



# Social Media Project Proposal

Prepared for: Hypo Bio-Tech, Inc.  
Prepared by: Ally Loprete



Dear Communications Director,

With your plans to conduct clinical trials for the COVID-19 vaccine, there is an obvious growing need for your services across the globe, as well as surrounding hospitals and medical centers who would benefit from this prototype. There's no time like the present to combine your assets and resources into a plan that will produce mass public awareness for Hypo Bio Tech.

For an organization such as HBTi, effective and strategic communication will serve many purposes for this digital campaign:

- Create awareness of HBTi services and vaccine to both new donors and donees, keeping the flow of activity from bottlenecking
- Deliver an impactful message that speaks profoundly to the world and compels audience into action
- Keep all stakeholders communicating effectively from the Board of Directors to the interns and volunteers
- Strengthen community relationships with other non-profits and benefactors
- Build external relationships with the organization's constituencies
- Encourage public investment, funding and engagement

As a social media expert for Spin Up Corp, I would be personally invested in your desire to expand on your digital campaign for the clinical trials. My goal would be to create positive messaging and meaningful solutions by widening your exposure through different methods of communication, of which I have many years of expertise and a proven track record. With a proper strategic communication plan and tactical implementation, I can help you create a narration that will put your pivotal message forward and garner the public support needed to fund the trials for the vaccine.

With a Masters in Communication from a top-tiered university, 12 years under my belt as an expert marketer, communications consultant and national broadcaster, I have strategized with hundreds of start-up companies, non-profits and corporations to successfully position them into a positive relationship with the public. I hold masterful skills in performance, presentation, digital marketing, social media integration, audio and video broadcasting, production enhancement, story-telling, and critical solutions for crises management, change management and growth management. In addition, I am well connected to celebrities in the entertainment industry through my activism work in the community as well as my past work with clients. From social media marketing to performance enhancement, I'm here to streamline your resources, improve productivity, and shine a light on your public data during your trial and beyond it to the successful vaccination of COVID-19.

So that you can do what you do best, allowing me to manage your social media communications, I can assure you that you would be in good hands. Please see below for the full scope of my proposal.

Best,  
Ally

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Ally Loprete  
Communication Consultant ~ Integrated Marketing Expert ~ Business Strategist ~ Human Rights Activist ~ Broadcaster ~ Public Speaker

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allyloprete@gmail.com  
AllyLoprete.com/portfolio





# EXECUTIVE SUMMARY

HBTI is a non-profit program with a strong reputation in the Bio/Tech Pharma industry. Its main service is to conduct successful clinical trials funded by donations from the public and turn them into innovative solutions for delivering vaccines.



