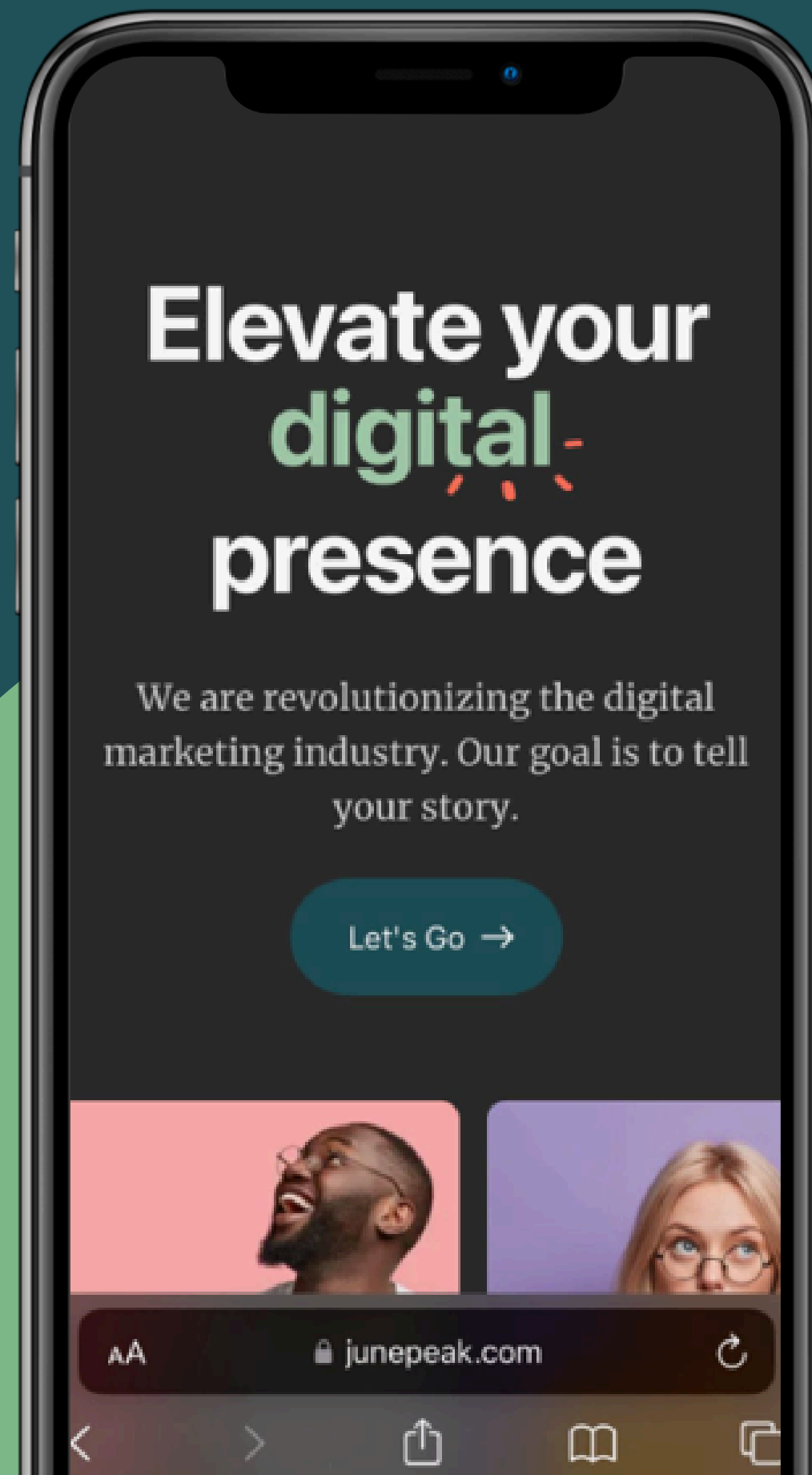


# JunePeak Marketing Group



# Meet the team!



**Andres Zalvidar**



**Claire Kanners**



**Hannah Axtell**



**Medina Yavuz**



**Theo Doherty**

# PROBLEM



Small businesses are in need of digital marketing solutions, yet are uninformed of JunePeak and its services due to poor brand awareness.

# OBJECTIVE



## Primary

Generate 480 unique website visits within the next 6 months

## Secondary

Acquire 360 new social media followers within the next 6 months

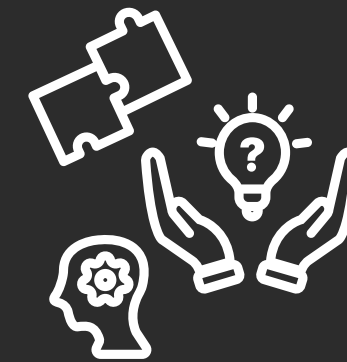
# Pain Points



There is a lack of **budget-friendly**, full-service marketing solutions



Consumers lack the internal **resources and tools** to create effective marketing materials and campaigns



Consumers lack the **expertise** to leverage key channels and create/maintain websites and social media accounts



# Target Audience Persona

## Bloom & Bliss (Sue)



### About Company

**Age:** 3 years (Growth Stage)

**Location(s):** Salem, MA & Worcester, MA

**Industry:** Floristry

**Employees:** 8-10

**Size:** Small

### About Buyer (Sue)

**Age:** 35 years

**Role:** Marketing Manager

**Purchasing Power:** Key Decision-Maker

**Identifiers:** Creative, Passionate, Single Urban Professional, Instagram User

### Current Solution

- Maintains one social media account and basic website landing page
- Has historically relied on word of mouth and local postings

### Budget & Resources

- Annual marketing budget of \$18,000 – \$24,000 USD (5%-15% of total revenue)
- Product performance data

### Pain Points

- Lacking technical knowledge to improve website and socials
- Unable to reach more diverse customers on different channels
- Lacking a clear and consistent brand identity

### Goals and Objectives

- Increase local awareness of stores to both a target market and wider audience
- Integrate a digital ecosystem of social media, website, and email marketing
- Develop and leverage a CRM system
- Differentiate from Competitors
- Expand Market Research

# Key Insight



Small businesses **recognize the need** for marketing services to reach their target audience and build brand loyalty, but they **struggle with cost, capacity, and expertise** while aiming to develop a clear strategy.

