

1.
To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#).



Activity Overview

In this activity, you will review a scenario and create a mock internal marketing proposal to increase brand awareness.

A marketing proposal is a written document marketers use to communicate their ideas for consideration. A marketing proposal can be written for either internal stakeholders or external clients. The proposal may include strategy ideas, timeframes, and estimated costs.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the scenario below. Then, complete the step-by-step instructions.

Your team at Good Mercury Marketing is beginning preliminary work to increase brand awareness for the Sinclair Verde Lamp Company and has gathered information on your prospective demographic audience: adults between the ages of 42 and 57.

The team has asked you, an entry-level digital marketer, to create an internal marketing proposal focused on increasing brand awareness among your target audience. This proposal will be shared internally, meaning it will only be shared with your team in order to decide if it is a good option to increase brand awareness for your client.

To create your internal marketing proposal, you will consider the budget, timeline, and supporting data.

Step-By-Step Instructions


Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: [Internal marketing proposal](#)

OR

If you don't have a Google account, you can download the template directly from the attachment below.

 [Activity Template_ Internal marketing proposal](#)
[DOCX File](#)

Step 2: Review the statistics

Review the four statistics at the top of the internal marketing proposal. Consider how you can use this information as you begin to ideate your proposal.

Step 3: Select up to two brand awareness strategies

Strategies support the plan to achieve the marketing goal and tend to be more general ideas. In your scenario, you want to increase brand awareness. Choose up to two of the following strategies and describe why you selected them:

Search engine optimization: the process of improving a website to increase its visibility in a search engine, such as Google Search or Microsoft Bing.

Search engine marketing: the process of increasing a website's visibility in a search engine through paid advertising.

Social media marketing: the process of creating posts on any social media platform, such as Facebook, Instagram, or LinkedIn, typically at no-cost.

Social media advertising: the process of creating paid posts on any social media platform that targets new, potential customers based on their interests.

Video marketing: builds brand awareness through a video medium. Video marketing can be used on multiple platforms, including emails, social media, and YouTube.

Influencer marketing: paid partnership with a person or brand that has a large following. They will promote your product or service to their followers.

Select your strategy name and bold the text using the bold feature in the format menu to indicate which strategies you've chosen.

Follow up your selection with a short description on why you chose it. Be sure to include:

Which statistics helped you choose your marketing strategy? Why?

How can you use this strategy to promote Sinclair Verde Lamp Company?

Step 4: Select content bucket and write description

Select a content bucket, if applicable, and write a description of your ad content. This is your chance to think creatively about how you want to advertise the client's brand. Be sure to consider the statistics at the top of the document as well as your selected strategy and content.

Your description should include:

One to two sentences on why you chose your specific content bucket.

Two to three sentences about the platform where your advertisement will appear (such as emails, social media, or YouTube) and the content medium (such as video, images, or text.)

Two to three sentences about what your audience specifically will see when they view your advertisement.

Select your content bucket name and bold the text using the bold feature in the format menu to indicate which content bucket you've chosen.

Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

What to Include in Your Response

Be sure to address the following elements in your completed activity

Each section refers to the key client information and target audience statistics