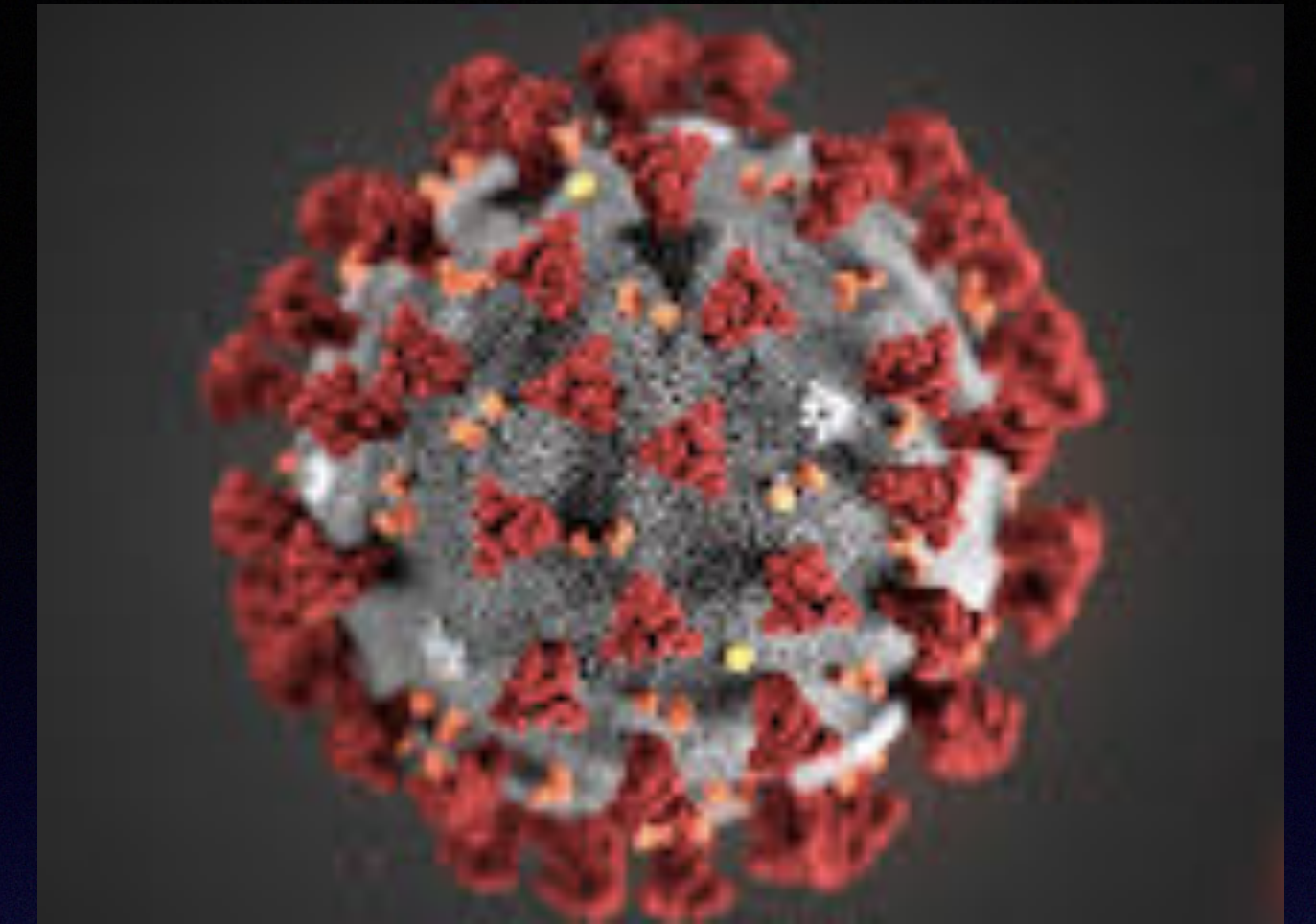
## Objective

The purpose of this well formulated social media plan is to create mass awareness to the public about the need for funding, public engagement and enthusiasm for the clinical trials, positive and effective publicity for the development of a vaccine for COVID-19 and increased organization efficiency overall. By streamlining the effectiveness of digital messaging, this will allow HBTi to have the funding (and enthusiasm) needed to carry out this important global solution.



## Proposed Solutions

- Observation and research of all audiences
- Analyze all internal and external factors
- Assess and monitor COVID-19 public data
- Improved consistency on all digital platforms: Website, Subscriber list, newsletter, email announcements, Social media platforms, PR
- Digital video campaigns
- Strategic PR action plan, build press relationships, featured articles and news appearances
- Weekly live radio podcast: Fully produced by the social media director, connecting to the public and bringing insight that will inspire and inform the public.





## Proposed Solutions (cont)



- Mass Illustration - Unique Photography for Memes: Mass illustration highlighting COVID-19 threats with smart visual parallels using direct and effective photography
- Copy should be visually edgy without being dogmatic
- COVID-19 social distancing kits - to be offered for those who donate a specific amount to the cause
- Digital Video Campaigns that are visually appealing, easy to understand and feature scientists, doctors and COVID-19 experts



## Proposed Solutions (cont)

- Work with Social Influencers w/ biggest impact on audience Adults 25+ who are politically and socially conscious, and known as change makers and movers.
- Celebrity speakers and/ or panels with socially conscious brands such as:
  - Mark Cuban (Mavericks owner and IU alumnus) who is using already his influence to hold companies accountable and his wealth to help others
  - Lady Gaga and Emily Ratajkowski are urging people to consider the safety of others - who may be at a higher risk of contracting the virus - by limiting time spent in public
  - Ariana Grande was among those using their platform to make a point about the need for social distancing amid the "incredibly dangerous" coronavirus outbreak.
  - Greg Berlanti Donated \$1 Million To COVID-19 Hollywood Relief Efforts, Including \$600K To Workers On His Shows







## Proposed Solutions (cont)

**Press Campaigns** - We will work with our PR department to strategize the following messages:

**Once Again, Science will Save Us!**

Scientists and their discoveries create permanent and everlasting value for the world.

**Wondering How You Can Make Even More of a Difference Than Just Staying at Home?**

Investing in university-related technology helps the university achieve greater things in the future, and contributes to your personal future.

**You Don't Have to be a Scientist to Save the World from COVID-19:** Acting ethically is critical in science, business, and life – your investment is going to good use and will enable genuinely good people to do great things.

**The Solution for Atrophy During a Global Pandemic:**

Investing in clinical trials could result in a vaccine for COVID-19 and a long-lasting positive impact that creates opportunity for personal gains.

**Innovation is Costly:** Private investors are the backbone to scientific breakthroughs, and you can be part of the next great thing!

