



TO: ALLAN KLEER, CEO OF THE KLEER TEAM
FROM: MANSUR HUSSAIN, ASSISTANT MARKETING SPECIALIST
DATE: July 8TH, 2011
SUBJECT: INCREASING THE INTERNET MARKETING BUDGET

While our current Internet marketing strategy includes only the company website, it is becoming increasingly important that we diversify our Internet marketing strategies to increase our revenues. With the emergence of social media sites such as Twitter, Facebook, and Youtube, new opportunities have opened up to market our services online through these mediums. In order for us to reach the audience located in these sites, we will need a 20% increase in our current marketing budget.

Author
Comment: I kept the original even though it was suggest that it has a negative tone to it. I thought this sentence was assertive and an attention grabber.

Social networking site Facebook has over **600 million** users and is one of the most visited sites on the Internet. It is very important that we advertise our services to these users for more exposure. More importantly, Facebook offers advertisement at a very affordable cost. Each ad campaign can be designed to reach the target market. For example, Facebook ads could cost \$1.00 a day or an exact number can be budgeted for a whole month or a year. For \$1.00 a day, according to Facebook, we can reach 343,460 people in Florida between the ages of 35-60 who have an interest in "home and garden." This shows how we can maximize our exposure on the Internet in a very affordable cost.

Author
Comment: To be more persuasive, an example provided a clear picture of a future possibility.

Compare to the traditional print marketing, Internet marketing is much more affordable as well as more effective. With an increased budget we will have the ability to market ourselves to the 267 million Internet users in North America, over 600 million Facebook users, and 240 million Twitter users worldwide.

Author
Comment: Added this knowing that this is where the audience's interest lies.
This paragraph was began informatively while ending with a persuasive example.

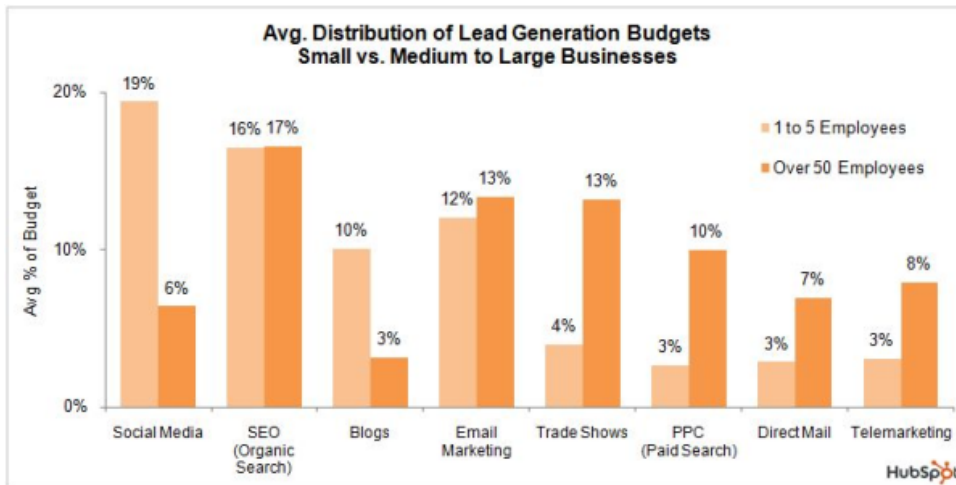
An increased budget will provide us with the flexibility to include Online Mass Emailing in our marketing campaign. Mass Email is a medium to reach the audience to market our services. Mass email is important in communicating directly with existing and potential clients. It can be used to update our potential and past clients about our latest services, offers and specials on a weekly or monthly basis. Updating clients on a weekly or monthly basis will keep them stay interested in our services. Many companies offer mass email services as low as \$30 per month.

Author
Comment: Added this paragraph to show the comparison to the current strategy of marketing by providing a clear picture with numbers.

Youtube is a popular video hosting website where an average American Internet user watches 186 videos per month. Youtube is the second most searched website and 4th most visited web site on the Internet, which makes it impossible to ignore and establish our presence there. It is very important that we publish videos about our services and provide useful information regarding the industry. While the uploading videos to Youtube are free, we will need additional funding to buy recording equipments, editing softwares, and marketing on Youtube ads.

Additionally, the success of these campaigns can be monitored very closely. With the use of free tools, such as Google Analytics, each campaign can be monitored to track its effectiveness. Tools such as Google Analytics will provide us with specific information such as users' location, search terms, frequency of visits, number of unique visitors, and returning visitors. With these statistics, it can easily be discovered whether the campaign is successful or needs adjustment to meet the budget.

Below is a graph that shows the marketing budget for small, medium and large businesses:



Hubspot - <http://www.socialmediaexaminer.com/images/0511pm-cost-per-lead.png>

Author
Comment: Added the Source of the graph.

With additional funding, we will have the flexibility to market our services more effectively and affordably. As more people are connected to Internet everyday, it becomes ever increasingly important to have a strong presence to attract new customers and generate more revenues to grow our company.

Author
Comment: Added this paragraph as a summary and reiterated the main point of this memo to be more convincing.