

The Regina Y. Favors Website

Sample Request for Digital Marketing Services

Includes Budget Proposal and Marketing Consultant Considerations

Regina Y. Favors, Instructional Designer, Favors Marketing
Lessons

5-6-2023



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MARKETING DIRECTOR'S STATEMENT

The following is a sample tentative marketing plan proposal request that the Regina Y. Favors Website considered for the creation and short-term deployment of digital ads services offered through a marketing and promotions company, Blended Cultures, LLC. Information about the company is at the end of this sample proposal document. The document was originally written October 22, 2022 and revised for 2023 considerations.

The proposal request outlines the website's digital marketing goals, offers a SWOT analysis, and provides budgetary considerations regarding payment of services. Part of this marketing plan proposal derives from the Regina Y. Favors Website Tentative Marketing Plan, which fully explores the primary and secondary marketing objectives, digital marketing planning, and social media marketing strategies.

Although the objective was to secure the services of Blended Cultures, LLC, it was more feasible to create the digital ads and the advertising campaign as well as the social media marketing strategy. Therefore, this proposal request was never submitted to George Torres, CEO of Blended Cultures, LLC, but it serves as an educational tool for anyone interested in knowing how to submit a proposal request, especially for what to include in it.

Proposal requests always require research into the digital marketing company's products and service offerings. This proposal request derives from a three-month study of the company's products and services, and it informs budgetary considerations for the social media marketing plan. There is an accompanying table that outlines figures for specific digital marketing objectives. The figures are preliminary, but they were based on the information George Torres provided on the Blended Cultures, LLC website. They inform the budgetary considerations for independent deployment of digital ads.

In researching and writing this proposal request, this process helped to align the marketing goals of the Regina Y. Favors Website, the creation of digital ads, and the deployment of those ads on one or more social media platforms.

Review this sample proposal request for digital services and event consulting as it provides insight into what a digital marketing agency needs to know to create an online marketing plan for your company, product, and/or service offerings.

Regina Y. Favors, Marketing Director, Regina Y. Favors Website
Instructional Designer, Favors Marketing Lessons
FMS is A Favors Business Solutions Product

FAVORS SAMPLE DIGITAL MARKETING PLAN PROPOSAL REQUEST

The Favors Sample Digital Marketing Proposal Request is a document that is informative, educational, and instructive for emerging small business owners who desire to secure the services of a digital marketer for their products and/or service offerings.

HOW IT INFORMS

The sample document informs students, readers, and workshop participants about the nature of a digital marketing proposal request. This is important for introducing readers to the field, tools, terminology, and strategies of digital marketing and how central marketing goals inform the deployment of digital ads.

HOW IT EDUCATES

The sample document educates students, readers, and workshop participants about how to set marketing goals, how to conduct a SWOT analysis, and how to prepare financially for digital marketing. The sample document encourages research of a sample digital marketing agency to gather evidence on service offerings, pricing and costs to market through the agency, and timelines for each product and/or service offering. The use of a digital marketing agency can serve as a case study for subsequent business activities. Use can also serve to inform about the costs to market beyond the initial case study.

HOW IT INSTRUCTS

The sample document instructs the students, readers, and workshop participants on how to create a proposal request and submit one to an appropriate digital marketing agency, after research. The organization of the sample proposal request is not exclusive to the concept, but it offers a strategy that suggests understanding your marketing goals, the costs to deploy, and how you might utilize digital ads to advance your products and/or service offerings forward using multiple marketing channels.

Review the learning resources and videos also for insight.

LEARNING OBJECTIVES

By the end of this sample proposal request, students, readers, and workshop participants will be able to do the following:

- Research sample marketing proposal requests.
- Review sample marketing goals.
- Review the application of SWOT to a company's products.
- Review the projected marketing costs for a company's products.
- Watch a Favors Marketing Lessons Case Study.
- Complete the Favors Pre-Marketing Plan Checklist.
- Complete the Favors Marketing Goals Worksheet.

VIDEO LESSONS

Review the following video titles available on YouTube and the Regina Y. Favors website.

- [Favors Marketing Lessons: Marketing Goals Worksheet](#)
- [Favors Marketing Lessons: Pre-Marketing Plan Checklist](#)

These are the primary videos connected to downloadable documents. There are additional videos available on YouTube. Here are the titles and links:

- [Favors Marketing Lesson: Logo + Branding: Introductory Principles of Marketing for Small Business Owners](#)
- [Favors Marketing Lessons: Event Planning, The Blended Cultures Vendor, Introductory Principles of Event Planning for Emerging Small Business Owners](#)

Both videos function as online workshops prepared for a small business owner specializing in digital marketing. Use of the videos is subject to fair use.

LEARNING RESOURCES

The learning resources for this marketing goals worksheet are based on the Regina Y. Favors Website Tentative Marketing Plan (full and condensed) and the Regina Y. Favors Website Digital Marketing Plan, Campaign #1. Here are the links to the resources:

- [The Regina Y. Favors Website: A Tentative Marketing Plan—Condensed Version](#)

- [The Regina Y. Favors Website Digital Marketing Plan: Three-Month Case Study, Campaign #1](#)

Both source materials are helpful for understanding the individual elements of preparing the tentative marketing plan. They are available on Amazon.com for purchase.