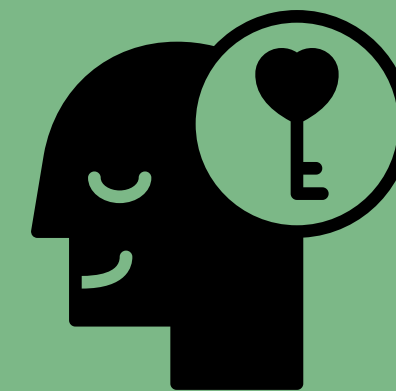


# POSITIONING STATEMENT

For **small businesses** looking for personalized media strategies to **elevate their digital presence and increase brand loyalty**, JunePeak offers affordable services without sacrificing growth.

# SINGLE MINDED PROPOSITION

“Cost-effective and personalized digital marketing around-the-clock”



# Big Idea



## JunePeak: Your Unique Story, Our Digital Expertise

### *Build Customer Loyalty with Cost-Effective Marketing*

*Discover how JunePeak can empower your small business. With our tailored solutions and [inspiring success stories](#), we're committed to providing accessible and effective services. Visit [JunePeak.com](#) to explore our 10+ offerings, including social media marketing, SEO, CRM, website development, email marketing, and content creation.*

# Print Ad (Event Handout)

 JunePeak Marketing Group

## Your Unique **Story**, Our Digital **Expertise**

Build Customer Loyalty with  
Cost-Effective Marketing



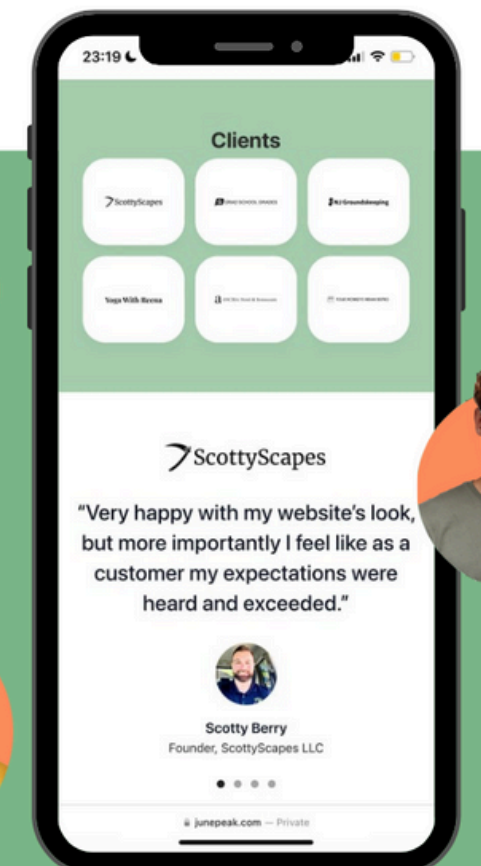
Expand your online reach



Optimize customer interactions



Scale your business



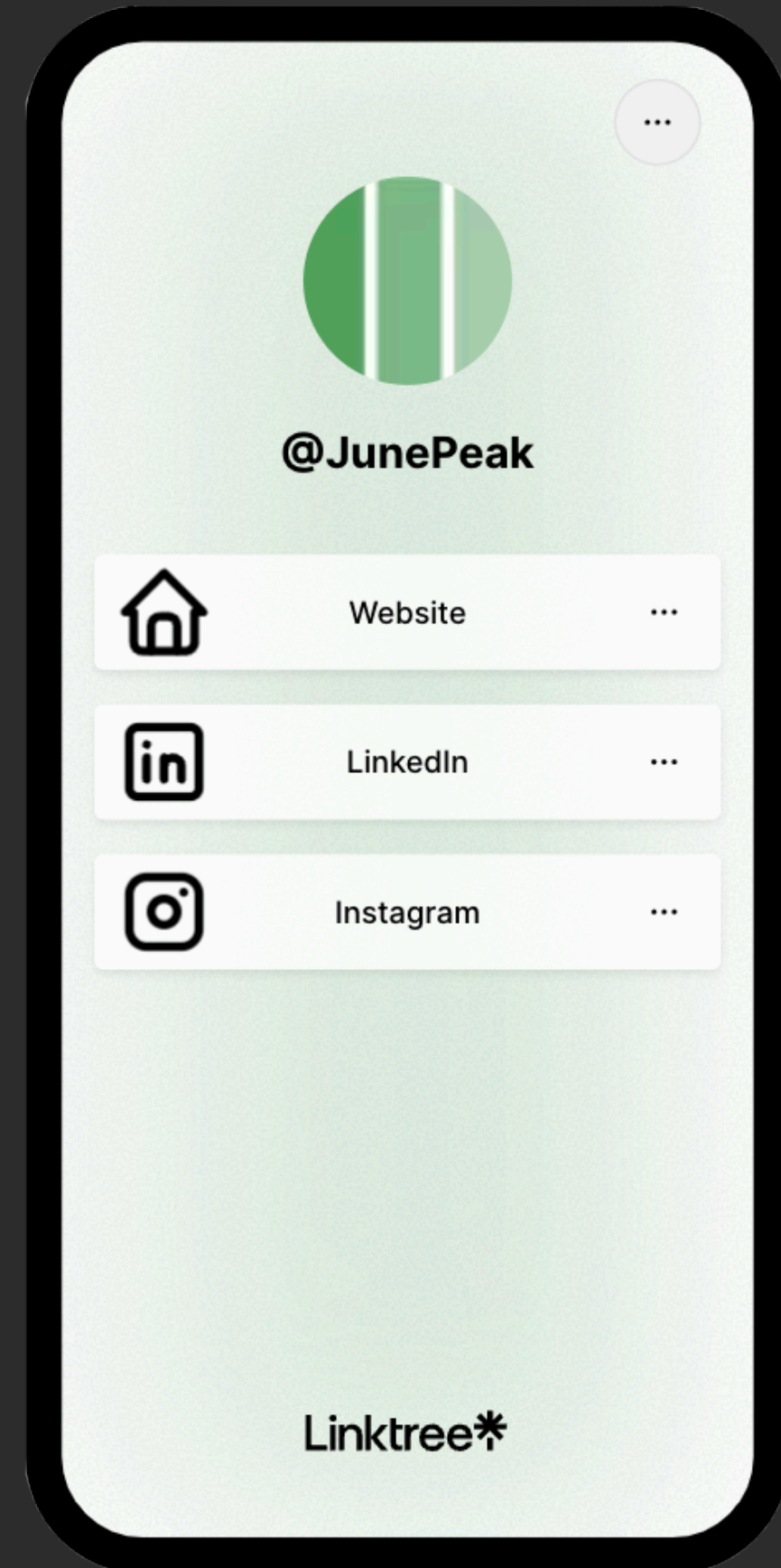
Discover how JunePeak can empower your small business. With our tailored solutions and inspiring success stories, we're committed to providing accessible and effective services. Visit [JunePeak.com](https://JunePeak.com) to explore our 10+ offerings, including social media marketing, SEO, CRM, website development, email marketing, and content creation.