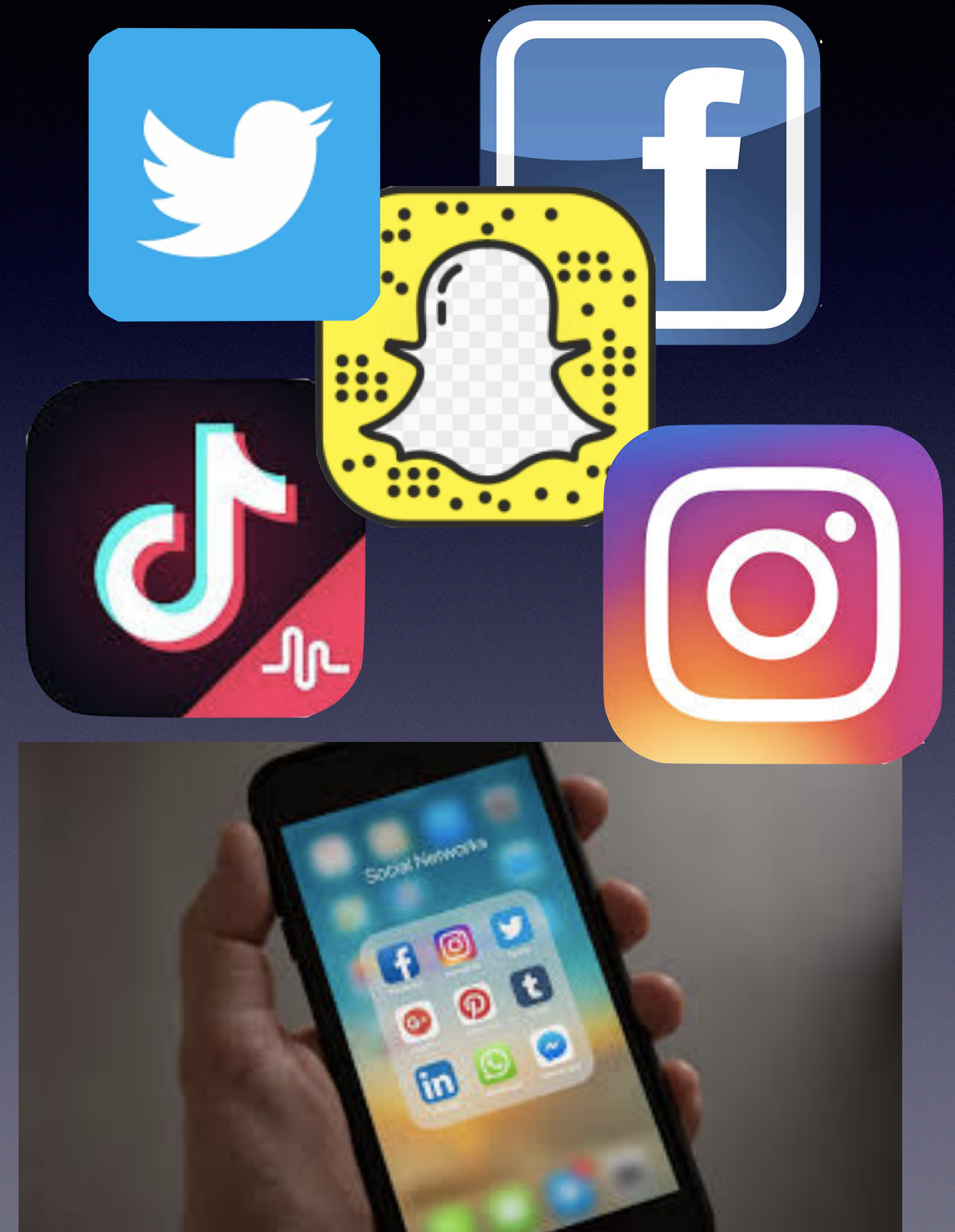
**Wanna Get Back to Normal?**

How You Can Help Scientists Get us There



# Proposed Solutions (cont)

- Digital social tools such as Facebook Frames “Help fund the COVID-19 vaccine”
- Filters for snapchat - before and after quarantine, or before and after vaccine
- Profile picture wallpaper for Clinical Trial Awareness
- Interactive mobile marketing using augmented reality app showing how much a personal contribution will positively impact. **Example: “Your \$100 just funded 20 new tests for symptomatic patients of COVID-19.”**