LINKS/CONTACTS/SOCIAL MEDIA

The contact information includes website and social media pages:

- Website: www.reginayfavors.com
- Amazon author page: <https://amazon.com/author/reginayfavors>
- Facebook author page: <https://www.facebook.com/lifereboundrecovery>
- Instagram: <https://www.instagram.com/reginayfavors/>
- Twitter: <https://twitter.com/reginayfavors>
- LinkedIn: <https://www.linkedin.com/in/regina-y-favors-a8887724/>
- YouTube: <https://www.youtube.com/@reginayfavors>

FORTHCOMING TITLE

The following title is in progress.

- Favors Marketing Lessons 101: A Workbook and Action Planning Guide

It will house all the worksheets and references to online lessons.

Please review and complete Pre-Marketing Plan Checklist for insight.

REQUEST FOR MARKETING AND PROMOTIONS SERVICES & MARKETING CONSULTANT

OVERVIEW

The Regina Y. Favors Learning Center, dba Favors Learning Center (FLC), requests George Torres, CEO of Blended Cultures, LLC to create a marketing and promotions campaign for The Regina Y. Favors Website, an FLC product, as well as select Favors branded products referenced in the *Figure. Blended Cultures, LLC Cost of Services (Suggested)*. Favors branded products include books, website(s), social media platforms, and any related product referenced in the figure, which is also subject to substitution to maximize social media marketing efforts.

The Regina Y. Favors website proposes that Blended Cultures, LLC will create not only tailored digital ads per Favors branded product, but also market such ads, when feasible, on social media platforms to include Facebook, Twitter, LinkedIn, and Instagram, which represent standard practices for the Blended Cultures, LLC company. Promotion of the website and Favors branded products may coincide with the proprietor marketing the brand through use of the logo placed strategically on websites, social media platforms, and related sites. This in no way will inhibit digital marketing and advertising efforts of Blended Cultures, LLC.

George Torres of Blended Cultures, LLC, upon acceptance of this proposal and receipt of consideration through an agreed upon payment medium, will bear the responsibility for creating and marketing digital ads using standard company strategies and considering that such strategies meet the overall marketing goals of Regina Y. Favors, Regina Y. Favors website, and Favors branded products. The marketing goals are included and explored within this proposal request, but they serve merely as a guide and not as a requirement for George Torres of Blended Cultures, LLC. In other words, George Torres and Blended Cultures, LLC cannot guarantee sales and/or customer conversion. There will be some Favors branded products where the creation of the digital ad is necessary and marketing saved for a later date with additional budget consideration.

Therefore, this is a Request for Marketing and Promotions Services/Marketing Consultant for Blended Cultures, LLC services. This request supports the tentative two-year marketing plan for the Regina Y. Favors website I wrote and developed, which will be published through and available on Amazon by December 2022. The tentative marketing plan is available upon request.

The two-year tentative marketing plan runs from 2022 to 2024, from the initial Facebook and phone meetings with George Torres between February 16, 2022 to April 13, 2022, to the end of 2024. This plan includes use of the complimentary logo George Torres created for Regina Y. Favors on March 27, 2022. George Torres and Blended Cultures, LLC are permitted to use that logo. This request extends the initial online education and marketing campaign I created using

blog articles to introduce the Regina Y. Favors website and Favors branded products and to put into practice one to two marketing goals.

This is a Request for Marketing and Promotions Services/Marketing Consultant.

MARKETING GOALS

The marketing goals for the Regina Y. Favors website includes the following. The timelines are based on the marketing goals. A visual representation follows.

BUILD BRAND AWARENESS

Regina Y. Favors is an online curriculum that offers books and lessons on life recovery and links to multiple social media platforms.

The site is not specific to people who struggle with substance use and/or abuse. Instead, the site is geared towards general life setback, overcoming setback, romantic rebounding, rebounding between ideas, and pursuing life recovery. The current publication titles create the platform of belief systems, core values, and professional vision. The titles serve as solutions to an individual's problem dealing with setback, rebounding, and life recovery.

Building brand awareness will require seeking environments and contexts indicative of setback and integrating Favors branded books as solutions. This means considering both commercial and academic environments, including but not limited to correctional facilities. The idea to employ Favors branded products within the correctional environment is new and is being considered.

TIMELINE: BUILD BRAND AWARENESS

Marketing goals are currently based on the marketing and promotion role Blended Cultures, LLC will play for the Regina Y. Favors website and Favors branded products.

Marketing Goal: Build brand awareness.

Timeline: Three-month case study based on Blended Cultures, LLC marketing package.

Marketing Strategy: Digital ads and online business directory.