Learn More on  
Our Website and  
Socials!





# Inside The QR Code





# Print Ad (Event Handout)



## Objective

- Offers a **targeted local reach**, builds trust with prospective customers
- Provides a **lasting physical presence** that drives website and social media engagement

## Key Metrics

- QR Code usage
- Unique website and social media visits
- Conversion rate



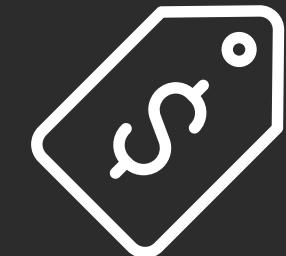
## Journey

- Generates **awareness** when handed directly to small business owners at local events
- Available for customers to view at all times during the day and keep as a **tactile reference**
- Reaches small business owners while they are looking to **grow their brand**



## Unique Benefit

- **QR code** drives website and social media engagement
- Complements digital strategies and creates a **sensory connection** with customers
- Acts as a tool to start one-on-one conversations and engage in **storytelling in local markets**, creating both a visual and personable impact



## Budget

- The cost of printing flyers depends on number of units and paper type, but average cost is **\$0.50 per flyer<sup>1</sup>**
- Local outlets offer **package deals or local discounts** for print ads

**Monthly Budget Allocation**  
200 Flyers: **\$100 (18-20%)**

<sup>1</sup>(Conquest Graphics, 2023)

Postcard (Front)

 JunePeak Marketing Group

# Your Unique Story, ..... ..... Our Digital Expertise

**Build Customer Loyalty with Cost-Effective Marketing**

-  Expand your online reach
-  Optimize customer interactions
-  Scale your business

Learn More on Our Website and Socials!



Postcard (Back)



"JunePeak facilitated my growth on social media and they created engaging content for Instagram and YouTube"



**Reena Singhvi**  
Founder, Yoga with Reena

"Very happy with my website's look, but more importantly I feel like as a customer my expectations were heard and exceeded"



**Scotty Berry**  
Founder, ScottyScapes LLC

**Discover how JunePeak can empower your small business.**

With our tailored solutions and inspiring success stories, we're committed to providing accessible and effective services. Visit [JunePeak.com](http://JunePeak.com) to explore our 10+ offerings, including social media marketing, SEO, CRM, website development, email marketing, and content creation.

<First name><Last name>  
<123 street>  
<Address 2>  
<City>, <St> <12345-6789>



# DIRECT MAIL ..... (POSTCARDS)



# Direct Mail (Postcard)



## Objective

- Provides a **personalized, impactful** message with a QR code to drive **website and social media engagement**

## Key Metrics

- QR Code Usage
- Unique website and social media visits
- Conversion rate



## Journey

- Reaching the customer in the afternoon when they are **already sifting through information**
- Brings awareness to the customer's **place of work** and lingers through **awareness and consideration stages** given its permanence



## Unique Benefit

- Creates a **lasting impression** and provides a **tangible** form of engagement
- Easily **customizable** and acts as a type of readily available business card
- Enables **highly targeted** marketing that **stands out** from digital clutter



## Budget

- **Inexpensive** method to target potential customers
- Some websites offer a **free bulk order** of 1,000 customized postcards for new customers, while the total cost of **one postcard can be as low as \$.50<sup>2</sup>**

Monthly Budget Allocation:  
100 Postcards: **\$50 (9-12%)**



# EVENT MARKETING AND SPONSORSHIPS

(Local Farmers/Artisan Markets)



