



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.
-

Select up to two marketing strategies / tactics

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

With the given budget of \$1000 a month, focusing on social media marketing and video marketing seem to be the most efficient options for Sinclair Verde Lamp Company. Their mission to help safeguard wildlife habitats reduce the strain on valuable resources such as fuel, forests and water supplies gives the copywriters plenty of content pillars to work on and link the brand to those good causes.

From a video creation perspective, we can utilize stock videos about nature and then link them to the company's values.

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

Working on inspirational content is preferred in case since the target audience has a concern for the environment and seeing that Sinclair Verde Lamp is having a positive impact will keep the audience engaged and motivated to support the brand's values and vision.

Social media is the preferred channel for reaching the audience with inspirational content. High quality content will encourage followers to share the brands posts to their networks and will instill a sense of pride in their purchase decisions.

The audience will see high quality videos with inspirational messages that reflect both the brand's and audience's values. Calls to action in the videos will directly link to the impact the company has on the environment such as "Buy now. Part of you purchase will help us make a difference"