INTEGRATED MARKETING PROPOSAL

# Less scattered.
# More strategic.
# Properly consistent.

A joined-up marketing retainer designed to keep B-Loony visible, re-engage existing customers and promote its British-made product range to the right B2B audiences.

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**PREPARED FOR**
Kris Baker, B-Loony Ltd

**PREPARED BY**
Great Big Small

**DATE**
5 August 2026

**RECOMMENDED INITIAL TERM**
Six months

01 / THE OPPORTUNITY

# Make the marketing feel as capable as the business.

B-Loony has strong products, in-house manufacturing expertise and a long trading history. The problem is not a lack of things to say. It is that social media, email, design and website activity have become disconnected, leaving too much day-to-day responsibility with the Commercial Director.

01

### Re-engage existing customers.

Stay visible between buying cycles and remind customers about the wider range of products B-Loony manufactures.

02

### Attract better-fit enquiries.

Build awareness among relevant trade, events, hospitality and retail audiences rather than chasing low-value consumer enquiries.

03

### Remove the marketing bottleneck.

Give Great Big Small clear ownership of the campaign plan, creative delivery, scheduling and reporting.

The goal is not to post for the sake of posting. It is to keep B-Loony remembered, relevant and easier to buy from.

02 / THE APPROACH

# One campaign plan. Four joined-up channels.

Instead of treating design, email, social media and website updates as separate jobs, we will plan campaigns once and use each idea properly across the channels that support it.

## Social media

LinkedIn and Instagram content, creative, copy and scheduling.

## Email marketing

Segmented campaigns built around relevance, timing and buying cycles.

## Graphic design

Campaign graphics, brochures, flyers, sales assets and reusable templates.

## Website support

Selected content updates that strengthen campaigns and customer journeys.

03 / CONTENT STRATEGY

# Useful content without the NDA headache.

Customer work will not be used casually. We will create a simple, safe content system that does not depend on photographing confidential live orders.

A

## Approved product examples

Build a bank of generic, blank or specially mocked-up products that can be used repeatedly.

B

## Manufacturing stories

Show processes, expertise, people and capability without exposing confidential customer artwork.

C

## Campaign inspiration

Give distributors and direct customers useful ideas by sector, season and event type.

D

## Permission workflow

Introduce clear marketing-use statuses so approved customer work can be identified quickly.

04 / FIRST 90 DAYS

# Build the foundations, then create momentum.

The first three months will establish a practical campaign rhythm, improve the available content bank and test which messages generate useful engagement, enquiries and customer reactivation.

WEEKS 1-2

## Audit and organise

Confirm priorities, audiences, access, email data, existing assets, approval routes and reporting baselines.

WEEKS 3-4

## Build and prepare

Create the initial campaign calendar, templates, segmentation plan and NDA-safe content system.

MONTH 2

## Launch and learn

Begin consistent social and email activity, monitor response and refine messages by audience and product.

MONTH 3

## Optimise and expand

Strengthen the best-performing themes, add reactivation activity and plan the next 90-day campaign cycle.

# Three levels of support. One clear recommendation.

All options are managed retainers. The middle package is designed around the level of ownership discussed on the call.

**OPTION 1**

£1,250 **/ month**

One-off setup: £950

## Marketing Foundations

For improved consistency while B-Loony retains more campaign direction and internal involvement.

+ Monthly campaign and content plan
+ Up to 8 planned social posts
+ LinkedIn and Instagram scheduling
+ 1 targeted email campaign
+ Basic audience segmentation
+ Up to 4 hours of design or website support
+ Monthly planning call and summary

OPTION 2

RECOMMENDED

£1,750 / month

One-off setup: £750

## Integrated Marketing Partner

For dependable external ownership across strategy, social, email, design and selected website activity.

+ Rolling 90-day campaign strategy
+ Up to 12 planned social posts
+ LinkedIn and Instagram scheduling
+ 2 segmented email campaigns
+ Customer reactivation planning
+ NDA-safe content and approval system
+ Up to 8 hours of design or website support
+ Content repurposing across channels
+ Monthly insights and strategy meeting
+ Coordination with the Google Ads agency

OPTION 3

# £2,500 / month

Setup included with a six-month term

## Outsourced Marketing Department

For broader day-to-day ownership, greater content output and more proactive campaign support.

- + Everything in Option 2
- + Up to 16 planned social posts
- + Up to 4 targeted email campaigns
- + Monthly blog or case-study content
- + Up to 14 hours of design or website support
- + Light social community management
- + Quarterly on-site content session
- + Launch and exhibition campaign support
- + Detailed quarterly strategic review

**How the retainer works:** each option includes an agreed monthly allocation of Great Big Small team time. The outputs above are typical monthly deliverables. Where a larger brochure, campaign or website task is prioritised, it may replace part of the standard monthly output. Up to 20% of unused time may be carried into the immediately following month.

06 / WORKING AGREEMENT

# Clear ownership keeps the work moving.

Great Big Small will lead planning and delivery. B-Loony will provide access, product knowledge and prompt approval so campaigns can be produced accurately and on time.

## Great Big Small

- Marketing strategy, campaign planning and prioritisation
- Copywriting, design, scheduling and email production
- Content repurposing and selected website updates
- Performance reporting and recommendations
- Proactive management of the agreed monthly workload

## B-Loony

- Platform access, brand assets and accurate product information
- Clear priorities, seasonal dates and sales-team insight
- Confirmation of confidentiality and marketing permissions
- Prompt approval of campaigns and creative work
- Enquiry handling, quotations, sales and fulfilment

**Not included unless separately agreed: customer production artwork, paid media management or spend, printing costs, major website development, complex CRM migrations, large-scale photography or video production, and unlimited revisions or reactive requests.**

NEXT STEP

# Ready to make the marketing feel joined up?

Approval allows us to confirm the chosen level of support, complete the setup and prepare B-Loony's first 90-day campaign plan.

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**QUESTIONS OR READY TO PROCEED?**

Contact the Great Big Small team and we will confirm the chosen option and next steps.


**EMAIL**

info@greatbigsmall.co.uk

**TELEPHONE**

01442 974088

**WEBSITE**

greatbigsmall.co.uk

**STUDIO**

Audley House, 1st Floor, Unit F2, Northbridge Road, Berkhamsted, HP4 1EH