



MARKETING PROPOSAL

PR LOCAL PODCAST

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EXECUTIVE SUMMARY

Pr Local Podcast is a rapidly growing diverse Media House in Botswana. Our establishment have most sought after broadcast programs available for our audience across online audio distribution platforms in which we host high profile individuals and Local celebrities to discuss their industries and sometimes matters of public interest and daily publication of News Articles .

With more than Hundred Thousand active readers on Facebook and over Two Thousand of Website readers we take pride as a local Mass Media Entity prioritizing Digital Marketing . Our Marketing Services are inline with our mission statement, ' Helping you realize your full potential '

With over three years of experience in this industry , professionalism and high conformance to specifications, We worked for different local brands and companies including a tourist company , a clothing brand , music brand and annual festivals .

Pr Local Podcast is a leading provider of marketing services to businesses locally . With a team of experts boasting extensive experience in the field, we are well placed to help our clients grow and thrive - even in challenging times. By really getting to know our customers, our talented team are able to offer unique and customized solutions backed by data driven analysis and broad research.

As a service provider we believe in building long lasting client partnerships which help us all grow. To learn more about how our tailor made marketing solutions can help your business flourish, read on.

Putting a smile on a customer's face is everything to us. Previous happy clients of Pr Local Podcast include:

- Itse Mageba Sightseeing and Tours (Pty) Ltd (Gaborone)
- SM ROAD SIDE GUEST HOUSE (Nata)
- Annual Kgalagadi Military Music Festival (Festival , Kgalagadi)
- Riverboys Authentic Wear (clothing Brand)
- Diretse Fun & Dirty Time Challenge (Festival , Gaborone)
- Youth and Leaders Convention (Hosted by Botho University and Youth Development with Letsweletse Ngwako)

PROJECT OVERVIEW

Pr Local Podcast believe , visual memories are the strongest memories , therefore makes repetition and frequency key components of our marketing strategy. Through use of short informative videos , explainer video clips and promotional videos We produce for your business , We are determined to establish your brand message into the minds of clients , prospects and even your staff members , something your company might have not considered yet.

The most effective and efficient way to advertise successfully is by repeated advertising in the same publication, airwaves reaching the same industry and targeted audience on daily basis , a strategy We will put to action . This practice will help increase brand awareness and on the same time help retain existing customers and gain new customers.

Unlike traditional marketing ways including the use of billboards , results of our service can be measured , monitored and recorded instantly throughout the service delivery period, an aspect making our services

Objectives

- To establish brand authority and communicate your business success

It is very imperative the our audience across all platforms are made to realise the success of your business, the mere fact that your Company is advertising through Pr Local Podcast speaks volumes, it communicates success to your customers, potential customers and competitors too.

Associating your business with other trusted brands like us will help establish your brand authority. The degree to which your business Company is seen as a leader or source of expert services within your niche

or industry is a result of painting a picture as a consistent and reliable brand , which is part of our strategy.

- To help your business retain current customers

With all our adverts , We aim to remind your all your customers of the high quality services your company provide , and offers them assurances that your Company will remain viable and successful well into the future . Building strong brand loyalty , will assist your Company retain current customers.

- Increase online brand awareness and reach

For marketing , the number of people a brand reach is very significant. For most platforms including Facebook , reach refers the total number of people a post or an advert is able to reach , each person is counted once. For your Company , increasing brand awareness means that information about your business will reach more people . Use of pop up photo and video adverts in our publication website , In-Article adverts , in-podcast advert will help increase the number of people receiving information about your business and company across Cities, towns and Villages of Botswana on daily basis .

- Identifying target customers

Finding customers is always a challenge for most companies . Through online campaign , public outreach, we are able to Identify individuals and business in need of your services and guiding them on getting your services .Identifying target customers will increase your customers and revenue .

