

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

95% of people in the age demographic use at least one social media platform - we should multi-channel market on social media to reach these consumers and spread brand awareness.

Posting videos on social media (video marketing) will increase our engagement on social media, being that more than 50% of all adults in our target audience engage with videos from brands on social media.

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

Being that 93% of global consumers expect more of the brands they use to support local, social and environmental issues, posting inspirational and authentic content will allow Sinclair to more impactfully connect with their customers and leave a stronger impression.

The most impactful way to post this content will be via video, on many different social media platforms. Using YouTube, Instagram, X, and Facebook, the message will meet our audience where they are, and given that over 50% engage with video content, this put Sinclair in the best position to increase their brand awareness.

The audience will see videos of Sinclair's beautiful, repurposed products in aesthetically pleasing home setups. To complement this, there will be voiceovers and text articulating Sinclair's mission of sustainability and upcycling. This will show the audience the quality and look of the product, while also explaining the purpose behind the idea.