Sponsored By: JunePeak Marketing Group

**Your Unique Story,  
Our Digital Expertise**



Build Customer Loyalty with Cost-Effective Marketing





# Event Marketing

## Examples of Local Farmers & Artisan Markets



**Copley Square Farmers Market**  
\$50 fee per Tuesday



**SoWa Open Market**  
\$75 fee per Sunday



**Davis Square Farmers Market**  
\$40 fee per Wednesday



# Event Marketing & Sponsorships

## (Local Farmers/Artisan Markets)



### Objective

- Promotional contests require entrants to email JunePeak and follow them on socials, **increasing website visits and social media engagement**

### Key Metrics

- Number of unique booth visits
- Emails collected
- New social media follows
- Conversion rate

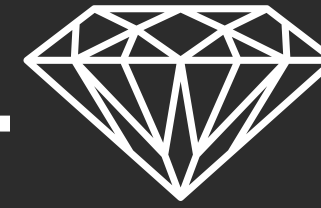
### Key Events

- Boston Open Market, Burlington Farmers Market, & SoWa Open Market



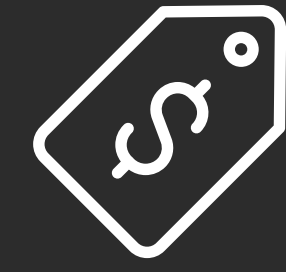
### Journey

- Connecting with small business owners in their own **community** where they feel **comfortable and open to discussion**
- Business owners are in the **mindset of growing awareness and marketing** at the event, allowing for **deeper and longer conversations** within a **relatable context**



### Unique Benefit

- **Instant connections** are made through **face-to-face conversations** with small business owners, while **learning first-hand** of needs
- Easily spread brand awareness with sponsorships among **exact target market**
- Allows for **collection of emails** through promotional contests to **drive email marketing**



### Budget

- **Fees** to secure a spot at a local market are between **\$50-\$150**, while a **complete tent setup with materials** has a one-time cost of about \$150<sup>3</sup>
- **Sponsorships** at a local market start at **\$50**
- Monthly Budget Allocation**
  - **Month 1: \$250 (43%)** \*includes initial purchase of tent setup and materials
  - **Months 2-6: \$130 (29%)**

<sup>3</sup>(Foods, 2018)



# PODCAST AD

(SMALL BUSINESS PODCASTS)



*[Background music playing]*

Narrator: "This podcast is brought to you by JunePeak, where your unique story meets our digital expertise. In a world cluttered with marketing noise, JunePeak stands out, offering cost-effective strategies to grow your community and inspire customer loyalty. Visit [JunePeak.com](https://JunePeak.com) and follow us on LinkedIn and Instagram @JunePeakGroup to begin your journey with us.

*[Upbeat music fades in]*

Narrator: "JunePeak has a proven track record of success, supported by past clients. Reena Singhvi, founder of Yoga With Reena, credits JunePeak with facilitating her social media growth and creating engaging content for her YouTube channel. Vlad Koroviakovskiy, CEO of GradSchoolGrades, says that JunePeak helped scale his business, attracting more users and securing new partnerships."

*[Exciting music builds]*

Narrator: "Visit [JunePeak.com](https://JunePeak.com) today and follow us on LinkedIn and Instagram @JunePeakGroup to discover how our team can tailor a marketing plan that's as unique as your story. And now, a special treat for our listeners! JunePeak is hosting a one-week campaign giveaway with free access to our expertise and services. To enter, send us an email at [giveaway@JunePeak.com](mailto:giveaway@JunePeak.com) and tell us about your marketing needs. For giveaway updates, free marketing tips, and exclusive content, follow and direct message us on LinkedIn or Instagram @JunePeakGroup.

*[Exciting music peaks]*

Narrator: "Your success is our passion. Because in the digital world, your story deserves to be heard. JunePeak – Your unique story, our digital expertise."

# Podcast AD

## (Small Business Podcast)



### Objective

- Entry into campaign giveaway requires owners to **visit website** and send an email to JunePeak, while urging them to **follow socials**

### Key Metrics

- Reach (number of listeners)
- Conversion rate
- Social media direct messages
- Number of emails

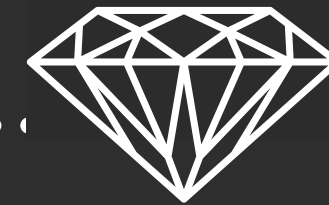
### Key Podcast Channels<sup>4</sup>

- StartUp, Being Boss, The How of Business, & Success Story.



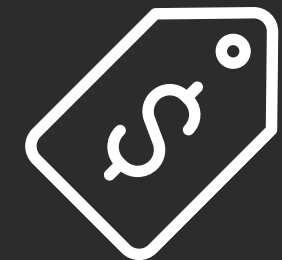
### Journey

- Small business owners will hear the JunePeak name while listening to their favorite podcast **after work or on the weekends**, creating positive awareness in moments when owners are **looking for advice and information on how to grow**
- Acting as a steady sponsor on the same podcasts, JunePeak could **convert listeners over time**



### Unique Benefit

- Placing an ad within a podcast about topics small business owners are interested in allows JunePeak to **reach their target market when they are most attentive and receptive** to taking in new information

