



## 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

- 95% of the age demographic uses at least one social media platform.
- More than 50% of all Gen X users 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.

### Select up to two marketing strategies / tactics

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

95% of the age demographic uses at least one social media platform. Based on this statistic, social media marketing will be a good way to reach customers between the ages of 42 and 57.

The statistics also show that this audience also has a high engagement with video content. We can use this information to create video advertisements.

### 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

I chose the inspirational content bucket because the Sinclair Verde Lamp Company has a strong brand message about reducing waste worldwide. I believe that this will resonate with customers who care about companies with impactful missions.

Our advertisements will appear on social media sites like Twitter and Facebook since they are popular among our age demographic. We will focus on creating video ads. These advertisements can also appear on YouTube as well.

In our video advertisements, we will start by explaining the Sinclair Verde Lamp Company's mission to upcycling and show viewers the products we sell. We will also include statistics for how upcycling reduces the amount of waste that will need to be recycled or sent to landfills and incinerators.