

# PROPOSAL



GO THRIVE MARKETING  
FLOW | BLOSSOM | PROSPER

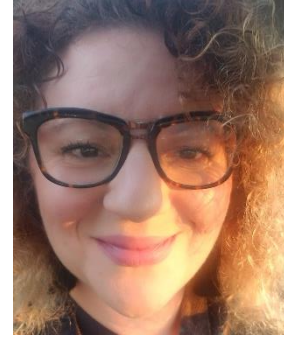
SOCIAL MEDIA STRATEGY & BRANDING



**NAME: Dr. Natalie Guse**  
**TITLE: Chief Operations Officer**

To Go Thrive Marketing Dr. Natalie Guse brings her industry expertise in Marketing and Social Media Strategizing. She is very passionate about marketing and how it can change and impact the business revenue of companies. She was an early adopter of Social Media Marketing. She has applied a mixture of social media marketing, SEO, and traditional advertising strategies to help the 12 host cities in the light of the Soccer World Cup 2006 to attract more tourists, residents, and businesses to their destination.

In 2008, she decided to live her dream and to start a new career in the U.S. In 2008, she founded Majestic Social Media, a full-service social media, SEO, and Internet Marketing company, located in beautiful Oceanside, California. While building her own company, she has also completed her Ph.D in Business Administration. Her doctoral thesis focused on the correlation between social media strategies and the business revenue of U.S. based companies. Dr. Natalie Guse also has a Master's degree in Marketing and a Bachelor's degree in Journalism and PR.



**NAME: Samantha Tyrrell**  
**TITLE: Chief Executive Officer**

Samantha's mission is to infuse HEART back into business. To Go Thrive Marketing, she brings more than 20 years' experience in high-end Enrollment, Consulting and Sales Training. With proven success across a variety of industries, Samantha has had her finger on the pulse of Branding, Advertising, Digital Marketing and Personal Development, generating millions of dollars in sales.

Samantha is also an SEO expert with years of experience in ranking and optimizing websites for clients across all industries. Her genius is crafting keyword rich content that allows the onsite optimization process to run effortlessly. This results in streamlining the time that it takes to create higher rankings and increased visibility.

In 2012, she decided to just go for it ...and moved from Northern New Jersey to sunny Southern California. Living the dream!

## DELIVERABLES

**SOCIAL MEDIA MARKETING****1.1. Setting up and synchronizing Social Media Platforms, including:**

- a. Facebook, Twitter & Instagram Branding & Optimization
- b. Setting Up a Social Media Scheduling/Management Tool & connecting Platforms for automatic scheduling.

**1.2. Comprehensive and integrative Digital Media Marketing Plan**

This plan is based on the principles of marketing. It includes all the elements of a traditional marketing plan: target market analysis, benchmark analysis, industry trends, strategy planning, operative planning, implementation, monitoring, and adjustments. This plan will function as a guidebook for you to utilize to run your own social media campaign for your brand.

- Tactics outlined and described in the Marketing Plan will help to:
  - How to increase Social Media Following and Engagement with focus on driving traffic.
  - How to connect with target group online to increase engagement and awareness.
  - Tactics and Techniques (Engagement & Paid Ad Campaigns)
  - Tools and Toolkits to support Social Media growth and to track Social Media

**1.3. Social Media Branding for Facebook and other Social Media Platforms**

We will create and/or optimize a branding plan for the social media platforms.

## SOCIAL MEDIA MARKETING

### 1.4. Content Categories and Social Media Guidelines

As part of the Digital Plan, Go Thrive Marketing Group will develop content categories and an editorial calendar that will function as a guideline and outline of content to be developed daily/weekly/monthly. This plan will also include posting designs and postings for 30 days. (3 posts per week)

### 1.5 Social Media Ad Setup

- Like Campaign
- Conversion Based Ads
- Offer Ads

### 1.6. Implementation

As part of this Social Media Consulting Package, we are offering a 1 month implementation including postings, and ad management.

**Note:** Paid Ad Budget not included. We recommend a test budget for the first month of \$200. From there, we can make suggestions based on the data collected.



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