

<p>MARKET NEED <i>List the specific problem(s) you'll solve for your clients</i></p> <p>1. Boutique wine producers in Napa Valley struggle to stand out in Google search and suffer from low organic search traffic.</p> <p>2. Few boutique wine producers leverage social media channels effectively or see any tangible ROI despite having passionate fans and customers who love their products.</p> <p>3. Repeat purchases are difficult to encourage with most customers defaulting to their local wine shop and purchasing big brand imports for convenience.</p>	<p>MISSION <i>Why you get up in the morning</i></p> <p>Vandelay Media's mission is to pair great wine makers with great results-driven digital marketing. We believe the greatest wine is made right here in Napa Valley and Sonoma. We also believe digital marketing done well can transform a business.</p>	<p>UNIQUE SELLING PROPOSITION <i>How you'll stand out and turn an unaware visitor into an interested prospect</i></p> <p>We are a dedicated small team of digital marketing hackers who work exclusively for boutique wine producers in the Napa Valley and Sonoma.</p> <p>We come from the local area, we understand the local wine-producing industry and know how to craft compelling stories to showcase our clients to the country and to the world.</p> <p>We help boutique wineries get exposure, sell their world-class wines and build customer loyalty.</p>	<p>SERVICES <i>List each service you will offer to clients</i></p> <ul style="list-style-type: none"> - Search Engine Optimization - Search Engine Marketing - Social Media Marketing - Email Marketing 	<p>CLIENT TYPES <i>List target clients, their industry, size, connections and opportunity for each</i></p> <p>Boutique wine producers in Napa Valley and Sonoma who:</p> <ul style="list-style-type: none"> - are independently owned or owner-operated - are recognized in industry with at least 1 wine award - have an existing marketing or advertising budget or work with an incumbent agency - have a marketing resource on staff who is stretched and can't execute everything
<p>EXPENSES <i>List your fixed and variable expenses</i></p> <ul style="list-style-type: none"> - Payroll: \$12,000 per month - Office rent: \$3,000 per month - Utilities and office expenses: \$1,000 per month - Software subscriptions: \$500 per month - Accounting and insurance: \$200 per month 	<p>TOOLS / SOFTWARE <i>List the tools and software you'll use</i></p> <p>G Suite, MS Office, Slack, Zoom, Xero, Adobe Creative Cloud, Notion, Hootsuite, Mailchimp, SEOptimer</p>	<p>KEY PEOPLE <i>List roles of key people</i></p> <ul style="list-style-type: none"> - Managing Director - Creative Lead - Account Director - Digital Strategist (<i>future hire</i>) - Search Marketing Manager (<i>future hire</i>) - Social Media Manager (<i>future hire</i>) 		