



Bumble Bee
Digital Agency

HELP YOUR BUSINESSES

TO GROW WITH US

**FULL SERVICE DIGITAL
MARKETING AGENCY**

BUMBLEBEEBIZ.BUZZ

Tel: 876-310-6101

Email: info@bumblebeebiz.buzz



[@bumblebee_digitalagency](https://www.instagram.com/bumblebee_digitalagency)



WHO ARE WE?

VISION

To be the leading digital, marketing communications, and advertising agency that successfully connects brands with their target audiences.

MISSION STATEMENT

To deliver innovative and effective marketing communications solutions using world-class, innovative strategies and effective technologies that will enhance our clients' brands and inspire their audiences to act.

HOW DOES OUR SLA ALIGN?

Aim: To be seen as an innovative, creative, risky yet effective digital house. The team will be known for producing high quality work in an effective manner.

CULTURE

Expectations for innovation and personal success are high and should be typically met or exceeded. Regardless of position or rank, employees are meant to feel as if their role in the business is vital for operation.



TARGETED MARKETING APPROACH

STEP 01

Identify clients marketing objectives & KPIs

STEP 02

Define your messaging

STEP 03

Assess your target audience

STEP 04

Create the strategy and select the platforms

STEP 05

Get the buzz going and report on performance

WE FOCUS ON RESULTS

TARGETED DIGITAL MARKETING SOLUTIONS



WIFI

EMAIL

GOOGLE

PAID SOCIAL

PROGRAMMATIC

WEB & APP BUILD

MOBILE MARKETING

OUR MARKETING BUZZ

WE ALSO DESIGN CONTENT FOR TRADITIONAL MEDIA

MAGAZINE PUBLICATIONS



FLYER CREATIONS

DIGITAL MEDIA



ENDS OCTOBER 15TH

ESSAY COMPETITION

FOR SECONDARY & TERTIARY STUDENTS

TELL US HOW YOU WOULD REDUCE FUEL EMISSIONS.

SEND ESSAYS TO PETROJAM@GMAIL.COM

PETROJAM

HEART FOUNDATION

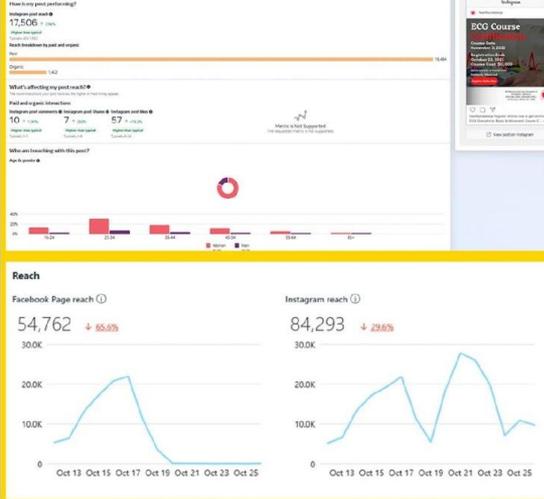


ECG Course Certification
Course Date: November 3, 2022
Registration Ends: October 23, 2022
Course Cost: \$13,000
Strict COVID-19 Prevention Protocols Observed
[Register Online Now](#)

28 Beechwood Ave, Kingston 5
Kingston, Jamaica
876-926-4378 | 876-929-3195 |
WhatsApp: (876)-334-4998

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For more information on price and possible course dates, please visit our website at <https://www.heartfoundationja.org/courses/ecg-dysrhythmia-basic-advanced/> #HeartFoundationJA #ECG
fanctm, How long is the course?
13w Reply
carolmitchell81 How long the course will take
13w Reply

57 likes
OCTOBER 12, 2022
Log in to like or comment



Reach

Facebook Page reach: 54,762 (+55.6%)

Instagram reach: 84,293 (+29.6%)

Date	Facebook Page reach	Instagram reach
Oct 13	~5,000	~5,000
Oct 15	~20,000	~15,000
Oct 17	~22,000	~20,000
Oct 19	~5,000	~10,000
Oct 21	~5,000	~25,000
Oct 23	~5,000	~10,000
Oct 25	~5,000	~10,000

DIGITAL MEDIA



Adam & Eve
Day Spa



- For all special occasions:**
- Birthday
 - Valentine's Day
 - Anniversary
 - Secretaries' Day
 - Mother's Day
 - Teacher's Day
 - Graduation
 - Thank You
 - Father's Day
 - Christmas
 - Nurse's Day
 - Staff Incentives

DIGITAL MEDIA

Client



PAY ON THE GO!
Now you can pay your Dolla Loans with MMG+
Download the app today.

Guyana Inc. We Lend

This advertisement features a woman in a white shirt and a hat looking at her smartphone. The background is a solid blue color. The text is in white and yellow. The Dolla and MMG+ logos are at the bottom.

GREAT NEWS

Guyana Inc. We Lend

Loan payments has just become easier.

