

HAZWOPER-OSHA



# Marketing Proposal

Prepared for: Hazwoper-Osha

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## Marketing Proposal

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### HAZWOPER-OSHA

Dear Arvin and Hussein,

With the recent launch of your online course programs, there's no time like the present to create a strategic marketing plan and a results-driven narrative that will build a solid client base for this initiative.

For a strong brand such as Hazwoper-Osha, an effective marketing strategy will serve many purposes:

- Create awareness of your services
- Deliver an impactful message that speaks profoundly to potential clients and compels them into action
- Keep all stakeholders communicating effectively from your employees to your clients
- Build and strengthen community relationships
- Perpetuate online engagement resulting in a steady stream of quality sales leads

As we discussed, I am a marketing strategist who becomes personally invested in the companies I work with. My goal would be to create a positive message that widens your exposure through different methods of communication, of which I have many years of expertise and a proven track record. With a proper strategic marketing plan and tactical implementation, I can help you stand out and put your pivotal message forward.

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-profit and corporations to successfully position them into a positive relationship with the public. I hold broadcasting, production enhancement, story-telling, and critical solutions for crises management, change management and growth management. In addition, I am well connected on social media and possess excellent networking skills. From online marketing to performance enhancement, I'm here to streamline your resources, improve productivity, and shine a light on your much needed services.

So that you can do what you do best, allowing me to manage your communications, I can assure you that you will be in good hands.

Please see below for the full scope of my marketing plan for Hazwoper-Osha.

Regards,

Ally

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**Communication Strategist ~ Integrated Marketing Expert ~ Business Strategist**

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## HAZWOPER-OSHA

### Proposed Solutions

- Observation and research of all departments and responsibilities
- Analyze all internal and external factors
- Create a digital strategy using the following resources: Website, Subscriber list builder, email content, online media presence, marketing funnels, landing pages, lead capture, key performance indicators (KPI), and an effective consultative sales script
- Digital Video Campaigns
- Strategic PR action plan to include building press and media relationships

### Project outline

#### Projected timeline: 1 year+

Q1 - PLANNING PHASE	Q2 - IMPLEMENTATION	Q3 - IMPLEMENTATION	Q4 - EVALUTATION
<ul style="list-style-type: none"><li>• Goal setting and objectives</li><li>• Observation and research</li><li>• Analyze internal and external factors</li><li>• Production Planning<ul style="list-style-type: none"><li>• Newsletter</li><li>• Website</li><li>• Social media pages/groups</li><li>• Brand consistency</li><li>• Outreach campaign</li><li>• Graphics and banner creation</li><li>• Landing pages</li><li>• List capture</li><li>• Set up automation software</li></ul></li><li>• Begin sales strategy<ul style="list-style-type: none"><li>• Sales script</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Ongoing Social Media<ul style="list-style-type: none"><li>• Twitter, Facebook, Instagram</li></ul></li><li>• Maintain email lists</li><li>• E newsletter campaign</li><li>• Message campaign</li><li>• Drive and monitor traffic</li><li>• On-going marketing campaign<ul style="list-style-type: none"><li>• Marketing Funnel</li><li>• Analytics</li></ul></li><li>• Sales training and KPI</li></ul>	<ul style="list-style-type: none"><li>• Continued Social Media</li><li>• Community networking</li><li>• Continued building of press relationships for PR</li><li>• Content creation for newsletters and announcements</li><li>• Daily online marketing management</li><li>• Continued management of customer satisfaction</li><li>• Management of SEO and CRM</li><li>• Ongoing brand management</li><li>• Ongoing sales assessment</li></ul>	<ul style="list-style-type: none"><li>• Continued social media<ul style="list-style-type: none"><li>• Analysis of metrics and data</li><li>• Audience analysis</li></ul></li><li>• Content evaluation<ul style="list-style-type: none"><li>• Sales performance evaluations</li><li>• Customer satisfaction evaluations</li></ul></li><li>• Online traffic analysis</li><li>• Marketing campaign evaluation</li><li>• Stakeholder analysis</li><li>• If needed, performance and content enhancement</li></ul>