



Proposal Marketing



PREPARED BY

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We Focus on Building Brand Awareness & Lead Generation via TikTok



**TikTok Has More Than 1.5 Billion
Active Monthly Users**



**It's Been Downloaded
More Than 3 Billion Times**

More and More Adults are on TikTok

It's no longer just an app for teens.
In the US in 2022, the 25-34 age range
accounted for 25.4% of TikTok users.
For advertisers, this is a very important statistic
as we see TikTok users mature.

It Has the Highest Social Media Engagement Rate Per Post

According to data from Upfluence,
TikTok's engagement rate
is significantly higher than other major networks including
Instagram, YouTube, and Facebook.

More Than a Third of TikTok's Users Make \$100k+ Annually

Adoption is incredibly high
amongst households that generate
less than \$25k per year,
you should know
that a vast majority of TikTok's users are affluent

1. We Research Your Industry

**2. Create Relevant
Short Form Content**

**3. Drive Traffic
To Your Landing Pages**

**4. Repurpose
Across Platforms**

5. Review & Repeat

what

we

do



- Landing Pages
- Products
- Services
- Leads

*Engagement

Less than 1% = low engagement rate. Between 1% and 3.5% = average/good engagement rate.

Between 3.5% and 6% = high engagement rate. Above 6% = very high engagement rate

What
you
do



1. Be Clear About Your Goals
2. Setup Relevant Accounts/Pages
3. Record The Content & Send To Us
4. Engage With Your Audience
5. Ask Any Questions

COACHING



REAL ESTATE



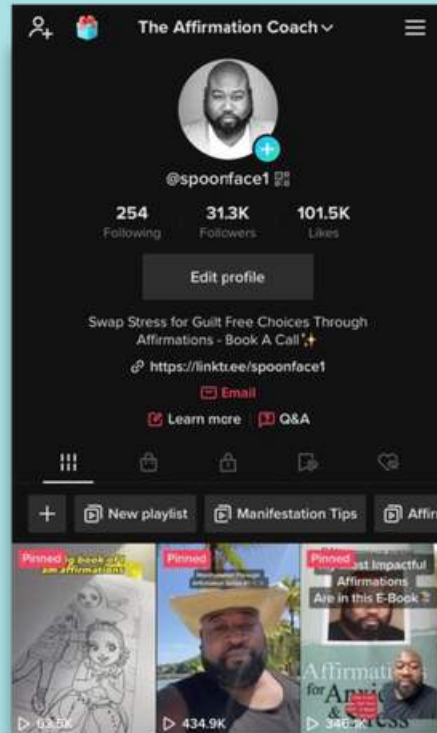
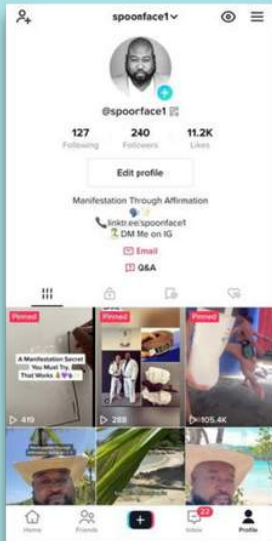
FITNESS



Arts



My Results



Growth

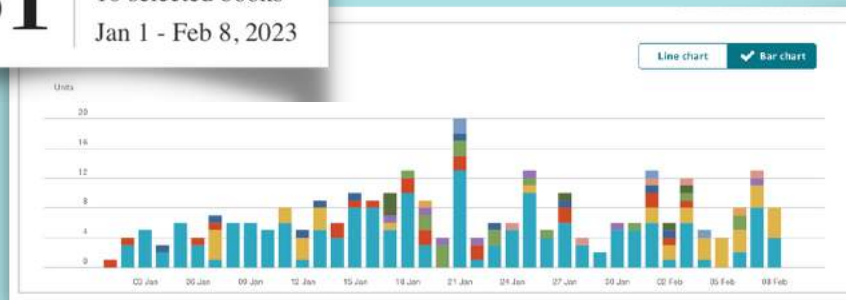


Engagement



Sales

Units ordered
281
10 selected books
Jan 1 - Feb 8, 2023



1. From 240 to 30,000 followers in 4 months
2. Increased engagement
3. Increased book sales
4. Mailinglist growth
5. Increase in overall monthly turnover