**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 |

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| * Search engine optimization: 95% of the age demographic uses at least one social media platform. This signifies that the start of the search will start by Search engine optimization concept. A short trial app like Shopify can be used to add products very precisely where it has feature for search engine listing too so that we can type the attractive title in order to increase the visibility for customers. Normal google ads could help us to improve the search where we can include “upcycling” information to increase curiosity. * Social media marketing: The high percentage of social media usage (95%) among the target demographic indicates that this is a key channel for reaching potential customers. Create engaging posts that highlight the unique upcycled lamps and the company's commitment to environmental causes. |

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| 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 |

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| **Inspirational Content:**  * **Reason**: Inspirational content will make the brand seem more authentic and reinforce Sinclair Verde Lamp Company's message, values, and vision. This aligns with the target audience's high expectations for brands to support social and environmental issues. * **Platform & Medium**:   + **Platform**: Social media (Facebook, Instagram, LinkedIn) and YouTube.   + **Medium**: Video and image posts. * **Audience Experience**:   + **Social Media**: Audience will see posts featuring before-and-after images of upcycled products, customer testimonials, and behind-the-scenes content of the upcycling process.   + **YouTube**: Audience will watch inspiring videos detailing the journey of transforming unwanted items into beautiful lamps, highlighting the company's environmental mission and impact. |