

# Project Proposal



**THREE BIRDS**  
D I G I T A L

# Introduction

As a startup agency, Three Birds Digital is committed to delivering high-quality marketing services that cater to the unique needs of small, local businesses. From marketing consulting and strategy development to content creation, social media management, website development, and graphic design, we offer a full spectrum of services that allow our clients to pick and choose the support they need to achieve their business goals.

In today's rapidly evolving digital landscape, small businesses face significant challenges in maintaining visibility and engaging effectively with their target audiences. For many local business owners, navigating the complexities of digital marketing can be overwhelming, especially when resources and time are limited. Recognizing this gap, Three Birds Digital was founded to provide tailored, affordable, and comprehensive digital marketing solutions that empower small businesses to thrive in a competitive market.

This marketing proposal outlines our strategy for an introductory campaign designed to position Three Birds Digital as the go-to partner for local businesses in Woodstock and Cartersville, GA. By leveraging advanced marketing techniques, personalized content, and a strategic approach, we aim to increase brand awareness, generate leads, and build meaningful engagement with our target audience. Through this campaign, we will demonstrate our expertise, creativity, and commitment to helping small businesses succeed in the digital age.

# Objectives

Three Birds Digital is a startup, non-funded digital marketing agency focused on helping small, local businesses enhance their brand awareness and customer interaction. With a comprehensive range of services, including marketing consulting, strategy development, content creation, social media management, website content & development, and graphic design, Three Birds Digital offers customizable solutions tailored to meet the unique needs of small businesses in the local market.

This marketing proposal outlines the strategy for an introductory campaign designed to position Three Birds Digital as the go-to agency for small businesses in the Woodstock and Cartersville, GA area. The proposal includes an overview of the campaign objectives, target audience, strategy, timeline, and budget.

<sup>01</sup> Increase Brand Awareness

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<sup>02</sup> Generate Leads:

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<sup>03</sup> Build Engagement

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<sup>04</sup> Measure metrics

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# Audience

Through research and analysis, we have identified your target audience, as shown in the chart below.

The target audience for this campaign includes small business owners and operators in the Woodstock and Cartersville, GA areas. These individuals are responsible for making marketing decisions and are often time-constrained and limited in marketing knowledge. The campaign will focus on key segments:

Real Estate Agents - Professionals looking to enhance their digital presence and attract clients in a competitive market.

General Local Businesses - Small family-owned businesses that require affordable and effective marketing solutions to enhance visibility and maintain a positive online reputation.

## Customer Personas

### **Persona 1: Emily Smith**

Emily Smith is a dedicated and ambitious residential real estate agent living in the bustling Atlanta suburb of Sandy Springs. With a family of four, including two young children, Emily skillfully balances her professional and personal life. Earning an annual income of \$75,000, she is driven by the goal of establishing herself as a top agent in a highly competitive market. Emily is always on the lookout for innovative marketing strategies that can give her a competitive edge and help her increase her sales volume by 20% within the next year. While she is willing to invest in quality services, she remains mindful of her budget, seeking cost-effective solutions that deliver clear returns on investment. Emily needs support in enhancing her social media presence, particularly on platforms like TikTok and Facebook Reels, to engage with potential clients better. She also requires guidance on developing a content strategy that showcases her expertise and builds trust with her audience. When searching for business services, Emily values personalized consultations and often relies on recommendations from her professional network. Her approach to business is strategic and results-oriented, making her an ideal client for a marketing agency that can provide tailored solutions to meet her specific needs.

### **Persona 2: Daniel Martinez**

Daniel Martinez is an ambitious young real estate agent based in Cartersville, GA. As a single professional with an annual income of \$40,000, Daniel is at the beginning of his career and eager to establish himself in the local market. His ultimate goal is to build a strong client base and achieve financial independence within the next few years. Daniel is budget-conscious and often seeks out marketing solutions that are both affordable and easy to implement. He is keen to learn the basics of digital marketing, including social media management and SEO, but he needs straightforward tools and guidance to effectively promote his services without overstressing his resources. Daniel prefers DIY marketing solutions that allow him to maintain control over his efforts while providing the flexibility to scale as his business grows. When shopping for business services, Daniel relies heavily on online research, favoring providers that offer transparent pricing and educational resources such as webinars or tutorials. He is drawn to service providers who understand the unique challenges of small businesses and can offer practical, scalable solutions to help him achieve his professional goals.