DRIVE TRAFFIC TO WEBSITE

The Regina Y. Favors website does not receive sufficient online consumer traffic because of lack of advertising. However, Blended Cultures, LLC offers an online vendor directory as well as a three-month digital advertising package on multiple social media platforms.

Referencing the website in the digital ad is one strategy to drive online consumers to the site. Placement of Regina Y. Favors in the online vendor directory is an additional strategy to drive online consumers to the site. Referencing the Facebook store is the third strategy for driving online consumers to the site.

Driving traffic to the Regina Y. Favors website only encourages online consumers to visit the website but not purchase books. The site is not set up for e-commerce, which is a threat to potential engagement and revenue generation. All publication titles are sold through the Amazon.com payment medium where the titles are also fulfilled.

Therefore, if the goal is to get consumers to purchase titles, then the digital ad and referencing to Regina Y. Favors should also include a link to Amazon for purchasing. This creates a two-fold goal: drive online consumers to site and drive online consumers to purchase Favors branded products and become customers who buy.

TIMELINE: DRIVE TRAFFIC TO WEBSITE

Marketing goals are currently based on the marketing and promotion role Blended Cultures, LLC will play for Regina Y. Favors website and Favors branded products.

Marketing Goal: Drive traffic to website, Amazon, Facebook Store

Timeline: Three-month case study based on Blended Cultures, LLC marketing package.

Marketing Strategy: Digital ads and online business directory.

CREATE TARGETED ONLINE CONSUMER BASE

The targeted online consumer base represents individuals who have struggled with setback and need tips, tools, lessons, and skills to overcome setback. This is a wide net.

The Favors branded books outline the age range of 18-year-old to 45-year-old individuals who have struggled with financial setback, romantic rebounding, and need for life recovery. This includes the chronically homeless individual who may fall under this age range. The books, series, curricula, and workshops focus on appealing to this demographic to view and purchase books. The immediate targeted online consumer base must have the financial means to purchase Favors branded books. Another targeted online consumer base objective should consider individuals who are in prison because they are in setback and need the tools to overcome setback in pursuit of life recovery.

TIMELINE: CREATE TARGETED ONLINE CUSTOMER BASE

Marketing goals are currently based on the marketing and promotion role Blended Cultures, LLC will play for Regina Y. Favors website and Favors branded products.

Marketing Goal: Create targeted online consumer base.

Timeline: Three-month case study based on Blended Cultures, LLC marketing package.

Marketing Strategy: Digital ads and online business directory. Facebook store shares and posts. Complimentary copies to potential customers. Creation of an eCommerce medium. Networking.

CREATE BUYER'S PERSONA

A buyer's persona is simply a semi-fictional representation of buyer type, i.e., someone who might purchase a product from a company. The buyer's persona for digital marketing purposes is the profile that represents an ideal customer. Understanding the buyer's persona helps to tailor marketing efforts and connect with the target audience. It also helps to meet their needs and solve their problems.

The buyer's persona for the Regina Y. Favors website and Favors branded products is a customer who has suffered a setback of any type but especially financially. This customer has lost a job due to a financial recession or due to general job cuts. This customer has experienced additional setbacks resulting from the initial setback. This might include dealing with the frustrations of family members, experiencing homelessness, and struggling to rebound by finding a stable job.

This customer is forced to address their setback. The person has no other choice. This means that the person does not have the money or does not have financial consistency to get himself or herself out of the immediate setback and who is forced to go through the setback emotionally, psychologically, and spiritually. On the other hand, this person could have the money, but the money does not work to get him or her out of the setback. There is no other way out but through, and this customer is a person who is forced to go through wilderness wanderings.

In addition, this customer is the person who ignored previous warning and instruction, possibly disobeyed a warning or instruction, and would prefer to skip over the correction process. This customer is the person who is forced to go through correction but is unaware that he or she is about to enter correction. However, correction is imminent. Reaching the brick wall is inevitable and working from that wall must become the goal to recover from the life setback.

The ideal customer, then, would be interested in life recovery. This person is tired of living in setback and is ready to move out of setback and into life recovery. The customer may not even know that life recovery exists because most people live in survival mode. They have been trained to survive and not thrive. They have been taught to survive the moment and not plan for the lifetime. They have learned how to get to the finish line through effort and sheer will but not to cross it and live without setback. People expect chaos, so they expect to be pulled back into a belief system that survival is the only option. People do not understand that thrive is possible. Thrive is experiencing wellness in all areas of life. The ideal customer desires to live in emotional, psychological, spiritual, and financial peace.

The ideal customer for the Regina Y. Favors website and Favors branded products understands that setback is one part of the comeback process and that pursuit of life recovery into a state of thrive where all areas are emotionally, psychologically, spiritually, and financially well is the other part of the comeback process. *A setback is just a setup for a comeback* is sample language we might use to direct us towards comeback, but that is one part of the process.

However, to come back is to come out through effort, sheer will, and knowledge of where a person went wrong and what a person needs to do to sustain life recovery. The customer does not need to continue making mistakes to learn when learning is possible regardless.