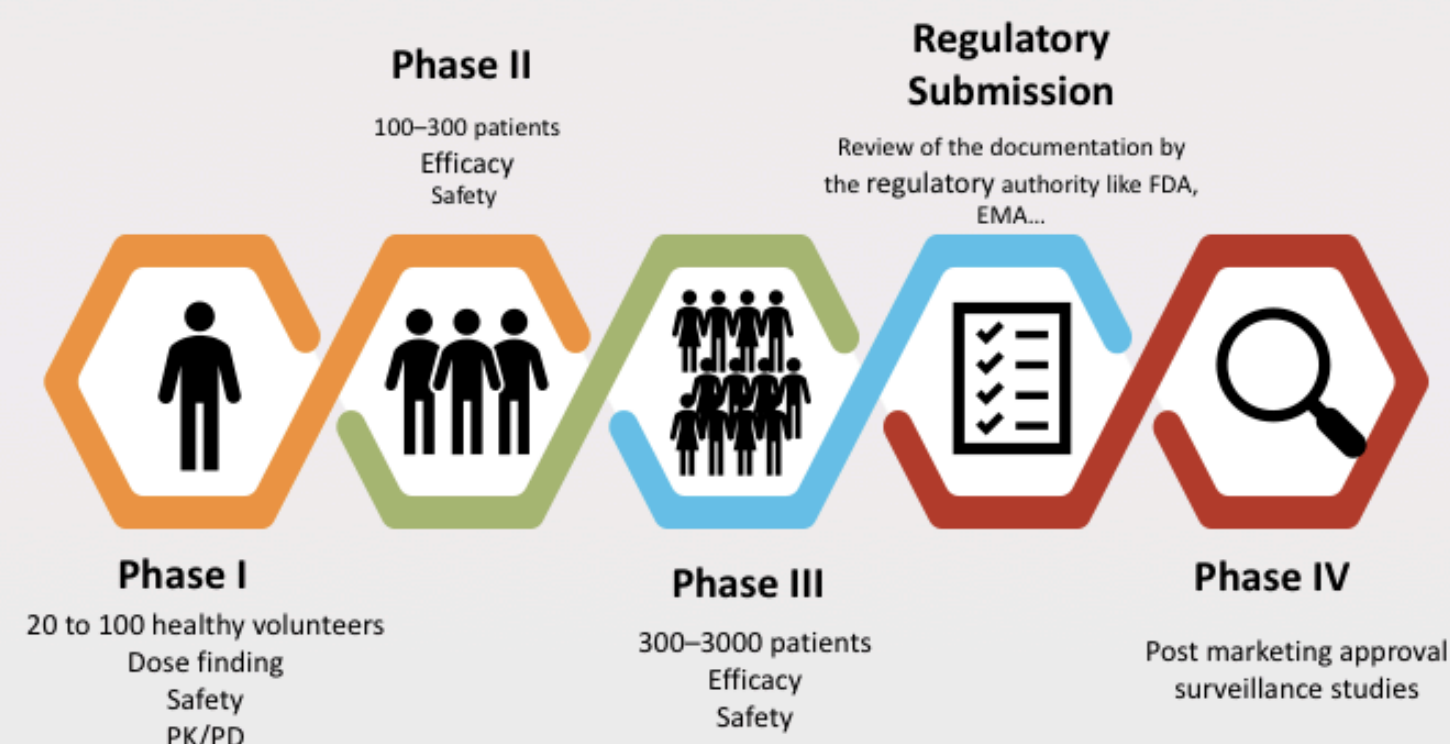


# Facebook Samples


 **SpinUp Corp**  
April 30

You Don't Have to be a Scientist to Save the World from [#COVID19](#): Acting ethically is critical in science, business, and life – your investment is going to good use and will enable genuinely good people to do great things. [#ScienceSaves](#) [#CovidVaccine](#) [#HypoBioTechinc](#) <https://bit.ly/2Qju56Hap1>

## Clinical Trial Phases



[www.presentationgo.com](http://www.presentationgo.com)