The customized services we offer are key to making sure your business can achieve optimum growth and outpace the market. Our team will take the time to understand more about your company and align our strategy to your goals for a unique fit. You can expect ongoing support and customer service, with regular performance reviews to allow you to see the impact of our work, and provide opportunities for continuous improvement.

SCOPE OF WORK

Staying up-to-date with digital marketing trends in your industry improves consumer engagement . For every business, marketing deals with providing services to satisfy every customer's needs therefore, all strategies of marketing proposed for your Company will ensure that we induce people and other companies to do business with your business.

CHALLENGES AND GOALS

Challenges	Goals and Objectives
Rising Expectations	Promote financial literacy
Customer Retention	Increase your customers engagement

DELIVERABLES AND TIMELINE

Deliverables	Timeline
Market research and analysis	First Week
Increased sales	Second Week
Increase New Customers	Third Week

COST, PAYMENT, AND LEGAL MATTERS

Below you will find a detailed outline of the proposed pricing, payment schedule and payment terms offered by Pr Local Podcast :

Name	Price	Qty	Duration
Voice Over Advert	BWP 3500.00	1	1 month
In-Article Advert	BWP 2000.00	1	1 month
Video Advert	BWP 4000.00	1	1 month
Social Media Campaign	BWP 6500.00	1	1 month
Documentary	BWP P20 000.00		
Public Outreach Campaign	BWP 15 000.00	1	

PAYMENT SCHEDULE

Payment amount	Payment Due Date
BWP	MM/DD/YYYY : / /

PAYMENT METHOD

Bank Account Details
Stanbic Bank Botswana
Branch 1000 , Head Office

Account Number: 4960000827647

And proceed to fileproof of payment to :

<mailto:prlocalpodcast.bw@gmail.com>

TERMS AND CONDITIONS

This Marketing Service Business Proposal Contract outlines the terms and conditions that govern the contractual agreement between Pr Local Podcast and _____. Both Pr Local Podcast and _____ agree to be bound by the terms laid out in this Business Proposal Contract. The agreement entered into on these day _____ at _____ shall be valid until _____.

whereas, the Seller agrees to provide Marketing Services

whereas, the Client agrees to purchase Marketing Services according to the terms and conditions laid out in this contract.

Therefore, in consideration of the mutual agreement made by the parties hereto, the Seller and the Purchaser agree to the following:

TERMS AND CONDITIONS

Part I

- I. Seller shall hereafter be used to refer to Pr Local Podcast throughout the process of service delivery
- II. Client shall hereafter be used to refer to

Part II

- I. The seller MUST not Market , Advertise or Promote businesses offering the same services or products as those of the Client .
- II. The seller shall at all times conform to all specifications communicated in writing or spoken agreement between both parties .
- III. The Client reserves the right to terminate the contract with immediate effect if the client proves the service harm the clients reputation and shall be entitled to a refund for the remaining period post termination.
- IV. The Client shall share related information needed throughout the execution of the agreement if the client find it safe to do so.
- V. Hereafter the Client is bound to pay all the monies as agreed without fail.
- VI. The Seller is bound to provide all Services as agreed with the Client without fail .
- VII. Hereafter all the products of this agreement shall be private property of the Client and the Seller shall not re-produce or Re-sell such for other businesses and use by the seller shall be limited by this agreement.
- VIII. All changes to service prices shall not be effective to this agreement in anyway.
- IX. This agreement is not subject to automatic renewal, the agreement shall be renewed once the client apply for such in writing.
- X. All payments shall be settled before the commencement of the agreement.
- XI. The seller MUST not withdraw from the agreement at any time or shall be liable of refunding the Client with immediate effect.

AGREEMENT

In signing this document below, Pr Local Podcast and [Client Name]

confirm their agreement to the terms and conditions laid out in this business proposal and form a binding contractual agreement beginning on the date of signing.

Pr Local Podcast

Signature _____

Date _____

(For Pr Local Podcast)

Client Company : _____

Signature: _____

Date : _____

Client Name: _____

Client Position in the Company : _____