TIMELINE: CREATE BUYER'S PERSONA

Marketing goals are currently based on the marketing and promotion role Blended Cultures, LLC will play for Regina Y. Favors website and Favors branded products.

Marketing Goal: Create buyer's persona.

Timeline: Three-month case study based on Blended Cultures, LLC marketing package.

Marketing Strategy: Digital ads and online business directory. Facebook store shares and posts. Complimentary copies to potential customers. Creation of an eCommerce medium. Networking.

CREATE CUSTOMERS WHO BUY

Anyone with a job or sufficient income can purchase a Favors branded product. However, the intent to purchase is predicated on the desire to overcome setback and pursue life recovery.

Therefore, if someone does not intend or is not interested in overcoming setback and pursuing life recovery, then consumers will not purchase the books.

Thus, the Regina Y. Favors website must create the desire in online consumers to overcome setback and pursue life recovery through workshops, online teaching (face), and digital advertising. This might include going live on Facebook, YouTube, radio, and online podcasting.

TIMELINE: CREATE CUSTOMERS WHO BUY

Marketing goals are currently based on the marketing and promotion role Blended Cultures, LLC will play for Regina Y. Favors website and Favors branded products.

Marketing Goal: Create customers who purchase products.

Timeline: Three-month case study based on Blended Cultures, LLC marketing package.

Marketing Strategy: Use exact language such as "purchase" or "buy." Create ads offering discounts on a second purchase. Digital ads and online business directory. Facebook store shares

and posts. Complimentary copies to potential customers. Creation of an eCommerce medium. Networking.

SEND EMAILS ENCOURAGING TESTIMONIALS

The Regina Y. Favors website must create an email campaign targeted to buyers of Favors branded products and site subscribers. The website does not have subscribers or has not created the official button for subscription except for the blog widget.

The Amazon medium encourages consumers to add a review after purchase. Once consumers leave a review, this will give the Regina Y. Favors website insight into the value of the product.

However, the Regina Y. Favors website will need to build a subscription list to encourage testimonials. Another strategy would be to encourage testimonials through social media, especially using the Facebook Store Author Regina Y. Favors.

TIMELINE: SEND EMAILS FOR TESTIMONIALS

Marketing goals are currently based on the marketing and promotion role Blended Cultures, LLC will play for Regina Y. Favors website and Favors branded products.

Marketing Goal: Send emails encouraging testimonials.

Timeline: Three-month case study based on Blended Cultures, LLC marketing package.

Marketing Strategy: Respond to reviews left on Amazon. Once the email subscription is built, create an email campaign appealing to subscribers to leave reviews. Digital ads encouraging online consumers and potential customers to leave a review on Amazon or in the Facebook store. Encourage Facebook store shares and posts. Offer complimentary copies to potential customers and request that they leave a review or testimonial on a social media medium. Creation of an eCommerce medium where consumers can leave reviews. Networking.

ASSESS RETURNING CUSTOMERS

The Regina Y. Favors website does not have official customers of Favors branded books. Therefore, it is difficult to assess returning customers.

However, setting goals for how to interpret returning customers is a priority. A returning customer is anyone who has purchased at least one title and who is purchasing at least one more title on a different purchasing day or opportunity.

Returning buyers may indicate that they purchased one book and decided to purchase another in the testimonials and/or by commenting on any social media platform where Regina Y. Favors has a presence.

TIMELINE: ASSESS RETURNING CUSTOMERS

Marketing goals are currently based on the marketing and promotion role Blended Cultures, LLC will play for Regina Y. Favors website and Favors branded products.

Marketing Goal: Assess returning customers.

Timeline: Three-month case study based on Blended Cultures, LLC marketing package.

Marketing Strategy: Assessment would be based on the three-month case study that used digital ads and the online business directory. Facebook store shares and posts. Complimentary copies to potential customers. Creation of an eCommerce medium. Networking.

FIGURE. MARKETING STRATEGY TIMELINES

Marketing goals are currently based on the marketing and promotion role Blended Cultures, LLC will play for the Regina Y. Favors website and Favors branded products. Marketing goals are also based on individual and directed marketing using online articles and posts to multiple social media platforms to **1)** build brand awareness through education, **2)** drive traffic to website by including the website within the articles and on posted content, and **3)** create a tentative targeted online consumer, i.e., encourage online consumers to purchase Favors branded books. The first two marketing goals are primary. Once language is created for converting online consumers to customers, then the third goal will also be primary.

