referrals and advertising from thousands to millions of people without paying anything or paying much.

We as A Marketing Africa have a lot more ideas around this that we would love to share and execute with you when given the chance to work and meet with you

# Themed Company Events

**Events exclusive or not, help humanize the company/business and forge closer ties with customers. By giving the company's consumers and clients a special and memorable experience, it increases the likelihood that they will feel a connection to the company and be more willing to share their amazing experience with their friends, business and new potential customers and clients. This overall hugely benefits the company because all of those people they tell and are raving to are the company's new potential clients and consumer. These events can be big, average or small and can happen either quarterly or half yearly as well as advertised at our pop-up activations and through the social media giveaway competitions**

The background features a dark gray field with large, bold, red geometric shapes. On the left, a red shape starts from the top left corner and extends downwards. On the right, a red shape starts from the bottom right corner and extends upwards. These shapes create a frame-like effect around the central text.

**We pray and hope we will get to hear from  
you. Our Ideas and Strategies have been  
proven 100% effective and we would gladly  
love to share.**





# THANK YOU

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