# Content Strategy

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## <sup>01</sup> Content Creation

Focus on producing high-quality, targeted content that directly addresses the unique challenges and goals of our audience. This includes blog posts, social media content, and educational materials that provide practical solutions and insights, establishing Three Birds Digital as a knowledgeable and reliable partner.

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## <sup>02</sup> Personalization

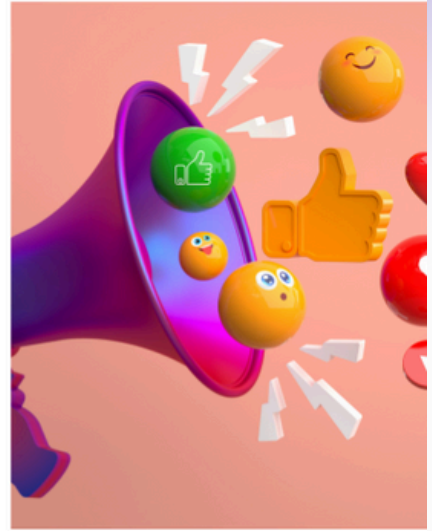
Personalization will be integral to our strategy, ensuring that each piece of content is tailored to resonate with the specific needs and preferences of our target audience. By addressing individual pain points and offering customized solutions, we aim to build deeper connections and trust with potential clients.

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## <sup>03</sup> Social Media Engagement

Our social media engagement strategy will leverage platforms like TikTok, Facebook, and LinkedIn to interact directly with our audience. We will enhance our brand's visibility and foster meaningful relationships with potential clients through tailored posts, interactive content, and consistent engagement.

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# Content Creation



Content creation is the backbone of our marketing strategy, designed to provide value to our target audience while positioning Three Birds Digital as a trusted expert in digital marketing for small businesses. We will focus on generating high-quality, relevant content that speaks directly to the challenges faced by our target personas, such as increasing brand visibility, enhancing social media presence, and optimizing online engagement.

## Key Components:

- **Blog Posts:** We will create a series of blog posts that offer practical advice and insights into digital marketing strategies specifically tailored to small business owners and real estate agents. Topics will include leveraging AI tools for marketing, optimizing social media strategies, and improving website user experience.
- **Social Media Content:** Our social media posts will be designed to drive engagement by providing bite-sized, actionable tips and showcasing real-world success stories. This content will be visually appealing and shareable, encouraging our audience to interact with and spread our message.
- **Webinars and Educational Materials:** We will host in-depth training on specific digital marketing topics to establish our authority further. These sessions will be supported by downloadable resources, such as guides and checklists, to offer ongoing value to attendees.

## Goals:

- **Establish Three Birds Digital as a thought leader in the local digital marketing space.**
- **Provide actionable insights that encourage potential clients to engage with our services.**
- **Build a library of evergreen content that can be repurposed for future campaigns.** 6

# Personalization



Personalization is a critical element of our marketing strategy. We ensure that each piece of content and every interaction is tailored to the unique needs and preferences of our target audience. Delivering personalized experiences aims to build stronger connections with potential clients, ultimately leading to higher conversion rates.

## Key Components:

- **Segmented Email Campaigns:** Our email campaigns will be segmented based on the specific needs of different personas, such as real estate agents versus other small business owners. Each segment will receive content that is most relevant to their professional goals and challenges.
- **Customized Content:** Content will be personalized to address the distinct pain points of our personas. For example, we will create targeted content for real estate agents focused on using AI tools to streamline their marketing efforts, while content for other small businesses might focus on improving local SEO.
- **Interactive Engagement:** We will implement interactive elements, such as quizzes or polls, that allow us to gather more information about our audience's needs. This data will be used to further personalize future content and marketing messages.