Marketing Goal	Timeline	Marketing Tool	Marketing Strategy	Marketing Strategy
Build Brand Awareness	Three-month case study	Blended Cultures, LLC Three-Month marketing package	Digital ads Online business directory	Articles and posts, Website, Medium.com, and LinkedIn articles Social media buttons/platforms
Drive Traffic to Website, Amazon, Facebook Store	Three-month case study	Blended Cultures, LLC Three-Month marketing package	Digital ads Online business directory	Articles and posts, Website, Medium.com, and LinkedIn articles Social media buttons/platforms
Create Targeted Online Consumer Base	Three-month case study	Blended Cultures, LLC Three-Month marketing package	Digital ads Online business directory	Articles. Facebook Store shares and posts; Complimentary copies to potential customers; Creation of eCommerce Medium. Networking
Create Buyer's Persona	Three-month case study	Blended Cultures, LLC Three-Month marketing package	Digital ads Online business directory	Articles. Facebook Store shares and posts; Complimentary copies to potential customers; Creation of an eCommerce medium. Networking
Create Customers Who Buy	Three-month case study	Blended Cultures, LLC Three-Month marketing package	Digital ads Online business directory	Articles. Use exact language such as "purchase" or "buy." Create ads offering discounts on a second purchase. Facebook store shares and posts. Complimentary copies to potential customers. Creation of an eCommerce medium. Networking.
	Three-month case study		Digital ads	Articles. Respond to reviews left on Amazon; Email campaign; digital ads, Facebook Store and posts.

Marketing Goal	Timeline	Marketing Tool	Marketing Strategy	Marketing Strategy
Send Emails for Testimonials		Blended Cultures, LLC Three-Month marketing package	Online business directory	Complimentary copies to potential customers. eCommerce site. Networking.
Assess Returning Customers	Three-month case study	Blended Cultures, LLC Three-Month marketing package	Digital ads Online business directory	Articles. Assessment based on three-month case study that used digital ads and online business directory. Facebook Store shares and posts. Complimentary copies to potential customers. Creation of an eCommerce medium. Networking.

These strategies are suggestive and subject to change based on Blended Cultures, LLC marketing and promotions practices. In addition, to date, there has been an attempt to implement one or more marketing goals using blog writing and linking back to the Regina Y. Favors website, Amazon, and social media platforms, including but not limited to Facebook, Instagram, Twitter, LinkedIn, and YouTube.

SWOT ANALYSIS

Conducting a SWOT Analysis for the Regina Y. Favors website will require attaching the concept of marketing to content development.

Strengths

The market planning strengths for the Regina Y. Favors website are that there are useful tips, tools, worksheets, audio lessons, and learning materials that might appeal to different parts and types of consumers. The website engages the reader from a content development level. Visitors to the site can read, print, and view video content. The greatest strength of the website is that it focuses primarily on encouraging visitors to pursue life recovery.

Weaknesses

The market planning weaknesses for the Regina Y. Favors website are that the site is not commercial. It is a content dump, particularly a central website that links out to related sites and social media platforms. There is little to no commercial language urging visitors and potential customers to purchase Favors branded products. Although there are links for visitors and potential customers to purchase products on Amazon, the site is not equipped to employ “call to action” language.

In addition, the site represents a platform versus an eCommerce site. This may be the purpose of the site. However, ensuring that visitors engage the site and recommend it is an important business initiative that the Regina Y. Favors website should adopt for future development.

Opportunities

The market planning opportunities for the Regina Y. Favors website are to create “call to action” language that encourages visitors and potential buyers to purchase Favors branded products. The site can still educate and serve as an education medium. However, without a call to action to purchase, absent only the links to Amazon, visitors may not have incentive to purchase products despite the ease of access to clicking links.

Threats

The market planning threats for the Regina Y. Favors website are that the site might be a content and/or sensory overload for some visitors and potential customers. Breaking up the content would help visual learners who need to see the graphics, tables, pictures, and engaging content.

In addition, making purchasing options easily accessible would help customers who get frustrated when they cannot find the purchase button! The last thing a customer should do is leave the site, Facebook store, or Amazon store without purchasing, if that is their goal.

FINANCIAL PLANNING & CONSIDERATIONS

These are the financial planning considerations for budgeting Favors branded products for social media marketing and promotions. They are tentative and provide insight into how to budget for not only the creation and management of digital ads created by George Torres of Blended Cultures, LLC, but also for marketing consulting regarding future event planning, i.e., book fair attendance.

FINANCIAL PROJECTIONS GAP

The financial projections for Favors branded products offered through Amazon and Facebook Store Author Regina Y. Favors are unclear until there is an online consumer base from which to earn revenue, glean insight, and plan financially.

Financial projections would include sales of books on Amazon and Facebook resulting from the digital ads and employment of multiple social platforms.

A future goal of financial projections might include requests from booksellers at wholesale pricing, shipped directly from Amazon fulfillment mechanisms.

BUDGET PLANNING & CONSIDERATIONS

Budgeting for the Regina Y. Favors website is based on the social media marketing and promotions pricing package designed by George Torres, CEO of Blended Cultures, LLC.

A per-month fee is attached to the digital advertising package, and it includes annual membership in the online business directory, multi-platform social media advertising, online group advertising, and organic boosting. There is also a quoted frequency rate at which Blended Cultures, LLC utilizes digital ads.

The per-month rate is \$150 for three months for a total of \$450 for this case study. Blended Cultures, LLC offers additional advertising mediums, which include radio advertising and podcasting. No rate has been negotiated to date for these additional service offerings, but they are future budgeted considerations.