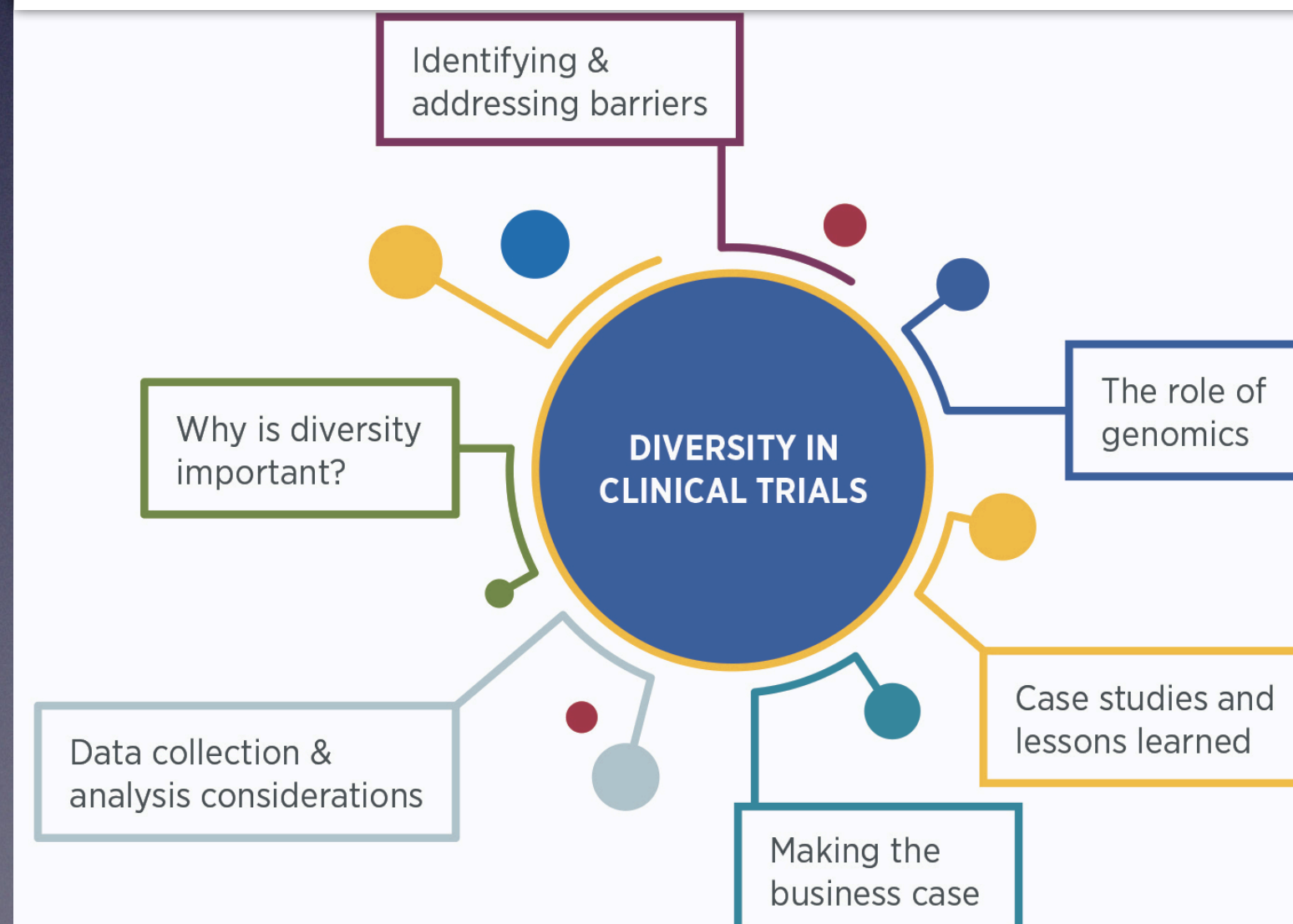
 **SpinUp Corp**  
June 8

The world is aching to get back to normal after stay-at-home orders have reached 6 weeks during the global pandemic. Ready to be a part of the solution?  
[@HypoBioTech](#) does clinical trials for [#COVIDVaccine](#) [#InvestInHBTi](#) <https://bit.ly/2Qju56Hap1>



 **SpinUp Corp**  
July 12

Why is diversity important in discovering a solution for [#Covid19](#) [#GlobalPandemic](#) ? Research by [@HypoBioTech](#) reveals answers that will save the world. <https://bit.ly/2Qju56Hap1>



