

**Global Presence Marketing**

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**To**

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**# GMPRO-00075**

Proposal for Business Development and Online Profile Enhancement

Date: 06-05-2023  
Open Till: 06-12-2023

Dear Ms. Erika B. Freitas,

As a business development and marketing specialist, it's with great enthusiasm that I want to submit this proposal to drive the growth and recognition of Little Princess Spa and you as a passionate and dedicated founder/CEO. You have an incredible story and presence that thousands of Americans need to hear and join you on the journey of impacting young girls. Our objective is to elevate the visibility of your business, secure strategic partnerships, attract potential investors, and position you as a leading authority in personal care for young girls, children's businesses, and women's wellness and financial success as entrepreneurs.

**PLANS:****1. Enhancing Online Presence:**

To increase your visibility among potential investors, we propose the following:

**A. Designing and Optimizing the Website**

We'll start by creating a website's UX and UI design to ensure it reflects the quality of your brand and is easy to navigate. An investor relations page will be created, including comprehensive business plans, mission statements, growth metrics, and press releases, ensuring transparency and attracting investment.

**B. SEO Optimization:**

By optimizing your website for search engines, we can increase organic traffic, make it easier for potential investors to find you, and emphasize your expertise in specific areas like personal care for young girls, children's businesses, and women's wellness.

**C. Content Marketing:**

Regularly published blog posts showcasing your insights, thought leadership and success stories would appeal to your target market and resonate with potential investors. This content can be disseminated across your social media platforms, driving more traffic to your website.

## **2. PR, Interviews, and Press:**

To bolster your public image, we propose:

### **A. Strategic PR:**

Leverage press releases, articles, and case studies about Little Princess Spa to highlight your innovative approach to young girls' personal care, self-esteem, hair care, salon and spa services, and children's/family entertainment.

### **B. Interviews and Press Comments:**

Positioning you for interviews in industry-leading magazines, podcasts, and TV shows and making press comments on relevant current events would increase your personal profile and significantly boost the visibility of Little Princess Spa.

### **C. Speaking Engagements and Events:**

Arranging speaking engagements at key industry conferences and events would further assert your authority and provide additional opportunities for networking and investor relations.

## **3. Women's Health, Wellness, and Financial Success Advocacy:**

### **A. Partnerships and Collaborations:**

We propose identifying and building relationships with other companies and influencers in women's health, wellness, and financial success sectors. This strategy would enable mutual growth opportunities and provide a platform for you to share your insights, empowering more women and girls.

### **B. Content Creation:**

Creating content such as blogs, podcasts, or webinars focusing on women's health, wellness, and financial success would solidify your position as a thought leader in these areas, driving more attention to Little Princess Spa and its mission.

### **C. Community Engagement:**

Lastly, engaging with women's empowerment communities online would present an opportunity to share your experiences, learn from others, and reinforce the credibility of your brand in these sectors.

By implementing these strategies, we can help increase the visibility of Little Princess Spa, attract potential investors, and, ultimately, drive your business forward.

We look forward to working with you to create a meaningful impact through your business. Please feel free to reach out if you have any questions or need further clarification.

## **DEMOGRAPHIC:**

The primary demographic that Little Princess Spa seeks to reach is women and couples aged 30-60 years, who could be parents or grandparents of young girls. This demographic usually comprises individuals who are established in their careers or businesses, have significant disposable income, and value experiences and personal care for their children or grandchildren. They understand the importance of promoting self-esteem, personal care, and wellness in young girls and are more likely to invest in businesses that align with these values.

The children's personal care market was seeing significant growth. This industry, inclusive of products and services like spa and salon treatments designed for children, is part of a more substantial trend focusing on the health and well-being of children. According to a report by Grand View Research, the global children's personal care market size was valued at \$4.6 billion in 2020 and was expected to grow at a CAGR (Compound Annual Growth Rate) of 4.2% from 2021 to 2028.

Moreover, the family entertainment sector has also been experiencing considerable growth. According to IBIS World, as of 2021, the industry was growing at a rate of 1.2% in the United States alone.

The fusion of these two markets—children's personal care and family entertainment—offers a unique and promising opportunity. The growth potential is substantial given that today's parents and grandparents increasingly prioritize the quality of the products and experiences they provide their children.

An operation like Little Princess Spa sits at the intersection of these thriving sectors. It leverages the trend towards health and wellness, combined with the growing demand for unique and enriching childhood experiences. As a result, it presents a significant opportunity for investors who understand and align with this vision.

As the data continues to roll in, we can expect the trends of personal care, wellness, and family entertainment to keep growing, offering a promising return on investment for those backing businesses in these sectors.

## **DISNEY LOVERS:**

Your ideal family that will use your services for an event and becomes investors are "Disney families" (individuals who love the magic of Disney, stories, and feelings Disney evokes). Disney has a broad appeal and targets children of various ages with its different content, experiences, and merchandise. Generally, the core demographic for Disney's children-focused content and theme parks ranges from toddlers to early teens (2 to 14 years old). However, the appeal of Disney extends beyond these ages due to its multi-generational and nostalgic charm.

The spending power of families visiting Disney varies widely due to the diverse demographic Disney attracts. However, considering the costs associated with a trip to a Disney theme park, families that visit tend to have disposable income.