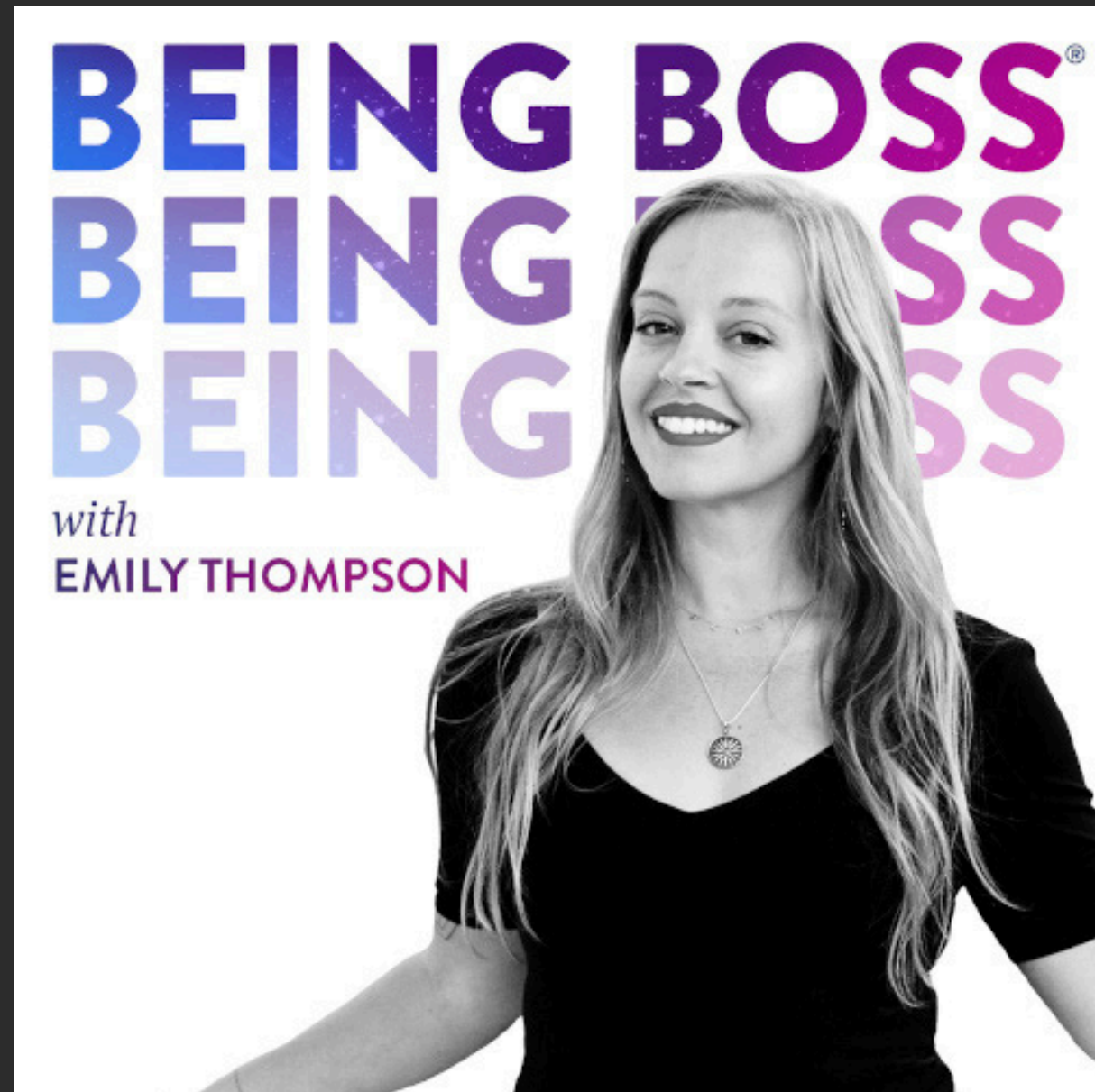


### Budget

- The cost of a 30-sec ad on a micro-influencer's podcast costs, on average, **\$18 per thousand listeners<sup>5</sup>**

**Monthly Budget Allocation**  
**\$120 (21-24%)**

# “BEING BOSS” – SMALL BUSINESS PODCAST



## Mission

“Help entrepreneurs explore the mindsets, habits, and tactics of harnessing their creative ambitions and embracing the adventure of starting and growing their own business so that they can make money doing work they love.”

## Structure

Features interviews with successful entrepreneurs and experts who offer practical advice and actionable insights, with relatable storytelling and emphasis on community.

## Audience Demographics

- Predominantly female (80%)
- Millennials and Generation X
- Interests include entrepreneurship, small business, creative business, female empowerment, career development

## Unique Benefit

Offers a valuable and engaging platform to reach a receptive audience of aspiring and established entrepreneurs, particularly women in business.



**JunePeak Marketing Group**

**Your Unique Story, Our Digital Expertise**

Cost-Effective Marketing to Grow Your Community and Inspire Customer Loyalty

Hi [Client Name],  
It was great seeing you at the event!

We prioritize helping our clients achieve significant digital milestones while **increasing brand awareness, share of voice, and customer engagement**. We would love to explore how JunePeak Marketing can **tailor our expertise to align with your goals** and help you reach your own milestones.

Please [click here](#) to schedule a **complimentary consultation** at your convenience.

Best regards,  
[Your Name] & the Junepeak Marketing Team



Scotty Berry  
Founder, ScottyScapes LLC

**Take It From Our Clients:**

"Very happy with my website's look, but more importantly, I feel like as a customer, my expectations were heard and exceeded.



Vlad Koroviakovskiy  
CEO, GradSchoolGrades

"JunePeak helped us with creating amazing social media content and scaling our business that allowed us to get more users and partnerships."

Visit [JunePeak.com](#) to learn how Junepeak can empower your small business!

[Click Here](#)

Give Us a Follow!