This advertisement has a white background with a grey geometric pattern. It features the Dolla and MMG+ logos and the text "GREAT NEWS" and "Loan payments has just become easier."

Hey Guyana
We Have Partnered with MMG+ to make your Loan Payments easier.

This advertisement has a blue background with a white grid pattern. It features the Dolla and MMG+ logos and the text "Hey Guyana" and "We Have Partnered with MMG+ to make your Loan Payments easier."



Constanza

we are the Official Distributor

www.cpjmarket.com

This advertisement shows various Constanza products like Sazon, Ajo, and Ajonjol. The background is white with green accents. The CPJ logo is in the bottom left corner.

Homemade to Gourmet

www.cpjmarket.com

This advertisement features a vibrant salad with lettuce, tomatoes, and cheese. The background is dark green. The CPJ logo is in the bottom left corner.

YUM YUM YUM YUM YUM

Constanza Make it just right.

www.cpjmarket.com

This advertisement shows a plate of spaghetti with meat sauce. The background is white with green accents. The CPJ logo is in the bottom left corner.

We are able to report multiple segments and metrics by demographics, devices, platforms, networks, parish, brand, country, channel, or mix and match as needed. Reports can be provided monthly, weekly, daily and end of campaign.

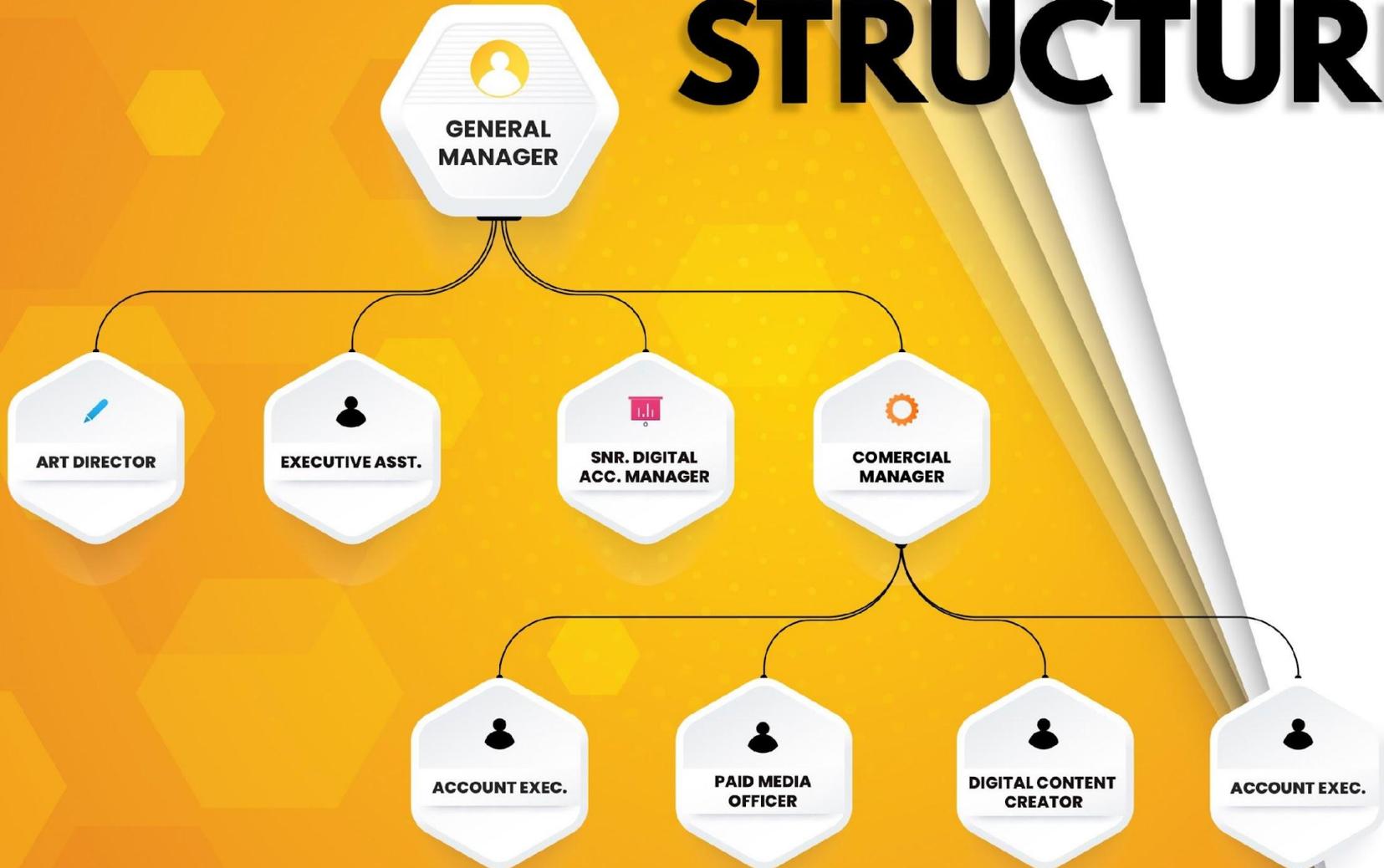
Automated reports can be set up as follows:

- Overall Insight and Engagement
- Social Performance Trends Report
- Channel Specific Performance Report
- KPI Specific Performance Report
- Trends by Conversion Types Report
- ROI Report-across networks



REPORTING

ORGANIZATIONAL STRUCTURE





OUR CLIENTS

TESTIMONIALS

QUALITY ACADEMICS

"Working with the Bumble Bee team has been really good, overall. They are quick to reply and very responsive to our requests."

- Ms. Kay-Ann Blair - *Administrative Assistant*

TORTUGA RUM CAKES

"We were happy working with Bumble Bee, they are very accommodating."

- Ms. Yanique McAlpin - *Digital Marketing & Sales Manager*

EDGECHEM PAINTS

"It has been great working with Bumble Bee, excellent service delivery and very responsive."

- Sophia Hickey - *Marketing & Sales Manager*



LET'S GET SOCIAL!

Most people can post to social media in one way or another. But when it comes to delivering quality content, that's where many fail.

There is so much online waffle and duplicated waffle that making your company stand out is harder than ever.

Fortunately, the quality of this waffle is low, so although there is a lot of noise to break through, the level is not high.



GETTING ON BOARD

This is the super light version of the timeline we came up with on our strategy call. It's incredibly high level but there's a lot to each of these elements and there's a lot that's not mentioned.

The golden rule of social media is test and measure. If it turns out that something unexpected happens that is producing better than expected results, it would be crazy not to milk it.

This will all be in consultation with you and your team to ensure alignment and that we're not just operating blindly or carrying out this plan regardless of results.

STRATEGY

Here's exactly what you get:

- A 30-minute monthly strategy session (in person/virtual) to review the previous month and to plan the upcoming month's content
- A concept for a 2-week or 4-week social media campaign
- Sample posts written, designed & mocked up for your approval
- An online content calendar for next month's posts for your approval
- The approved graphics are then posted to your social media pages
- Plus, a weekly call to make sure we're on track.

STRATEGY

In the planning call, we will discuss the following:

- Review the previous month
- The target audience
- What is happening in your business during the next month
- What new areas can we promote?
- Nail down objectives and highlights
- Plan the next month's special offer and talking points

TIMELINES

DAYS 1 - 3

This doesn't take long to get moving.
Once you have signed the proposal we will arrange our initial first call.

DAYS 4 - 7

- Write initial posts and send to you for approval.
- Plan the start date for our structured social media month.
- Post the first content on the social media pages of your choice for you.

END OF MONTH 1

- Review and plan.
Repeat what works, cut what doesn't
and reap the rewards!

DOING THINGS DIFFERENTLY

When it comes to YOUR BUSINESS' Twitter and Facebook pages, we recommend an approach that is quite different to what most others do, namely:

- Minimal reTweets
- Made to measure cover image with text
- Made to measure profile picture
- Well thought through USP based page descriptions
- Up to date URL links
- 3-5 Scheduled posts or more
- Originally produced content with imagery

YOUR INVESTMENT

We don't operate on big, 'one-off' payments; you pay monthly.

This keeps things simple for the entire duration of the deal and makes balancing your finances easy; so your never left "out of pocket".

We have a minimum term of 6 months on all our agreements.

The reason is simple: we need your commitment for that length of time to achieve the kind of results we are both setting out to achieve.

Giving you the ability to cancel at any time means you're not thinking long-term and as you know, that isn't the kind of thinking that produces epic results.

All Packages include:

- Banner Designs
- Ad Copy writing
- Social media & website Audit

Note: This is standard social media marketing pricing and as per the client's requirements, prices may go up.

Add Ons: (additional fees)

- Pixel Integration | \$15,000
- Google Campaign Ad Management | \$20,000 (ad budget separate)
- LinkedIn Marketing | \$30,000
- Youtube Marketing | \$20,000
- SEO marketing | \$20,000
- Google Business Set Up | \$10,000
- Competitive Analysis | \$25,000
- Landing Page Creation (sales mat/pop up) | \$40,000

OUR GUARANTEE

It takes time to build quality marketing campaigns. In general we post about 3-5 times per week per platform.

Our focus is on brand awareness and building relationships with your prospects. Our posts are relevant and interesting per your industry and/or current events and general information.

- Every month we will have a 30-minute meeting either in person or via a phone call to outline the general ideas for the following month.
- Once the plan is set out, we will send through our planned content calendar for approval and once granted, we will schedule all content pieces where applicable.

NEXT STEPS

We'd love to get started and have you onboard as a client but before we can, we need you to read over our terms and sign this proposal.