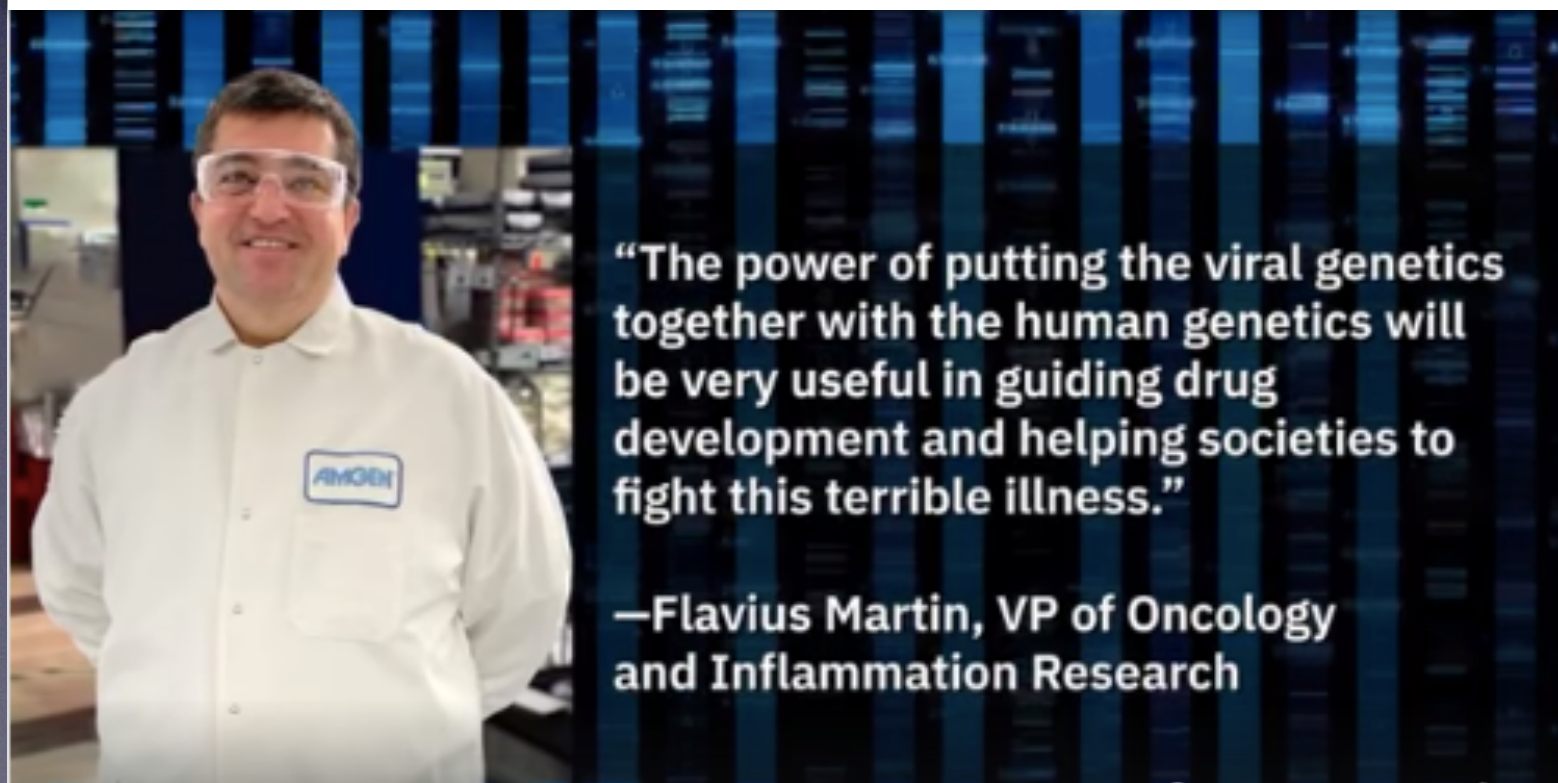


# Facebook Samples (cont)

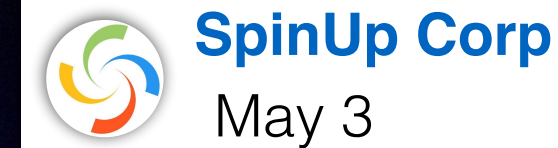


Once Again, Science will Save Us!  
Scientists and their discoveries create permanent and everlasting value for the world. The best part is that you can participate in the solution. [#Covid19](#)  
[#Vaccine](#) [#SmartScience](#) [#ScienceSaves](#)

<https://bit.ly/2Qju56Hap1>



The Solution for Atrophy During a Global Pandemic: Investing in clinical trials could result in a vaccine for [#COVID-19](#) and a long-lasting positive impact that creates opportunity for personal gains.  
<https://bit.ly/2Qju56Hap1>



Wondering How You Can Make Even More of a Difference Than Just Staying at Home? Investing in university-related technology helps the university achieve greater things in the future, and contributes to your personal future. <https://bit.ly/2Qju56Hap1>





# Twitter Samples



**SpinUp Corp.** @SpinUp 9hr

Thanks to @HypoBioTech clinical case studies will knock out the COVID-19 Pandemic. You can participate and invest in the solution here: [bit.ly/1Upd71B](https://bit.ly/1Upd71B) #ScienceSaves #SmartInvestments #Solutions4Covid



**SpinUp Corp.** @SpinUp 22hr

Companies to watch include @HypoBioTech for COVID-19 Solutions. Public Investors are being welcomed [bit.ly/1Upd71B](https://bit.ly/1Upd71B) #ScienceSaves #SmartInvestments #Solutions4Covid



**SpinUp Corp.** @SpinUp 6d

How empowering is this? You can be a part of the solution to find a #vaccine for #CoronaVirus @HypoBioTech leads the way for #CovidVaccine [bit.ly/1Upd71B](https://bit.ly/1Upd71B) #ScienceSaves #SmartInvestments #Solutions4Covid #Pandemic



**SpinUp Corp.** @SpinUp 12d

It's easy to feel like #SocialDistancing isn't enough. If you want to contribute more, join the scientists @HypoBioTech and invest in clinical case studies for COVID-19 Pandemic. [bit.ly/1Upd71B](https://bit.ly/1Upd71B) #ScienceSaves #SmartInvestments #Solutions4Covid