[About Us](#)

[Services](#)

[Testimonials](#)

[Click Here to Unsubscribe](#)

# EMAIL MARKETING





# Email Marketing



## Objective

- **Direct call to action links** drive prospective customers to **website and socials**

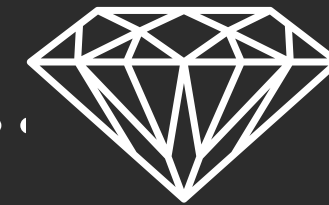
## Key Metrics

- Open rate
- Click-through rate
- Bounce rate
- Conversion rates
- Un-subscription rates
- Website and social link clicks



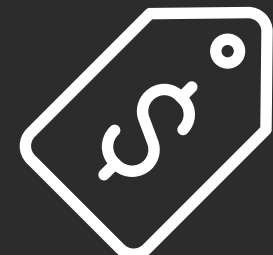
## Journey

- JunePeak can deliver relevant content at **awareness and consideration** stages, following up on event leads and increasing the likelihood of conversion
- Small business owners are likely to **check their email often** as they grow and acquire new business themselves



## Unique Benefit

- Email marketing allows JunePeak to communicate **directly with your audience** in a **personalized way**.
- Easy to **track the performance** of email campaigns and **conversion rate of event marketing**



## Budget

- **Very cost-effective**, ranging from **\$20-\$200 per month<sup>6</sup>**
  - Does not require any printing and can be **completed in-house**
- Monthly Budget Allocation**  
**\$50 (9-12%)**

<sup>6</sup>(Dib, 2022)

# SOCIAL MEDIA POSTS

## (LinkedIn & Instagram)



JunePeak Marketing Group LLC reposted

**JunePeak Marketing Group LLC**  
Marketing Services [Follow](#)

Discover how JunePeak can empower your small business. With our tailored solutions and [inspiring success stories](#), we're committed to providing accessible and effective services. Visit [JunePeak.com](#) to explore our 10+ offerings, including social media marketing, SEO, CRM, website development, email marketing, and content creation. Let us help you grow confidently and cost-effectively.

**Your Unique Story** **Our Digital Expertise**

5 · 1 comment · 1 repost 5mo

Like Comment Repost Send

↑  
LinkedIn Post

Instagram Post



**junepeak** · [Follow](#)  
Boston, MA

**Your Unique Story** **Our Digital Expertise**

Build Customer Loyalty with Cost-Effective Marketing

Learn more at [Junepeak.com](#)

150 likes

**junepeak** Discover how JunePeak can empower your small business. With our tailored solutions and inspiring success stories, we're committed to providing accessible and effective services. Visit [JunePeak.com](#) to explore our 10+ offerings, including social media marketing, SEO, CRM, website development, email marketing, and content creation. Let us help you grow confidently and cost-effectively. ... more

View all 16 comments

Instagram Story



**JunePeak**

**Your Unique Story, Our Digital Expertise**


Build Customer Loyalty with Cost-Effective Marketing

Swipe up to Get Started

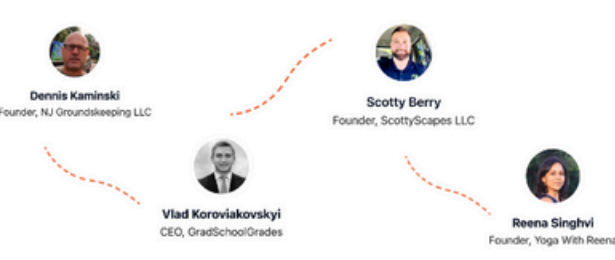
Send message




# INSTAGRAM SUCCESS STORIES POST

 **JunePeak** · Follow  
Boston, MA

Swipe to discover their journeys with JunePeak!






**150 likes**


**JunePeak** 🌟 Swipe left to see how we've driven success for our clients! 🚗🏁 From revving up their marketing strategies to crossing the finish line with incredible results, our clients' stories are our greatest achievement. #ClientSuccess #TestimonialTuesday

[View all 16 comments](#)

 Add a comment...


6 days ago

 **JunePeak** · Follow  
Boston, MA

 **NJ Groundskeeping**

“They put together a stunning website and created efficient workflows to save me time and increase my business”


  
**Dennis Kaminski**  
Founder, NJ Groundskeeping LLC




**150 likes**


**JunePeak** 🌟 Swipe left to see how we've driven success for our clients! 🚗🏁 From revving up their marketing strategies to crossing the finish line with incredible results, our clients' stories are our greatest achievement. #ClientSuccess #TestimonialTuesday

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 Add a comment...


6 days ago

 **JunePeak** · Follow  
Boston, MA

 **GRAD SCHOOL GRADES**

“Helped us with creating amazing social media content and scaling our business that allowed us to get more users and partnerships”


  
**Vlad Koroviakovskiy**  
CEO, GradSchoolGrades



**150 likes**

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 Add a comment...

6 days ago

 **JunePeak** · Follow  
Boston, MA

 **ScottyScapes**

“Very happy with my website’s look, but more importantly I feel like as a customer my expectations were heard and exceeded”

  
**Scotty Berry**  
Founder, ScottyScapes LLC




**150 likes**

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[View all 16 comments](#)


 Add a comment...


6 days ago

 **JunePeak** · Follow  
Boston, MA

**Yoga With Reena**

“JunePeak facilitated my growth on social media and they created engaging content for Instagram and YouTube”


  
**Reena Singhvi**  
Founder, Yoga With Reena



**150 likes**

**JunePeak** 🌟 Swipe left to see how we've driven success for our clients! 🚗🏁 From revving up their marketing strategies to crossing the finish line with incredible results, our clients' stories are our greatest achievement. #ClientSuccess #TestimonialTuesday

[View all 16 comments](#)

 Add a comment...

