

<p><b>MARKET NEED</b> <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><b>MISSION</b> <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><b>UNIQUE SELLING PROPOSITION</b> <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><b>SERVICES</b> <i>List each service you will offer to clients</i></p> <ul style="list-style-type: none"> <li>- Search Engine Optimization</li> <li>- Search Engine Marketing</li> <li>- Social Media Marketing</li> <li>- Email Marketing</li> </ul>	<p><b>CLIENT TYPES</b> <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"> <li>- are independently owned or owner-operated</li> <li>- are recognized in industry with at least 1 wine award</li> <li>- have an existing marketing or advertising budget or work with an incumbent agency</li> <li>- have a marketing resource on staff who is stretched and can't execute everything</li> </ul>
<p><b>EXPENSES</b> <i>List your fixed and variable expenses</i></p> <ul style="list-style-type: none"> <li>- Payroll: \$12,000 per month</li> <li>- Office rent: \$3,000 per month</li> <li>- Utilities and office expenses: \$1,000 per month</li> <li>- Software subscriptions: \$500 per month</li> <li>- Accounting and insurance: \$200 per month</li> </ul>	<p><b>TOOLS / SOFTWARE</b> <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><b>KEY PEOPLE</b> <i>List roles of key people</i></p> <ul style="list-style-type: none"> <li>- Managing Director</li> <li>- Creative Lead</li> <li>- Account Director</li> <li>- Digital Strategist (<i>future hire</i>)</li> <li>- Search Marketing Manager (<i>future hire</i>)</li> <li>- Social Media Manager (<i>future hire</i>)</li> </ul>		