**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

| * **Social media advertising.** More than 95% of the age demographic uses at least one social media platform, so it will be a great idea to reach our target audience this way. Social media advertising is great to increase brand awareness by showing the brand to new customers that are interested in the product. * **Video marketing.** The target audience between 42 and 57 consumes videos from brands on social media, so this format should resonate with our target audience. |
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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

| We should go with a mix of educational and inspirational content. Our brand values as an eco friendly that supports environmental non-profit can be communicated with inspirational content. However, we also want to educate the audience about “upcycling”, so we can mix in a segment where we talk about what is upcycling and how we are saving the environment with this method.  Our target audience uses social media and mostly consumes videos from brands. Therefore, we will be using twitter, facebook, and youtube as the platforms to target as 42-57 years old uses these platforms mainly.  In Summary, we will be doing a video advertisement where we talk about our brand's mission to save the ecosystem by “upcycling” and supporting environmental non-profits. This will be both inspirational and educational. The video should contain a link to our landing page. We can also post in twitter and facebook about the video. |
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