6 days ago

# Social Media Posts

## (LinkedIn and Instagram)



### Objective

- Drives customers to **website and social media** profile with direct links via one click
- Enables JunePeak to convert likes, saves, and comments into **follows**

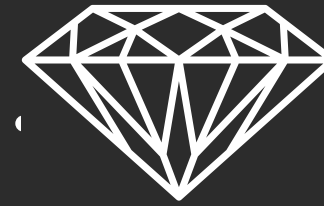
### Key Metrics

- New impressions, saves, likes, and follows
- Conversion rate
- Direct message engagement
- Unique comments



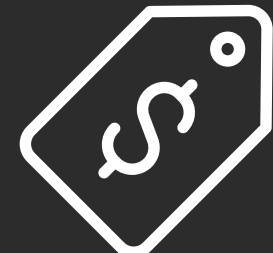
### Journey

- Posts appear in the feed of customers from **recent events or contests**, reminding them of JunePeak
- Builds **awareness** of JunePeak by showing up on customer feeds and **connecting** to the feeds of friends
- Customers can **revisit** and understand the brand's **personality** during the **consideration** stage



### Unique Benefit

- **Quick responses** to inquiries, gather raw **feedback**, and **personalize** the customer journey
- **Showcase expertise** by providing examples of past projects with client **testimonials**
- Essential for **storytelling** and community building, which creates engagement and trust



### Budget

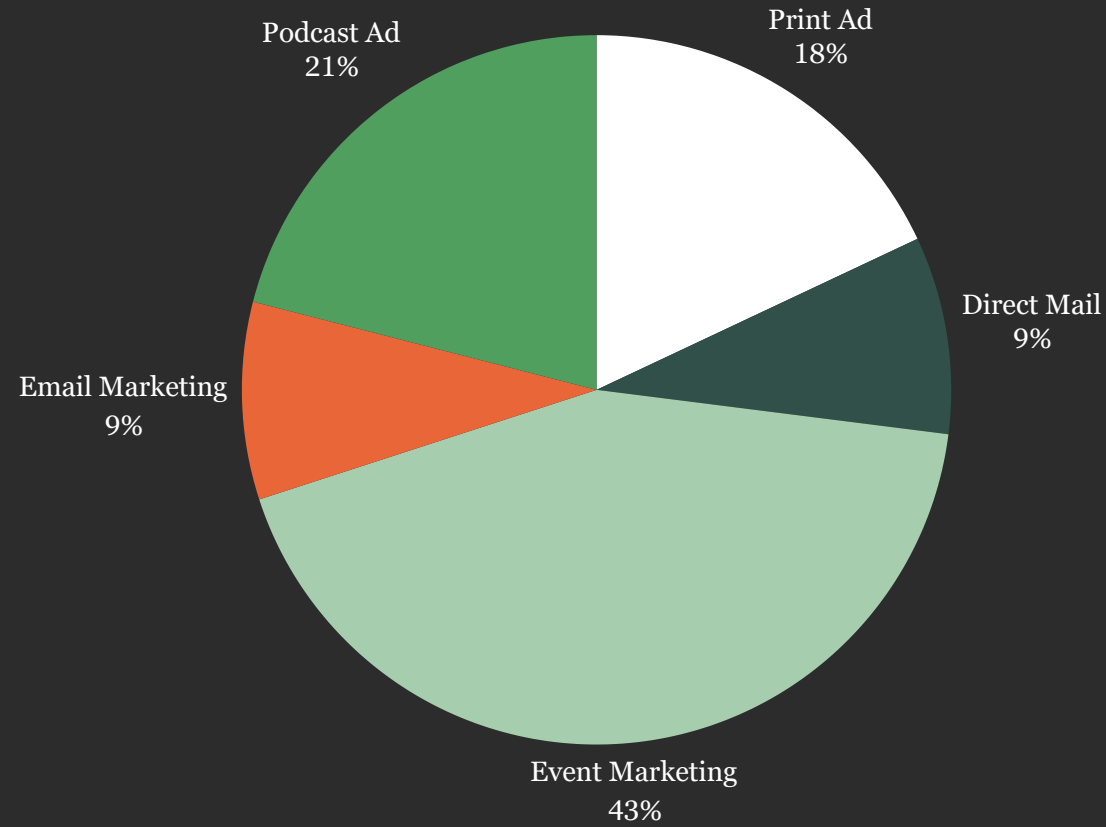
- Organic social media posts are **free**, as JunePeak will market to followers gained from other media vehicles