The per-month rate of \$150 for three months for a total of \$450 is assumedly per product. Considering that the Regina Y. Favors website and Favors brand of products include multiple books, social media platforms and channels, and websites as well as future life recovery coaching option, business entities, and book fair/conference attendance event planning, it might be feasible to budget for Blended Cultures, LLC digital advertising services as well as potential social media marketing consulting options.

George Torres and Blended Cultures have initiated, sponsored, and managed multiple types of events to include Spring Fest of Southwest Florida, which centers on a day of food, fashion, community, and entertainment. Torres and Blended Cultures also sponsored and managed The Flava of Lehigh Acres, which offers a culinary experience of different and diverse cultures. Torres is familiar with events and event planning and framing the Favors brand as part of an event, i.e., an experience, might be a feasible planning strategy.

Therefore, the following assumptions are budget considerations in securing the services of George Torres and Blended Cultures, LLC. The information provided here is not final. This proposal is part of a tentative marketing plan, subject to change within the two-year period, from 2022 to the end of 2024. These budget considerations are also subject to change based on Blended Cultures, LLC pricing.

FIGURE. BLENDED CULTURES, LLC COST OF SERVICES (SUGGESTED)

Product	Marketing	Ads	Frequency	Includes	Costs	Period	Total
The Regina Y. Favors Website	Monthly marketing and promotion	25 branded custom designed digital ads	10 times per week from social media platforms, website	1-year complimentary industry directory membership (initial)	\$150 per month	3-month period	\$450 Jan. 23 to Mar. 23
Overcoming Setback Workshop (Virtual)	Monthly marketing and promotion	25 branded custom designed digital ads	10 times per week from social media platforms, website	1-year complimentary industry directory membership (initial)	\$150 per month	3-month period	\$450 Apr. 23 to Jun. 23
Pre-Singles Coaching Curriculum Workshop (Virtual)	Monthly marketing and promotion	25 branded custom designed digital ads	10 times per week from social media platforms, website	1-year complimentary industry directory membership (initial)	\$150 per month	3-month period	\$450 Jul. 23 to Sep. 23
Favors Relationship Readiness Seminar (Virtual)	Monthly marketing and promotion	25 branded custom designed digital ads	10 times per week from social media platforms, website	1-year complimentary industry directory membership (initial)	\$150 per month	3-month period	\$450 Oct. 23 to Dec. 23
Favors Financial Recovery Coaching Curriculum Workshop (Virtual)	Monthly marketing and promotion	25 branded custom designed digital ads	10 times per week from social media platforms, website	1-year complimentary industry directory membership (initial)	\$150 per month	3-month period	\$450 Jan. 24 to Mar. 24

Product	Marketing	Ads	Frequency	Includes	Costs	Period	Total
Favors Independent Film Studies Course (Online)	Monthly marketing and promotion	25 branded custom designed digital ads	10 times per week from social media platforms, website	1-year complimentary industry directory membership (initial)	\$150 per month	3-month period	\$450 Apr. 24 to Jun. 24
Favors Life Coaching Certification or Coaching (pending certification)	Monthly marketing and promotion	25 branded custom designed digital ads	10 times per week from social media platforms, website	1-year complimentary industry directory membership (initial)	\$150 per month	3-month period	\$450 Jul. 24 to Sep. 24
Favors Mentoring School (Online)	Monthly marketing and promotion	25 branded custom designed digital ads	10 times per week from social media platforms, website	1-year complimentary industry directory membership (initial)	\$150 per month	3-month period	\$450 Oct. 24 to Dec. 24
Consulting (book fair, conference, (tentative consideration))	Monthly marketing and promotion	25 branded custom designed digital ads	10 times per week from social media platforms, website	1-year complimentary industry directory membership (initial)	\$150 per month	3-month period	\$450 Nov. 24 Miami Book Fair <small>(not included in total)</small>
The Favors Store (eCommerce site, tentative consideration)	Monthly marketing and promotion	25 branded custom designed digital ads	10 times per week from social media platforms, website	1-year complimentary industry directory membership (initial)	\$150 per month	3-month period	\$450 Jan. 25 <small>(not included in total)</small>
Total (tentative)		200 (25x8)					\$3,600 (\$450x8)

Please note that 23, 24, 25 refers to 2023, 2024, and 2025 respectively.

Pricing for the “Consulting” category is suggestive and tentative, predicated on George Torres and Blended Cultures, LLC interpretation of consulting for marketing and promotions event planning. In other words, if I desire counsel in the form of consulting for a book fair and/or conference I plan to attend and market Favors branded products, definition of “counsel” and/or “consulting” is subject to the business and financial feasibility of George Torres and Blended Cultures, LLC. There is no guarantee that Blended Cultures will provide consulting as an option, whether short-term or long-term, and the suggested pricing is likely to increase to a “marketing consultant” pricing category.

