

MARKETING PROPOSAL: 2012-2013 WINTER DIGITAL CAMPAIGN

GO Family Vacations, Inc.

Prepared for **GO Family Vacations, Inc.**
Prepared by Michel Semienchuk

Overview

GO Family Vacations, Inc. is a specialty travel company which provides all-inclusive Caribbean beach vacations for families with children under 13 years of age. The company is interested in hiring an agency to develop a digital marketing campaign to revamp the company's website and drive sales for the 2012-2013 Winter season.

Campaign Objective

The objective of the campaign is to drive at least \$50,000 in sales from the period between September 1st, 2012 and December 31st, 2012.

Marketing Plan

GO Family Vacations, Inc. is targeting young families with parents in the 25-40 year-old age bracket. This demographic is typically made up of individuals who are comfortable with technology, and interested in using the internet to research their purchase decisions. The campaign will thus focus on two areas:

- **Drive-to-web marketing** - both traditional and digital
- **Online properties** - website and Facebook page

These focus areas will work together to build interest and drive sales over the fall season:



DRIVE-TO-WEB MARKETING HIGHLIGHTS

- Direct mail ads to targeted demographic using purchased lists (will include A/B testing)
- Email marketing campaign using purchased lists (will include A/B testing)
- Search marketing campaign for text ads and display ads (will include A/B testing)
- Social media campaign with a Facebook page and Facebook ads (will include A/B testing for ads)

ON-LINE PROPERTIES HIGHLIGHTS

- Website with a vacation booking engine, access to vacation planning content for young families, and company info (will include A/B testing for landing page)
- Weekly email newsletter on site, featuring vacation deal of the week as well as general family-vacation content
- Facebook fan page with customized tabs and links to the website
- Contests on both the website and Facebook fan page to win a free vacation

Measurement of results

Campaign results are measured and acted upon during the campaign, and a post-mortem is executed within 2 weeks of the end of the campaign. Specific metrics include:

- Sales during the campaign (total sales, weekly sales, sales build-up rate, etc.)
- Response rate of direct marketing
- Website traffic (number of visits, time on site, return visitors, bounce rate, etc.)
- Social media engagement (number of likes, number of fan interactions, number of users interacting on multiple properties, etc.)
- ROI of campaign components and overall campaign

Action Plan

1. **July - August 2012:** Develop website and Facebook page; develop marketing material
2. **September 1, 2012:** All marketing campaigns launched, daily social media posts and weekly newsletter begin; A/B testing begins on website and ads
3. **October 1, 2012:** Results of first month of campaign analysed; social media posts and email newsletters optimized to take into account visitor behaviour and sales patterns; winning website landing page and ad tests rolled out
4. **November 1, 2012:** "Holiday Season" -themed campaign rolled out
5. **December 1, 2012:** "Seats are filling up fast!" -themed campaigns rolled out
6. **December 31, 2012:** Campaign ends.
7. **January 15, 2013:** Post-mortem analysis done to evaluate the success of the campaign.

Methodology and Options

GO Family Vacations, Inc. has three options that can be chosen for the involvement of Michel Semienchuk in the development and execution of this proposal:

1. **Advisory.** Develop the strategy, tactics and metrics, and prepare the GO Family Vacations, Inc. staff so that they can independently develop and execute the campaign.
2. **Collaborative.** Develop the strategy, tactics and metrics, and collaborate with GO Family Vacations, Inc. daily and for the duration of the campaign on all aspects of the project execution.
3. **Turnkey.** Develop the strategy, tactics and metrics, and develop and execute the campaign from start to finish using a third-party resource.

Terms & Conditions

FEES

Methodology	Services	Fee
Advisory	Consulting	\$X,XXX
Collaborative	Consulting	\$X,XXX
Turnkey	Consulting, creation of marketing material and web development.	\$X,XXX

CONDITIONS

Payment of fees is done at milestones.

Milestone	Payment Percentage
Project start date	40%
Project mid-point (October 1, 2012)	25%
Delivery of post-mortem	35%