

PROPOSAL



GO THRIVE MARKETING
FLOW | BLOSSOM | PROSPER

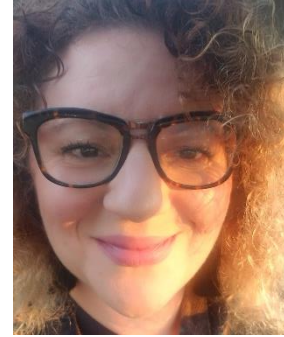
ONLINE BRAND BUILDING PROPOSAL | SOCIAL MEDIA



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!

LAUNCH MONTH



SOCIAL MEDIA

- **Social Media Optimization**
 - Optimizing/Set Up your Social Media Platforms
 - Facebook, Twitter, Instagram
 - Creating a renewed Social Media Branding that matches the look and feel of your optimized site.
- **Marketing Plan & Considerations**
 - Elaborating Digital Marketing Plan
 - Target Market Research
 - Social Branding Suggestions
 - Outreach Strategies for growing your Followerbase
 - Engagement Strategies (what can we do for people to engage and share our content?)
 - Developing Editorial Calendar (Content Creation for launch)
 - Content Creation (Postings with Call to Action to visit your website and request a quote)
 - Posting Designs with Hashtags and Engagement Strategies

MONTHLY CAMPAIGN IMPLEMENTATION – Action Steps to be taken after Launch Month

SOCIAL MEDIA MARKETING

- **Social Media Content**
 - Ongoing Content Creation (Posting Plans to be delivered bi-weekly)
 - Posting of Social Media Content
 - All Social Media Postings will include a call to action and/or redirect to your site.
 - All Social Media Postings will include relevant keywords to support SEO.

- **Social Media Engagement**
 - We will like and favorite relevant posts to increase your brand awareness.
 - Targeted Campaigns to increase local following.
 - Content created specifically for Social Engagement (such as like, share, comment)
 - Pay Per Click Management on Facebook (Creating Ad Groups with focus on generating website traffic).
 - Designing and Launching of Likes Campaign to increase Following with targeted Followers
 - Designing and Launching of Sponsored Ads and Carousel Ads to target Conversion
 - Lead Capture Campaigns utilizing Lead Capture Form
 - Boosted Posts to increase Engagement

PACKAGE LEVELS

LEVEL I	LEVEL II	LEVEL III
<p>2 Social Media Platforms</p> <p>3 Postings Per Week on all platforms</p> <p>1 Likes Campaign</p> <p>2 Targeted Facebook Ads per month</p> <p>1 Blog per month</p> <p>1 Boosted Post</p> <p>1 Conversion Based Ad</p>	<p>3 Social Media Platforms</p> <p>4 Postings Per Week on all platforms</p> <p>1 Likes Campaign</p> <p>2 Targeted Facebook Ads per month</p> <p>1 Blog per month</p> <p>2 Boosted Posts</p> <p>2 Conversion Based Ads</p>	<p>3 Social Media Platforms</p> <p>5 Postings Per Week on all platforms</p> <p>2 Likes Campaign</p> <p>3 Targeted Facebook Ads per month</p> <p>2 Blogs per month</p> <p>3 Boosted Posts</p> <p>2 Conversion Based Ads</p>
<p>Monthly Service Fee: \$CALL</p>	<p>Monthly Service Fee: \$CALL</p>	<p>Monthly Service Fee: \$CALL</p>

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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