Based on conducting a general Google search concerning event planning, a marketing consultant may charge anywhere from \$65 per hour to \$300 per hour, depending on the consultant’s resume, demand, and overhead costs. The average marketing consultant charges anywhere from \$100 per hour to \$175 per hour. Several factors go into event planning, which include operating expenses, salaries, and profits. Marketing consultants charge different rates based on the type of project and what the market is willing to pay.

If Regina Y. Favors and Favors branded products secure the marketing consultant services of George Torres of Blended Cultures, LLC, then there is the expectation that Blended Cultures will charge what could amount to an event fee. Event fees fall under different financial structures:

- Flat project fee
- Percentage of expenses
- Hourly rate
- Percentage of expenses plus an hourly rate
- Commission rates

A discussion about commission rates is not necessary here.

Flat project fees

For flat project fees, Blended Cultures could charge fees to coordinate logistics, catering, venue, and lodging expenses. We would bear the responsibility for researching costs for services and time, budgeting for required deposits, and negotiating service agreements.

Fees based on percentage

Fees based on a percentage are usually 15% to 20% of the total cost of the event as part of the marketing consultant’s fee. Fees may be based on total number of persons and what the average

rate is for each person and based on total number of hours to meet with a client, plan, and attend the event.

From this total, Blended Cultures, LLC could charge a rate between the range referenced. For example, if I have three people working for me at a book fair event and Blended Cultures charges \$175 per person and the rate of 18% for the total cost of the event (expenses), then the calculation might follow:

This is a charge for **expenses**:

$$\begin{aligned} \$175 \times 3 \text{ workers} &= \$525 \times 18\% = \$94.5 \\ \$525 + \$94.50 &= \$619.50 \end{aligned}$$

This is a charge for the **hourly rate**:

$$15 \text{ hours} \times \$100 \text{ per hour} = \$1,500$$

Thus, the **total cost** for Blended Cultures, LLC to consult for a book fair event might be:

$$\$1,500 \text{ (overhead)} + \$619.50 \text{ (expenses)} = \mathbf{\$2,119.50} \text{ (total marketing consulting expense)}$$

This \$2,119.50 would be for one event.

This suggested total marketing consulting expense would be in addition to the existing marketing and promotions planning offered by George Torres, Blended Cultures, LLC with a different total cost.

Fees based on hourly rate

Requesting that Blended Cultures, LLC bills a Favors branded event hourly may be an economically feasible option because the marketing consultant would research and outline costs associated with event planning, provide a budget for marketing expenses, suggest onsite management, and establish agreement about billing for services performed weekly, biweekly, and/or monthly. Favors branded products would require Blended Cultures, LLC to provide a fully detailed statement of work, expected responsibilities, total budget, and reasonable expenses.

Fees based on percentage of expenses and plus flat fee and/or hourly rate

This represents a combined cost and falls under two different categories. Blended Cultures, LLC would estimate costs and total expenses and flat fee rate based on a per hour rate. Therefore, it might look like the following if the total costs to manage the event might be \$3,600:

Event Expenses: \$3,600

Flat Fee: \$1,500 (\$100 per hour x 15 hours)

Total Cost and Fees: \$5,100

Event expenses here would include overhead and personnel costs, if applicable.

ABOUT BLENDED CULTURES, LLC

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WHAT IS BLENDED CULTURES, LLC?

Blended Cultures, LLC is a Marketing, Promotion, and Community Events & Entertainment company. Based in Southwest Florida, Blended Cultures, LLC utilizes marketing strategies to help local businesses expand their reach, build their audience, and find success in gaining greater online exposure. As a professional marketing agency, Blended Cultures, LLC helps clients and the community design effective marketing strategies to market their brand.

WHAT BLENDED CULTURES, LLC DOES

Blended Cultures, LLC is a platform that uses different channels to broadcast what a person is doing. Blended Cultures, LLC represents the blending of different industry cultures to help clients magnify and expand their reach. Blended Cultures, LLC partners with additional platforms to help clients broadcast their message.

WHY CHOOSE BLENDED CULTURES, LLC

Once Blended Cultures, LLC receives a client's marketing materials, marketing and communicating the customer's brand appropriately becomes Blended Cultures' assignment. It must succeed and meet expectations. Marketing a client's brand is now their responsibility. Blended Cultures, however, does not guarantee sales.

OUR MISSION

The Blended Cultures, LLC symbolic mission is to create a quality preview to your quality movie using our marketing strategies, network, and referral strategies. The growth of the small business is dear to us, and it is our purpose to contribute marketing skills, strategies, and expertise.

ABOUT FAVORS MARKETING LESSON (LMS)

Favors Marketing Lessons (FMS) is a product of Favors Business Solutions (FBS). FMS provides educational and learning materials for small business owners who need the process of marketing planning for their company and products. FMS is an educational solutions provider under Favors Business Solutions. The mission of FMS is to provide marketing educational materials.