As of my knowledge cut-off in September 2021, the average cost of a family of four to spend a day at Disney World, including tickets, food, and souvenirs, was estimated to be around \$600-\$700, not including travel and accommodations. A week-long trip could easily reach thousands of dollars. Therefore, the families who can afford such trips regularly are likely to be middle-to-upper-class, with significant disposable income.

Please note spending power is not solely determined by income but also by factors like the cost of living in their location, financial commitments, and personal spending habits. Therefore, it's essential to consider a range of factors when estimating the spending power of Disney's audience.

## **SPEND BREAKDOWN:**

Our [CONCIERGE MARKETING STARTER ROI PLAN](#) is designed to ensure your business receives the exposure and growth it deserves. At a monthly cost of \$7000, our aim is to provide a full suite of marketing services, maximizing the return on your investment.

### **How Your Investment is Utilized:**

The \$7000 fee is distributed across various marketing activities to reach the broadest and most relevant audience for Little Princess Spa. Here's how your investment will be spent:

#### **1. Digital Ads and High-Profile Exposure (\$3500):**

Half of the monthly fee will be channeled towards digital advertising and securing high-profile engagements.

- **Digital Ads:** A significant portion of this fund will be directed towards paid digital advertising campaigns on key platforms like Google, Facebook, Instagram, LinkedIn, YouTube, and TikTok. These campaigns will be strategically designed to reach your target demographics, boost brand awareness, and attract potential investors.
- **Podcast Interviews:** We will leverage our network to secure interviews on high-follower podcasts that align with your target audience. These appearances will enhance your online visibility and authority in the personal-care and family entertainment sectors.
- **Investor Pitch Parties:** We'll organize and host investor pitch parties. These events will provide an opportunity for you to showcase your business directly to potential investors and answer their queries in real time.
- **Publications:** We will strive to get you featured in both national and state publications, including Bloomberg, Yahoo, Market Watch, Orlando Sentinel, Tampa Bay Times, and Newsweek. This visibility will help enhance your brand's

credibility and reach a wider audience.

## 2. Labor Activities (\$3500):

The remaining \$3500 will cover labor-intensive activities, ensuring the seamless execution of our marketing strategies.

- **Press Releases and Website Management:** This includes crafting and distributing press releases, along with managing and optimizing your website for better SEO.
- **Podcast Production:** We will manage the production of your podcasts and distribute them across platforms like Spotify, Google Music, and Apple Music.
- **Video Production and Webinars:** We will handle the production of engaging video content and the hosting of informational webinars to engage your audience and potential investors.
- **Digital Ad Management:** Our team will manage and optimize your digital ad campaigns, tracking their performance and tweaking them for maximum ROI.
- **Social Media Management:** We will handle your social media profiles, posting regular updates, and managing paid ad campaigns.
- **Brokering Engagements:** Our team will also work on securing valuable interviews and speaking engagements. For these activities, an additional commission of 10-20% will be applicable, acknowledging the potential high ROI these opportunities present.

Through this comprehensive plan, we will amplify the reach of Little Princess Spa, building its reputation and visibility among potential investors and customers alike. We firmly believe that this investment in your brand's growth will yield substantial returns over time. Our request is that after every \$500K of investor gross revenue that Princess Spa pay GPM a commission of (4%) \$200K.

## GPM COMPANY:

We are an AI-Driven company with a [4.7 Google Review](#), [4.9 Facebook Review](#), [Liquid Space 5 Star Rating](#), [A+ Rated](#) accreditation with [BBB](#), [Google Ads Certified Partner](#), [4.8 Star SEMrush Pro SEO Agency Partner](#), [YOAST.com SEO Certified](#) / [WordPress SEO](#) experts, and website ADA compliance pros.

We are members of the [International Association of Accessibility Professionals \(IAAP\)](#), [Chamber of Commerce of the Palm Beaches](#), [Miami-Dade Chamber of Commerce](#), [Miramar Pembroke Pines Regional Chamber of Commerce](#), [US Chamber](#), [US Black Chamber](#), [Fort Lauderdale Chamber of Commerce](#), [American Marketing Association](#) and [David Posnack Jewish Community Center](#).

We were [Voted in 2022 as the Best Legal Marketing service for South Florida](#). We received an endorsement for our excellent website and accessibility services from [Mr. Wonderful \(Kevin O'Leary\), the founder of Shark Tank](#).

You can view our [case studies](#) and [work references](#) too. As founders, my wife, Jhael Hakimian, and I started this company as a for-profit social enterprise that empowers the community with marketing/business/software development internship opportunities, providing pro-bono and discounted support to nonprofits and a [talent network](#) that connects people to companies. [We have a fantastic story of overcoming the odds you must read.](#)

Sincerely,

Jack Hakimian

CEO/Business Growth Advisor

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#### Terms and Conditions:

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- [Quality Assurance Recording Agreement](#)
- [Recruitment Agreement](#)
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- [All Terms & Conditions](#)

#	Item	Qty	Rate	Tax	Amount
1	<b>CONCIERGE MARKETING STARTER ROI PLAN</b> Min Guarantee: 50% ROI Annual Campaign Set Up: \$10K Monthly Investment: \$7K Annual Investment: \$94K  Duration: 12 Months + Campaign Setup Period Strategy: Customized Based On Industry, Competitors, Geography, Target Audience & Impact  Learn More: <a href="https://gp.marketing/concierge-marketing-plans">https://gp.marketing/concierge-marketing-plans</a>	1	7,000.00	0%	7,000.00
Sub Total					\$7,000.00
Total					\$7,000.00