



**Bumble Bee**  
Digital Agency

**HELP YOUR BUSINESSES**

# **TO GROW WITH US**

**FULL SERVICE DIGITAL  
MARKETING AGENCY**

**BUMBLEBEEBIZ.BUZZ**

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[@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

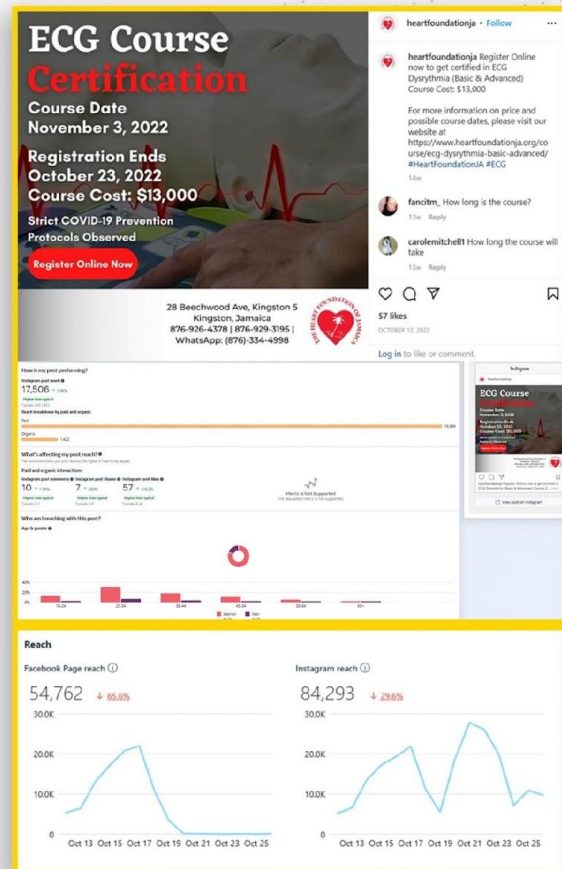
**FOR SECONDARY & TERTIARY STUDENTS**

**TELL US HOW YOU WOULD REDUCE FUEL EMISSIONS.**

**SEND ESSAYS TO PETROJAM@GMAIL.COM**

**PETROJAM**

## HEART FOUNDATION





# DIGITAL MEDIA



#### 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

# Client





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.

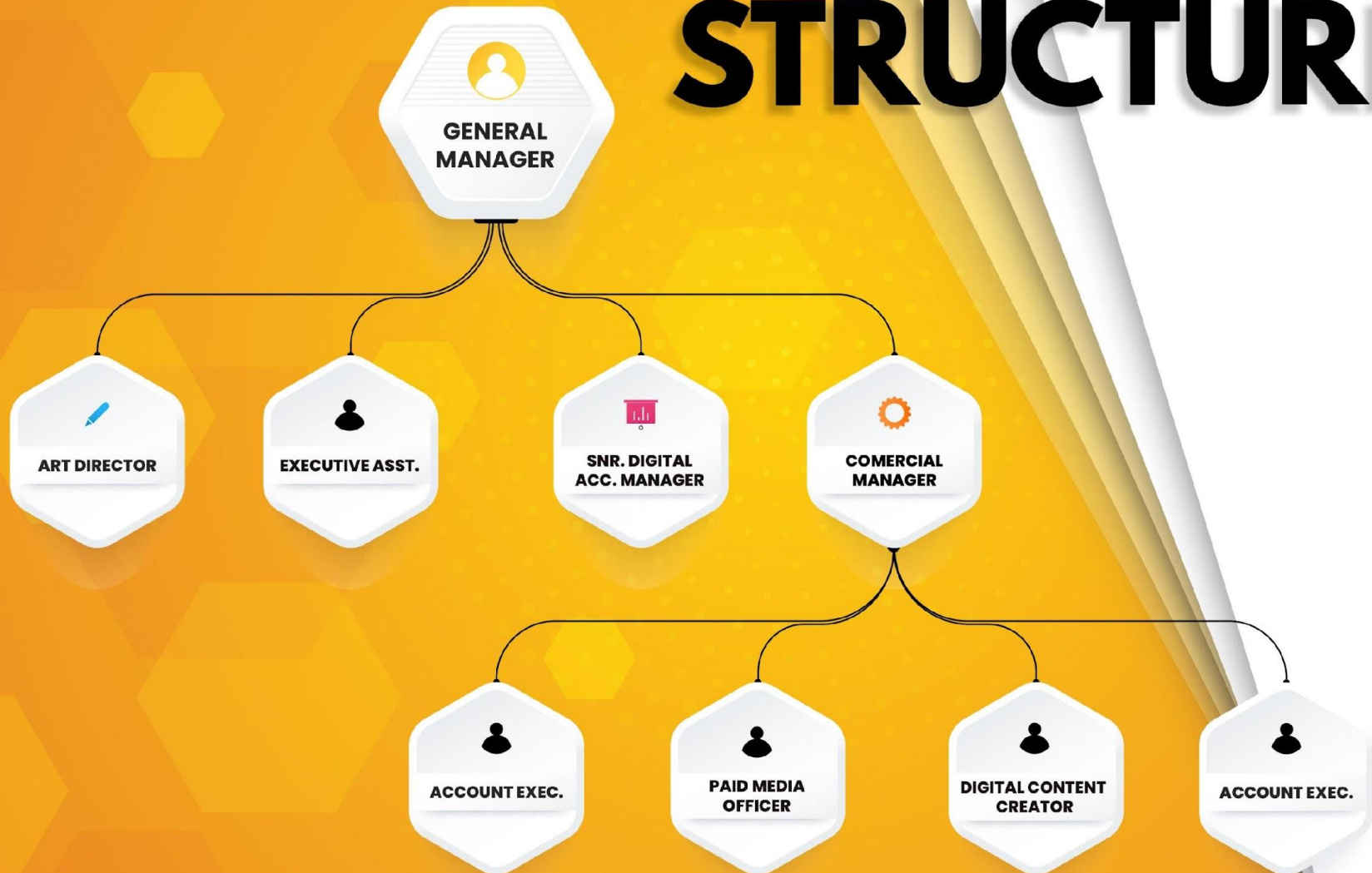
Automated reports can be set up as follows:

- 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*

## EDGE CHEM PAINTS

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

- Sophia Hickey - *Marketing & Sales Manager*



**TORTUGA**





# 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.