

MARKETING PROPOSAL

FOR INTEGRITY WARRANTY



Why Marketing USA?



Experience

Decades of successful deep marketing experience.

01

Est. 2017

Business under same owner for eight years.

02

Understanding

Having a partner who understands your needs, goals, and frustrations.

03

Communication

Direct and frequent communication.

04

Monthly Review

Monthly meetings to review progress and accomplishments, adjusting as needed.

05

Strategic

Strategically and carefully planned roll out, with continuous monitoring.

06

OVERVIEW: NATIONAL SALES

Partnership	Professional Partnership with Marketing USA	01
Dedication	Staff who has decades of experience being excellent partnerships with clients.	02
Experience	On-staff expertise in your specialized industry – Automotive!	03
Amy Scott	Excelled in marketing directly to automotive industry her entire career.	04
Key Positions	Regional Sales Director, AutoTrader.com & Automotive Director, The Houston Chronicle	05
Seamless Growth	Roll out campaigns in "Super Regions" for seamless infiltration into entire nation	06

Growth Strategy

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s

The planned strategy for moving your business to a national brand
Is a ONE-TWO PUNCH!

01

ONE

Direct mail program to increase brand awareness
with independent auto dealers.

02

TWO

A carefully planned digital media campaign targeting C-Suite individuals
at each store in the "Super Regions."

03

GROW

Your business will grow in phases of six "Super Regions"
for a healthy growth rate.

04

Phase One

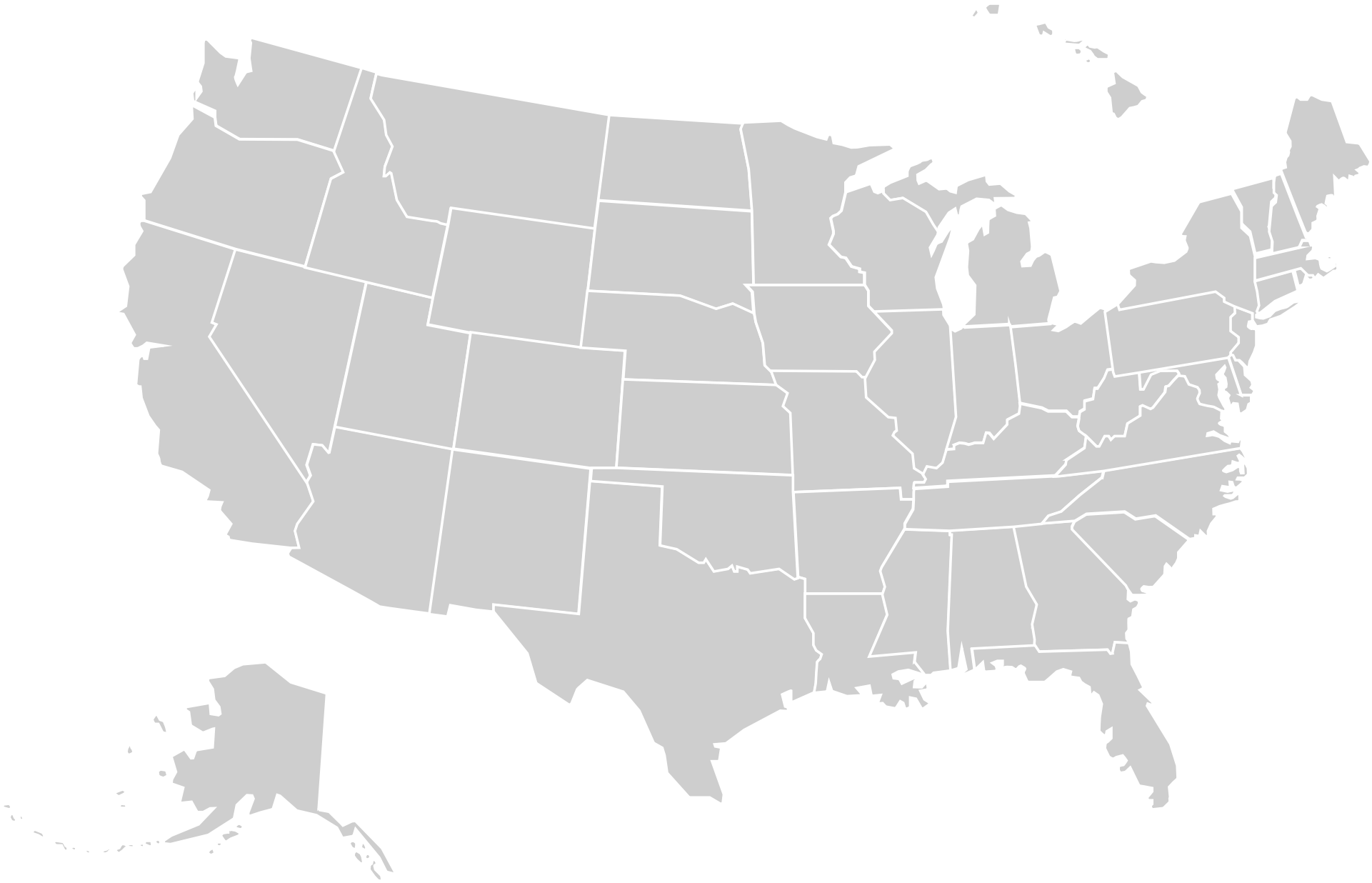
- Procure mailing list of C-Suite Employees in individualized dealership for direct mail campaign.
- Provide estimate of the potential reach for the Digital Campaign based on keywords and geographical data.

Phase Two

- Design postcard for the Direct Mail Campaign.
- Design 2 sets of Digital Ads for A/B Testing to determine the ads with the best performing results.
- Schedule timeline for the Direct Mail and Digital Advertising campaigns to send out on your preferred timetable.

Phase Three

- Schedule monthly meetings, graphs, charts and data to explain campaign performance.
- Discuss next phase of campaign rollout when ready.
- Continually monitor and strategize to get the best ROI for your advertising dollars.



Working Timeline

Week 1

- Meet to discuss and understand needs and set outcome expectations.
- Upon agreement from each party, we can then sign agreement.

Week 2

- Procure list for direct mail list, write keywords for digital ads.
- Make design changes and corrections for final approval.

Week 3

- Make necessary changes to ad designs and get final approval.
- Order postcards and place digital Ad buy.

3 Months

- Weekly monitoring of ad performance and results.
- Monthly reporting of performance and results.

4th Month

- Refresh postcard design and digital ad designs.
- Repeat for next Super Region.

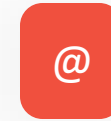
Estimated Annual Investment \$76,000

Phase 1 will begin after contract is signed and down payment is made.



Next Step: Say “**Yes!**” TODAY!

Marketing USA is excited to partner with you to help you reach the nationwide coverage Integrity Warranty is seeking in a strategically overtaking the warranty business .



CONTACT US!

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