ABOUT FAVORS BUSINESS SOLUTIONS (FBS)

Favors Business Solutions (FBS) is the commercial arm of the Regina Y. Favors Website, which supports the tenets of the Regina Y. Favors Learning Center, d.b.a. Favors Learning Center. As a newly developed entity, FBS provides the following products and services:

- Marketing plans
- Digital advertising campaign planning and consulting
- Ghostwriting for business and self-help topics
- Technical writing services, including handbooks and training manuals
- Event planning research
- Video and learning materials, including marketing lessons and downloadable worksheets
- Workshop facilitation and development
- Marketing templates
- Sample case study development

The vision of Favors Business Solutions is to be the preferred provider of online business lessons and educational materials. The mission of Favors Business Solutions is to educate, prepare, and provide consulting to small business owners in helping them meet their online marketing needs.

PUBLICATIONS

Favors Marketing Lessons produces online learning materials that are downloadable, and video based. Books and guides may be forthcoming. Favors Marketing Lessons is preparing an online teaching mechanism for emerging small business owners through one or more platforms.

Favors Business Solutions writes and produces a portfolio of sample documents for commercial and educational use, some of which are subject to fair use under U.S. copyright law.

REGINA Y. FAVORS WEBSITE

The Regina Y. Favors Website has written and self-published to date a tentative marketing plan for the site (full and condensed) and is currently marketing and promoting the first advertising campaign of the digital marketing plan. The website is undergoing a digital marketing plan, which includes event preparation and planning for an upcoming 2023 book fair.

APPENDIX: LIST OF FAVORS BRANDED BOOKS AND WEBSITES

This is a tentative list of all Favors branded products published and fulfilled through Amazon and marketed on the Regina Y. Favors website and linked between social media platforms. Some books and products are still in development and subject to the two-year production and marketing plan, from 2022 to 2024.

BOOKS

Bait, Hook & Switch Series

Print & eBook

Toxic Encounters: Why People Pursue Rebound Relationships, Part I

Toxic Encounters: Adult Attachment & the Problem with Rebounding, Part II

Toxic Encounters: Why You Should Go No Contact, Post-Rebounding, Part III

Toxic Encounters: When They See You As 7/8, A Case Study

Toxic Encounters: 5/6, 7/8, 9/10: Which One Has High Value? A Case Study

Casebook Series

Print & eBook

Overcoming Toxic Relationships: Toxic Encounters Casebook Series

Life Recovery Series

Print & eBook

The Favors Life Recovery Coaching Curriculum: Relationship Readiness Assessment & Reflection Journal

Overcoming Romantic Hastiness: A Relationship Readiness Resource with Workbook
(Forthcoming)

Financial Recovery Series

Print & eBook

Favors Financial Recovery Seminar: Psychological Approaches to Overcoming Financial Setback (Forthcoming)

Favors Sample Life Plan: Using Psychology, SWOT & SMART to Measure Financial Progress

Overcoming Setback Series

Print & eBook

Overcoming Setback: Five Keys for Entering and Exiting Correction

Overcoming Setback Workbook: Processing Towards Life Recovery

Pre-Singles Counseling Series

Print & eBook

Pre-Singles Counseling Coaching Curriculum Seminar (Forthcoming)

Homeless Recovery Series

Print & eBook

Favors Sample Life Plan Workbook: A Case Study for Addressing Chronic Homelessness

Film Scripts Series

Print & eBook

Confessions of a Rebound Girl, Part I: An Independent Studies Course

Confessions of a Rebound Girl: Deuces, Part II: An Independent Studies Course (Forthcoming)

The Rebound Wife, Part III: An Independent Studies Course (Forthcoming)

Favors Mentoring School Series

Print & eBook

Favors Mentoring School: Keys to Help You Overcome Procrastination to Build Capacity (Forthcoming)

Favors Business Topics Series

Print & eBook

The Regina Y. Favors Website: A Tentative Marketing Plan, Initial & Extended, December 2022

Favors Marketing Plan: Principles and Strategies (Forthcoming)

Favors Marketing Plans Workbook: Moving from Planning to Execution (Forthcoming)

Favors Academic Topics Series (Forthcoming)

Print & eBook

Favors English Lectures: First-Year Composition Strategies & Lessons

Favors Writing & Revision Tips: Guide to Instructor Feedback for First-Year Composition Learners

Favors Academic Mini Lectures Series (Forthcoming)

Print & eBook

Teaching Transfer Preparation in First-Year Composition: Lectures, Tutorials & Worksheets

Teaching “Grit” in First-Year Composition: Lectures, Tutorials & Worksheets

SOCIAL MEDIA

Facebook: <https://www.facebook.com/lifereboundrecovery/>

Twitter: <https://twitter.com/reginayfavors>

Instagram: <https://www.instagram.com/reginayfavors/>

YouTube: Regina Y. Favors Channel

YouTube: Favors English Lectures Channel

YouTube: Favors Film Analysis Channel

WEBSITES

Visit: www.reginayfavors.com

Visit: www.favorscompositionlectures.com

***Visit:** www.favorsfilmanalysis.com

***Visit:** www.favorswritingcenter.com

Visit: www.howdoyoulearnresearchproject.com

***Visit:** www.goodgirlsdontdate.com

*Some websites are still in development.