# KPI Measurement

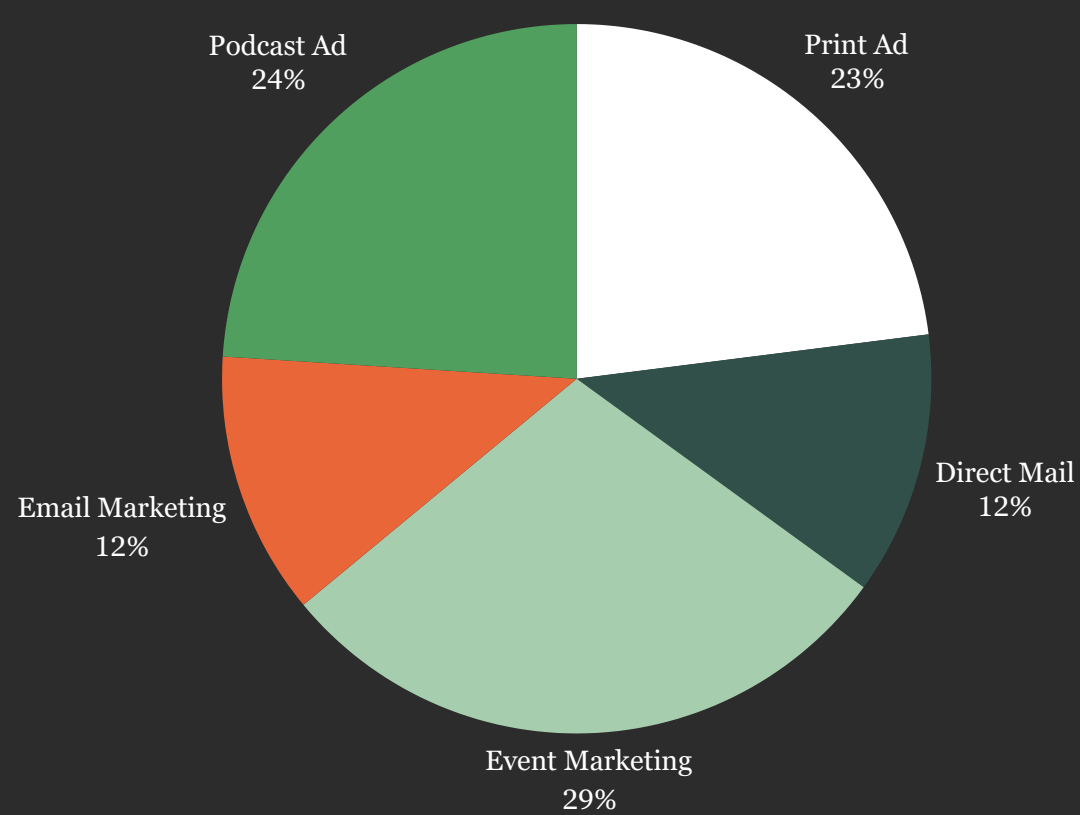
	Print Ad	Direct Mail	Event Marketing & Sponsorships	Email Marketing	Podcast Ad	Social Media Posts
QR Code Usage	✓	✓	✓			
Website Visits	✓	✓	✓	✓		✓
Social Media Profile Visits	✓	✓	✓	✓		✓
Conversion Rate	✓	✓	✓	✓	✓	✓
Unique Booth Visits			✓			
Emails Collected			✓			
New Social Media Followers						✓
Reach (Number of Listeners)					✓	
Social Media DMs			✓		✓	✓
Number of Emails Receieved			✓		✓	
Open/Click Through/Bounce/ Un-Subscription Rates				✓		
Impressions/Saves/Likes/ Follows/Comments						✓

# Budget Allocation Recommendation

Month 1



Months 2-6



	Month 1	Months 2-6
Media Vehicle	Budget Allocation	Budget Allocation
Print Ad	\$100.00 (18%)	\$100.00 (23%)
Social Media	\$0.00 (0%)	\$0.00 (0%)
Direct Mail	\$50.00 (9%)	\$50.00 (12%)
Event Marketing	\$250.00 (43%)	\$130 (29%) ↓
Email Marketing	\$50.00 (9%)	\$50.00 (12%)
Podcast Ad	\$120.00 (21%)	\$120.00 (24%)
Total Spend	\$570.00	\$450.00

# Key Takeaways



## JunePeak: Your Unique Story, Our Digital Expertise

*Build Customer Loyalty with Cost-Effective Marketing*

**Meets  
Objective**

Drives  
Social Media  
Engagement

Drives  
Website Visits

Brand  
Awareness

**Moments of  
Receptivity**

Looking to  
Transform

Start-Up  
Mentality

Growth  
Phase

**Why it  
Resonates**

Speaks to  
Building  
Customer  
Loyalty

Personalized  
and Tailored  
Solutions

Cost-Effective  
Without  
Sacrificing  
Quality

**Tonality**

Trust and  
Credibility

Expertise

Partnership

**Thank you!**



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# Big Idea Winner!

## JunePeak: Your Unique Story, Our Digital Expertise

### *Build Customer Loyalty with Cost-Effective Marketing*

<b>Addresses the “Why” and Resonates with the Target Audience</b>	<ul style="list-style-type: none"><li>• Speaks to the heart of all small businesses: <b>building customer loyalty around their unique story</b></li><li>• Positions JunePeak as the <b>expert marketing partner</b> to drive growth and take on the capacity small businesses lack</li><li>• Highlights that JunePeak is <b>affordable</b>, which resonates with many first-time business owners</li><li>• Focuses on the digital approach of JunePeak, which is valuable to owners unsure of how to leverage technology.</li><li>• Breaks through the clutter by combining <b>personalization, affordability, and digital expertise to build customer loyalty</b></li></ul>
<b>Aligns with Moments of Receptivity</b>	<ul style="list-style-type: none"><li>• Connects with customers looking to further engage in brand storytelling and build a brand community</li><li>• Effectively speaks to business owners in their initial stages who are focused on growth and building loyalty</li><li>• Speaks to transformation, which is relevant during times of startup or growth, new product launches, and rebranding</li><li>• Reaches small businesses that have strict starting budgets but are looking to maximize promotions</li></ul>
<b>Matches Tonality</b>	<ul style="list-style-type: none"><li>• Optimistic with an emphasis on <b>partnership</b> (“Your” + “Our”)</li><li>• Creates a sense of <b>empowerment</b> to the customer and their story</li><li>• Positive (“Inspire”) and forward-thinking (“Growth”)</li><li>• Relays <b>trust and credibility</b> (“Expertise”), while not being overly formal or dull</li></ul>
<b>Addresses Objectives</b>	<ul style="list-style-type: none"><li>• Creates brand awareness by introducing JunePeak as a digital proficient partner for small businesses focused on cost-effectiveness and looking to building lasting customer relationships</li><li>• Showcases the “JunePeak” name, increasing brand awareness</li><li>• Creates a sense of excitement and possibility, enticing the audience to explore JunePeak and its services</li><li>• “Our Digital Expertise” positions JunePeak in a way that leaves the customer wanting to know more about JunePeak’s services and capabilities, driving them to their website and socials</li><li>• “Your Unique Story” suggests a personalized approach, indicating that JunePeak understands the individuality of each new customer</li></ul>