

# CASE STUDY 17

## “Social Media Marketing Proposal”

### Background

You are employed by Gemini Design, a small marketing consultancy specializing in small businesses. Gemini began as a web design firm and has been trying to establish a reputation for excellence in social media marketing.

### Current Situation

You have been asked to assist the president of the company in bringing social media into the website design offerings. Below is a typical Gemini proposal. You have been tasked with providing a section on the benefits of social media marketing.

### The proposal:

*Gemini Design Ltd.*  
4256 BLOOR STREET WEST, ETOBICOKE, ON M4K 5W8  
PHONE 416-555-9098 FAX 416-555-0087  
WWW.GEMINIDESIGN.COM

14 June 2014

Michael Brown  
Apollo Bakery  
295 Rathburn Road  
Etobicoke, ON M4K 2H8

Dear Michael,

We love your pies! The entire staff of Gemini Design Ltd. visits your wonderful bakery on a daily basis. None of the large supermarket bakeries in the area can provide the high level of service and quality found in your establishment. We continually promote your bakery to our clients, friends, and families. One thing we have consistently found when raving about your baked goods is that many people we talk to do not know where you are located. Most people seem to shop at the large bakery chains or the supermarket for bread and pies.

I spoke last week by phone with your store manager Cheryl to see if she had found this is a problem for your business. She stated that competition from the big stores is definitely becoming a concern. Enclosed is a proposal for the design of a marketing website that will help level the competitive playing field for your bakery.

Please call me at 416-555-9098 if you have any questions. I look forward to discussing this proposal with you.

Sincerely,

*Robert Clapperton*

Robert Clapperton  
President

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## **Who We Are**

Gemini Design Ltd. is a small independent business just like yours. We have a team of four designers and online marketing experts who specialize in solutions for small businesses. We pride ourselves on our ability to provide small local businesses with the tools to compete with the big guys. Gemini has been designing websites and created marketing solutions since 1997; we were there at the beginning of the Internet boom and we have seen what works and what does not.

## **The Problem**

How does a small independent business like Apollo Bakery compete with the marketing and advertising budgets of large chains such as *BunMaster* and supermarkets such as *Loblaws*? We know that once a customer tastes your product they will be hooked, but how do you get them to pass on the factory-made breads and pies in the supermarket and make a special trip to Apollo instead? The large chains and supermarkets are constantly in the customer's face through direct mail and the enormous signs at their multiple locations. Currently, Apollo Bakery participates in one shared direct mail flyer per month. The problem is a lack of marketing exposure (due to budget constraints) in the face of increasing competition.

## **The Investment**

Gemini Design's solution requires an investment equivalent to approximately five of your shared direct mail pieces. As the website matures, Apollo will be able to reduce the amount you currently invest in your traditional marketing. The following breaks down the investment:

- |                           |                    |
|---------------------------|--------------------|
| 1. Website Design         | \$4,000            |
| 2. Website Hosting        | \$9 / Month        |
| 3. Monthly Updates        | \$100 / Per Update |
| 4. Email and Customer Mgt | \$50 / Month       |

## **The Solution**

The good news is the large chains and supermarkets are, for the most part, marketing in order to compete with each other. There is an excellent opportunity to increase your share of the market by coming at the customer from a different direction. The large bakery chains and supermarkets compete on price and convenience. Apollo Bakery should compete on quality and taste. In order to do so, Apollo will need the cost effectiveness of the Internet. A website will allow you to do the following:

- Educate customers on the health and taste differences between factory- and Apollo-baked goods.
- Provide images of the baked goods that highlight quality.
- Present customer testimonials to the superior quality and taste of the products.
- Create an image for Apollo as the place to shop for baked goods if taste, health, and quality matter.

The website will offer a membership to customers who would like to know of any special products or make special orders. Communication would be via email and Gemini would manage the collection of names and the distribution of the email. Unlike traditional paper-based flyers, a website creates a communication link with customers that is constant and at a small fraction of the cost of direct mail. Over time Apollo will build a solid base of customers who feel a strong connection to the bakery. Your breads, pies, and cakes create the connection and your website maintains it.

The website itself will be marketed via your current marketing and other means such as trailer signs and links on other complimentary local websites. Over time the customer base itself will promote the website and your traditional paper marketing expense will shrink. The website takes a maximum of 30 days to complete and launch. Gemini will work with your marketing staff during the design period to create and execute the key marketing programs.

## **Summary**

Gemini Design would like to assist you in competing with the large bakery chains and supermarkets by providing a customer-capturing website and excellent marketing programs. To get started, please contact us at the phone number or email address above.

## **Activities and Discussion**

1. Draft a section detailing the benefits of social media marketing. This may also involve re-writing existing sections of the proposal.
2. Provide a memo to the president suggesting format and organizational changes that would make the report more effective.