

2023

BUSINESS PROPOSAL • BUSINESS PROPOSAL

BRAND STRATEGY PROPOSAL

Prepared by :

MENELLIA VALCENT-STRATEGIC MARKETER

WWW.MENELLIAVALCENT.COM



OFFER BREAKDOWN

THE 3 LAYERS

My Talent: I will guide you into identifying your signature message and unique value and help you design an easy-to-implement yet effective online brand strategy to go from procrastination and confusion to clarity, productivity, and impact!



BRAND ANALYSIS - 90 MINUTES (US\$147)

We'll take a dive into your current brand and business model, identify areas for opportunity and areas of lag, and align your core brand message and value proposition to help you build on your competitive edge, create a beautiful brand online, and build a brand that resonates with your ideal client.



DIGITAL MARKETING PLAN - (ADD ON - US\$297)

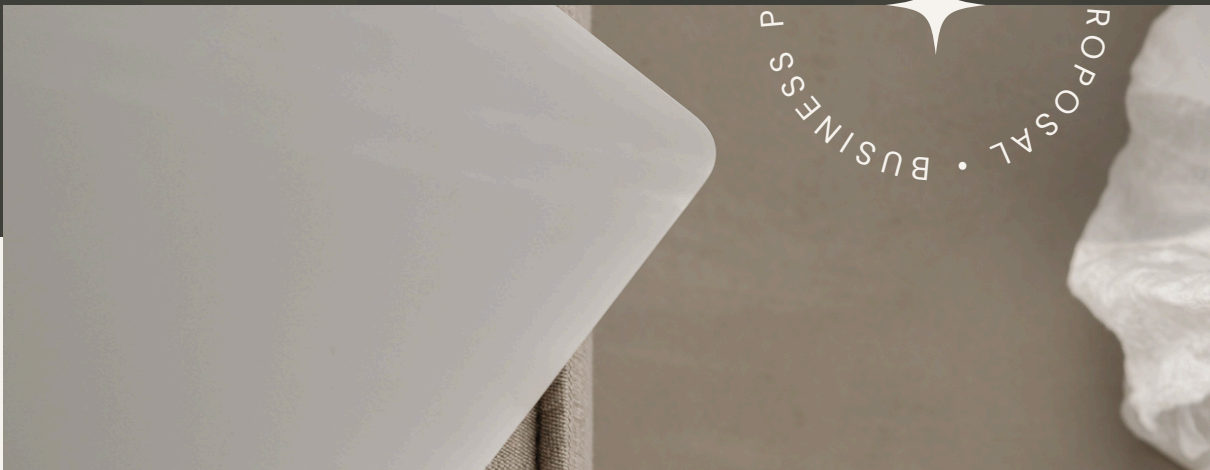
I'll outline a captivating and result-focused 12-month tactical marketing strategy to support growth and conversion, including your signature offer, pricing strategy, and tactical marketing outline (content, social, etc.). These will be based on your identified objectives from our strategy session.



WEBSITE REFRESH (ADD ON - US\$1,500)

I'll design a modern digital home base while aligning your copy, content, and image to beautifully reflect your new brand. This will house your bio, services page, signature offer, main landing page, contact page, and blog. This option has a 4-week turn-around time.

WHY WORK WITH ME



I'm a Strategic Marketing Executive by Profession with experience in the brand and marketing management of high-end fintech brands, maintain more than ten years of combined experience in corporate administration, sales, customer relations, and marketing management, and hold certifications and experience in supervisory management, marketing, and brand strategy. I'm also a chartered marketer & associate member of the Chartered Institute of Marketing, which allows me to continuously develop and refine my marketing skillset and know-how as industry trends change.



LONG TERM FOCUSED

I focus on your brand's vision, mission, and goals to support your success roadmap.



EXPERIENCED

My support is backed by my intensive training and experience in the corporate world.



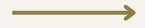
DETAIL ORIENTED

From content, colors, and words, I'll ensure your visual brand is cohesive and provide result-focused action steps.



RETAINER SUPPORT (ADD ON)

Don't worry if you're not tech savvy; I can provide access via email for 1 month of ongoing support after our session. *This is an add on fee of US\$390*



WHAT YOU'LL END UP WITH!

Our time together will come away with these deliverables.

- A Brand Identity Kit (Mood Board, Message, Essence Words etc.)
- 12 Month Marketing Strategy Plan including an Editable Social Media Content Kit (reels + posts)
- A Brand New Website "if this service is chosen"



These deliverables will help you position yourself as the expert you are, support you in showing up boldly on and offline, being confident in your message, the coaching program you're delivering, and how you connect with your ideal client without feeling like an imposter. To take the next step, please reach out via hello@menelliavalcent.com

Menellia Valcent
Rodney Bay, Gros Islet Saint Lucia

GET
IN
TOUCH



MENELLIA VALCENT

✉ hello@menelliavalcent.com

📍 Rodney Bay, Gros Islet, Saint Lucia

☎ 758-488-0511

🌐 www.menelliavalcent.com