## Goals:

- **Increase engagement and build trust with potential clients by delivering content that feels directly relevant to their needs.**
- **Improve conversion rates by providing a more tailored and compelling value proposition.**
- **Gather insights into audience preferences to continuously refine and enhance our marketing efforts.**



# Social Media



Social media is a powerful tool for reaching and engaging with our target audience. Our strategy will focus on creating and distributing content that not only captures attention but also encourages interaction and builds a community around the Three Birds Digital brand.

## Key Components:

- **Platform-Specific Strategies:** We will tailor our content and engagement strategies to the strengths of each social media platform. For instance, TikTok will be used for short, engaging video content that showcases quick tips or client success stories, while LinkedIn will focus on professional insights and industry thought leadership.
- **Interactive Content:** To foster a more active community, we will create interactive content such as live Q&A sessions, polls, and challenges that encourage audience participation and dialogue.
- **User-Generated Content (UGC):** We will encourage satisfied clients and followers to share their own content, which we can then amplify through our channels. This not only builds social proof but also deepens engagement by making our audience feel like they are part of the brand's story.

## Goals:

- **Increase brand awareness and visibility across key social media platforms.**
- **Drive higher levels of engagement and interaction with our content.**
- **Build a community of followers who are invested in the success of Three Birds Digital and its clients.**
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# Analytics



To ensure that our marketing efforts are effective and continuously improving, we will implement a robust testing and analytics strategy. This will allow us to measure the performance of our campaigns, identify areas for improvement, and make data-driven decisions that enhance our overall marketing strategy.

## Key Components:

- **A/B Testing:** We will conduct A/B tests on various elements of our campaigns, such as email subject lines, social media ads, and landing page designs. This will help us determine which versions resonate most with our audience and drive the desired outcomes.
- **Analytics Tracking:** We will monitor key metrics such as website traffic, social media engagement, and conversion rates using tools like Google Analytics, Facebook Insights, and LinkedIn Analytics. This data will provide insights into the effectiveness of our campaigns and guide future decisions.
- **Campaign Performance Reports:** We will generate regular reports to track the progress of our marketing campaigns. These reports will include detailed analyses of what is working, what isn't, and what adjustments need to be made to improve results.

## Goals:

- Optimize marketing efforts by continuously testing and refining campaign elements.
- Gain a deeper understanding of audience behavior and preferences through detailed analytics.
- Make informed, data-driven decisions that enhance the effectiveness and ROI of our marketing campaigns.

# Timeline

The timeline for our marketing campaign is carefully structured to ensure a strategic and effective rollout of all campaign activities. Each phase is designed to build momentum, starting with pre-campaign preparations and culminating in the delivery of our key initiatives. The timeline spans from January to May 2024, with the initial focus on content creation and audience engagement, followed by a targeted launch, ongoing optimization, and post-campaign follow-up. This phased approach allows us to systematically implement, monitor, and refine our strategies to maximize impact and achieve our campaign goals.

The campaign will run from February 1 to March 1, 2024, with a follow-up email campaign extending through May. The timeline includes:

- **Pre-Campaign Work (January 2024):** Collaborate with the team to create content assets and set up the content calendar.
- **Campaign Launch (February 1-9, 2024):** Publish the landing page, launch social media posts, distribute the first blog post, and start the email campaign.
- **Phase 2 (February 12-16, 2024):** Launch the first PPC ad, publish the second blog post, and continue social media engagement.
- **Phase 3 (February 19-23, 2024):** Analyze campaign effectiveness, retarget ads, and publish additional content.
- **Final Phase (February 26-March 1, 2024):** Final push for sign-ups, confirmation emails, and webinar hosting on March 2, 2024.
- **Follow-Up Campaign (March-May 2024):** Continue engagement through targeted emails, social media posts, and collecting webinar feedback.