

## *Zoo in a Jungle Marketing*

### *Proposal for Recommended Marketing Activities Leadership Protocol Institute*

#### **Option 1 - Do-it-All Package**

Unlimited marketing work, including everything below a monthly meeting and more.

xxx per month

#### **Option 2 - A La Carte Services**

Item	Description	Time Estimate (in hours)	Rate (per hour)	Price Estimate
<b>Logo</b>	Using your pineapple and put into common formats that you can email, send to a professional printer or print yourself.	2	xx	xxx
<b>Business Card</b>	Design and recommendations on printers.	2		
<b>Letterhead</b>	Design you can open in Microsoft Word, type directly onto, then print from your printer.	2		
<b>Mailing for initial contact</b>	Letter and Flyer templates that can be customized for different customer groups based on their Brand Positioning Statements.	8		
<b>Follow-up Call Script</b>	A flexible call script based on the brand positioning statements for each customer group. This call would follow the initial mailing.	1		
<b>Proposal</b>	Everything your customer needs to know to choose you, including a Description of services, Pricing sheet, Contract.	6		
<b>Presentation for Interview</b>	A presentation to effectively describe the value of your services.	5		

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<p><b>Workshop Recruiting Flyer</b> Encourage college and high school students to attend the workshops their schools have arranged by distributing this flyer.</p>	4
<p><b>Daycare Promotion Flyer</b> Daycare operations would give this flyer to parents and prospective customers to highlight the value of your services to them.</p>	4
<p><b>Customer Research</b> Find and create a list of all schools, universities, daycare operations, churches and country clubs in the greater Greenwood area and locate contact information for valuable members of those institutions.</p>	4
<p><b>Mailing Services</b> Send out letters and flyers to prospective customers, including addressing, folding and coallating materials.</p>	per 50 2 pieces
<p><b>Website writing/editing</b> Ensure your website conveys your Brand Positioning Statements in an effective way to each customer group.</p>	2 per group
<p><b>Pay-per-Click Ad Management</b> Use search engines to find interested customers for you. They search for services related to yours, and your ad appears on their screen. You only pay when someone clicks on your ad.</p>	per month, plus initial 4 set-up
<p><b>Vendor Relationships</b> Find and communicate with all vendors to make sure all of your orders are processed properly, and you get the items you need for the best price and quality.</p>	0.5 per order
<p><b>Convention Planning</b> Booth design, Products to offer, sales training. Speech idea generating and editing aIong with public speaking training. I can attend the show with you.</p>	Variable