|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |
|  | **NAME OF CLIENT:** Best Client Inc. | | | |  |  |  |
|  |  |  |  |  |  |  |  |
|  | **ADDRESS:** 204 Gold Avenue, Mayhill, 52001 LA | | | |  |  |  |
|  |  |  |  |  |  |  |  |
|  | **CONTACT PERSON:** John Doe (Marketing manager) | | | | |  |  |
|  |  |  |  |  |  |  |  |
|  | **PROJECT NAME:** Marketing campaigns 24/7 | | | | | **MARKETING COMPANY** |  |
|  |  |  |  |  |  |  |  |
|  | **PROJECT NUMBER:** 58997 | | **DATE:** 31-12-2021 | |  | 174 Marketing Lane |  |
|  |  |  |  |  |  | Takuma, 24390 NY |  |
|  |  |  |  |  |  |  |  |
|  | **PROJECT DESCRIPTION** | | | | | |  |
|  |  |  |  |  |  |  |  |
|  | Best Client Inc. currently distributes products through channels accounting for 90 percent of watch sales. Branded fashion watch sales are growing faster than their current product lines. One innovative product and its design along with experience in distributing consumer clocks provide an opportunity for entry and growth in this market.  Partner (Marketing company) is needed to support this product with synchronized activities through social media and other available tools. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. | | | | | |  |
|  |  |  |  |  |  |  |  |
|  | **CAMPAIGN TYPE** | | **BUDGET** | **PERIOD** | **FREQUENCY** | **TARGET AUDIENCE** |  |
|  |  |  |  |  |  |  |  |
|  | **1** | **SOCIAL MEDIA** | |  |  |  |  |
|  | 1.1 | Twitter | $600 | Jan 1 - Jun 31 | 2 per week | Partners |  |
|  | 1.2 | Facebook | $750 | Mar 1 - Sep 30 | 2 per week | Potential Clients |  |
|  | 1.3 | Instagram | $300 | Mar 1 - Sep 30 | 2 per week | Potential Clients |  |
|  | 1.4 | LinkedIn | $250 | Jan 1 - Dec 31 | 5 per week | Managers |  |
|  |  |  |  |  |  |  |  |
|  | **2** | **ONLINE** | |  |  |  |  |
|  | 2.1 | Blog | $1,000 | Apr 15 - Sep 15 | 1 per week | Subject Matter Experts |  |
|  | 2.2 | Website | $2,000 | Jan 1 - Mar 15 | 1 per week | C-Level |  |
|  | 2.3 | Email Newsletter | $500 | Sep 1 - Dec 31 | 1 per month | Managers |  |
|  | 2.4 |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  | **3** | **WEB** | |  |  |  |  |
|  | 3.1 | Development | $8,000 | Jan 1 - Dec 31 | N/A | Laypeople |  |
|  | 3.2 | Pay-per-click | $2,000 | Jan 1 - Dec 31 | N/A | Laypeople |  |
|  | 3.3 | SEO | $500 | Jan 1 - Dec 31 | N/A | Subject Matter Experts |  |
|  | 3.4 |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  | **4** | **OTHER** | |  |  |  |  |
|  | 4.1 | Surveys | $500 | Jan 1 - Dec 31 | 2 per year | Old clients |  |
|  | 4.2 | Corporate Branding | $1,500 | Jan 1 - Dec 31 | 1 per year | Business |  |
|  | 4.3 | Business Cards | $500 | Jan 1 - Dec 31 | 2 per year | Business |  |
|  | 4.4 | Signage | $500 | Jan 1 - Dec 31 | 1 per year | Business |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  | **DELIVERABLES KEY POINTS** | | | | | |  |
|  |  |  |  |  |  |  |  |
|  | • Market share of twenty percent of the branded fashion watch market in the first year. • Deliverable keypoint #2. • Lorem ipsum dolor sit amet, consectetuer adipiscing elit.  • Deliverable keypoint #4. | | | | | |  |
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