**SpinUp Corp.** @SpinUp 13d

If you have signs and symptoms of #COVID19 @HypoBioTech needs you to help with clinical study. You can help create a #vaccine [bit.ly/1Upd71B](https://bit.ly/1Upd71B) #ScienceSaves #SmartInvestments #Solutions4Covid



# Timeline



## Planning Phase

Q1

- Goal setting and objectives
- Observation and research
- Analyze internal and external factors
- Production planning
- Newsletter
- Website
- Social media pages/ groups
- Brand consistency
- Outreach campaign
- Graphics and banner creation
- Landing pages
- List capture
- Set up automation software

## Implementation

Q2

- Ongoing Social Media
- Twitter, Facebook, Instagram
- Radio show / Podcast
- Schedule guests and follow up
- Newsletter creation
- Maintain email lists
- Message campaign
- Drive traffic
- Listener engagement
- Spotlight activism around L.A.
- On-going marketing campaign
- Analytics
- Marketing Funnel
- Maintain digital radio library

## Implementation

Q3

- Continued Social Media
- Radio / Podcast production
- Public events for community empowerment
- Continued building of press relationships for PR
- Weekly newsletters and announcements
- Daily marketing
- Public appearances and summit/ speaker panels
- Podcast Appearances
- Manage partnerships and sponsorships
- Non-profit media promotions

## Evaluation

Q4

- Social Media
- Analyze metrics and data
- Audience analysis
- Public Appearances
- Assess performances
- Content evaluation
- If needed, performance and content enhancement
- Continued examination of results
- Online traffic analysis
- Marketing campaign evaluation
- Stakeholder analysis





# Budget

Service	Price	QTY	Total
Consulting Hourly Rate	\$200 / hour	No limits, advanced scheduling is required	
Project Hourly Rate	\$85 / hour	Minimum of 20 hours a week (Maximum of 40) for 5 weeks	\$8,500 - \$17,000
Annual Retainer	\$70 / hour	40 hours / week	\$145,600

\*Prices include production of all edited videos, broadcasts and original graphic designs. Additional fees may apply for copyright material and music licensing. Additional staff would be negotiated per contractor.





# Testimonials

"Ally excels in leadership. She has a strong following bringing the latest information to people along with sound advise. Her work ethics are strong and she is a loyal and trusted leader."

**Mary Beth Wells, Business Developer**

"Ally's a mix of incredible energy, extreme generosity and sincere care all bundled up in one. She'll do whatever she can to help out and share everything she knows and experiences to positively influence her peers and business relationships. It's always a pleasure working with Ms Loprete!"

**Brandon Na, Sr SEO Global Analyst**

"Ally is smart, funny and a great support to everyone she works with. She is truly passionate and gives 150% to everything she does. I would highly recommend her."

**Debbie Glickman, Real Estate Broker**

"Ally is one of the most ingenious and resourceful women I've ever met. She skillfully helps her clients, listeners, and even her friends, to find solutions to every problem life can offer. She is a blast to listen to on the air and her show always offers timely information - with a twist! She is reliable and generous in spirit."

**Marla Tabaka, Business Coach,**

"Ally is an extremely talented and driven business and marketing coach. Her spirited and upbeat personality make you feel as if you can achieve anything. She is very knowledgeable in the fields of online radio show hosting, producing and promoting. I've learned valuable information from Ally and have grown a profitable business as a result of partnering with her."

**Roz Walker, Freelance Business Writer  
Coach, Small Business Strategist,  
Author, Inc. Magazine Contributor**

"Passionate and whip-smart, Ally's personality, wisdom, talent, and grace is the perfect blend of mom, talk-show host, entrepreneur, and business leader. Her drive and enthusiasm is infectious, and she makes a huge difference in the lives of her followers, fans, and clients. She's supportive, encouraging, and creative in her abilities to help others successfully pursue their endeavors. Ally Loprete is a dynamo!"

**Kelly Lester, Creator and CEO of EasyLunchboxes.com, Inc.**



June 19<sup>th</sup>, 2019

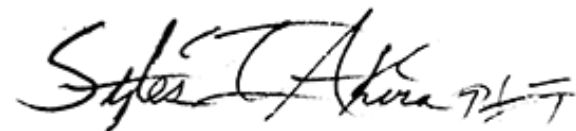
To Whom It May Concern:

I have known Ally Loprete as a graduate student in the Master of Communication Management program at USC Annenberg where she sat in my CMGT 541 Integrated Marketing Communication class online and as a freelance consultant to projects I have introduced her to. My experience with her in both academic and professional settings has left me with the highest regard for her effectiveness as a communicator and a deep appreciation for her intellectual prowess as a critical thinker.

Ally is a committed team player—gaining substantial praise from her peers for her dedication to group work and her consistent willingness to take on leadership on collective assignments. She has also exhibited a penchant for crafting high quality individual deliverables with meaningful commentary and close attention to detail. She has persistently shown an uncanny ability to focus when tackling unfamiliar concepts, a genuine curiosity and openness for learning new ideas, a high proclivity for innovative thought, and an exceptional sense of ingenuity in implementing those thoughts under practical circumstances. She has demonstrated an advanced aptitude in writing and presenting, which has stood out above the upper crust of any student or consultant I have ever worked with.

Most importantly, she possesses a degree of emotional intelligence, which allows her to connect with others in way that pushes forward conversations and productivity on all levels. Her constant drive toward excellence is the hallmark of true success. It is in this regard that I offer my highest and most sincere recommendation without reservation to her application for any endeavor, academic or professional, that she may pursue.

Cordially,



Stylés I. Akira, PhD  
Lecturer  
USC Annenberg Master of Communication Management

I am writing to recommend Ally Loprete for employment consideration. I know Ally very well and it is with great pleasure that I write this letter of recommendation. My experience as Ally's professor and advisor for her graduate practicum, grants me an excellent position from which to evaluate her abilities as an applicant for any position. A 2019 graduate of USC's Communication Management Program, Ally is by far the most outstanding graduate student I've had the privilege to work with during my 15 years at USC. I recommend her to you highly, and my recommendation is devoid of conditions.

I have known Ally as a student, researcher and communications consultant since August 2018. Ally was a top student in two of my graduate courses, CMGT 597A and 597B, the practicum courses in fulfillment of her MCM in Communication Management. For her practicum, Ally produced a remarkably strong intellectual project that reflects integrity, honesty, and above all, passion for learning. Not only was her performance in these two courses academically solid, her deliverable is a clear testament to her deep passion for learning and teaching in the discipline of media and communication.

Her research is impressive, multidisciplinary, and developed with passion and integrity. Focused on the social, cultural, and policy implications of contemporary gender equity movements and narratives, Ally's practicum project is centered on identifying best strategies to promote equity and justice at both the individual and community level. To this end, informed by both her research for the practicum and her extensive experience advocating on behalf of women's issues and female empowerment, Ally was invited to present her research and findings at this year's COC Women's Conference on March 23, 2019.

The recipient of a full scholarship for a program called R.I.S.E (Resist Inspire Speak Empower) by recommendation from The Gaia Project for Women's Leadership, Ally's commitment to a politics of social change and gender equity is evidenced by her extensive and entrepreneurial professional background. A natural educator and mentor, Ally's recent academic accomplishment further confirms her genuine commitment to sharing her learning and knowledge to empower women and educate both men and women about why and how to ensure gender equity.

In my role as Ally's professor and advisor, I have been left touched and impressed by Ally's enthusiasm and desire to conduct thoughtful research and share her findings with the purpose of informing and impacting progress. With a propensity for paying close attention to detailing her findings and interpreting the results, along with her strong presentation and writing skills, I am confident in her future ability to disseminate her work in the business community as both a consultant and leader. And while Ally impressed me as a student, entrepreneur and woman, my reason for writing this letter in support of her application reflects my firm believe in Ally's potential as an extraordinary communications expert. Let me elaborate.

Not only is Ally's comprehension of communication theory truly remarkable, the fluidity with which Ally interprets and discusses theoretical concepts is truly impressive and speaks to her strengths as leader. Furthermore, bright, productive, and enthusiastic, Ally's conversations with me always reflect her genuine capacity and desire for bridging theory to real life, a skill that will serve her very well in a management or consulting role.

As an employee, Ally will be a valuable addition to your company. I firmly believe that Ally will make a formidable and indomitable asset to any organization, and I only have the highest recommendation to provide for this worthy candidate. My recommendation is devoid of conditions. Mrs. Loprete is highly intelligent and driven and will impress you all with her talents and commitment to research and teaching. Please let me know if I can be of any further assistance, and thank you for your consideration.

Daniela Baroffio, Ph.D.  
Clinical Professor  
Director, M.S. in Digital Social Media  
Annenberg School for Communication and Journalism  
University of Southern California  
[baroffio@usc.edu](mailto:baroffio@usc.edu) 310 490 7512







# Portfolio

All projects were produced, voiced and edited by Ally Loprete. To see more, please visit [AllyLoprete.com/portfolio](http://AllyLoprete.com/portfolio)



Global Integrating Marketing Proposal  
for bringing Trader Joes to Australia



Integrated Marketing Proposal for  
Tiffany & Co.



Tiffany & Co "The Big Idea" Advertising  
Campaign



World Changing Women  
Consulting Team



SUM Business Fraternity  
Communication Design Proposal



Communication Research Proposal -  
Vetted Pet-care



**Thank you for the opportunity!**

Please contact Ally Loprete to schedule an in-person presentation.  
818-400-2802

