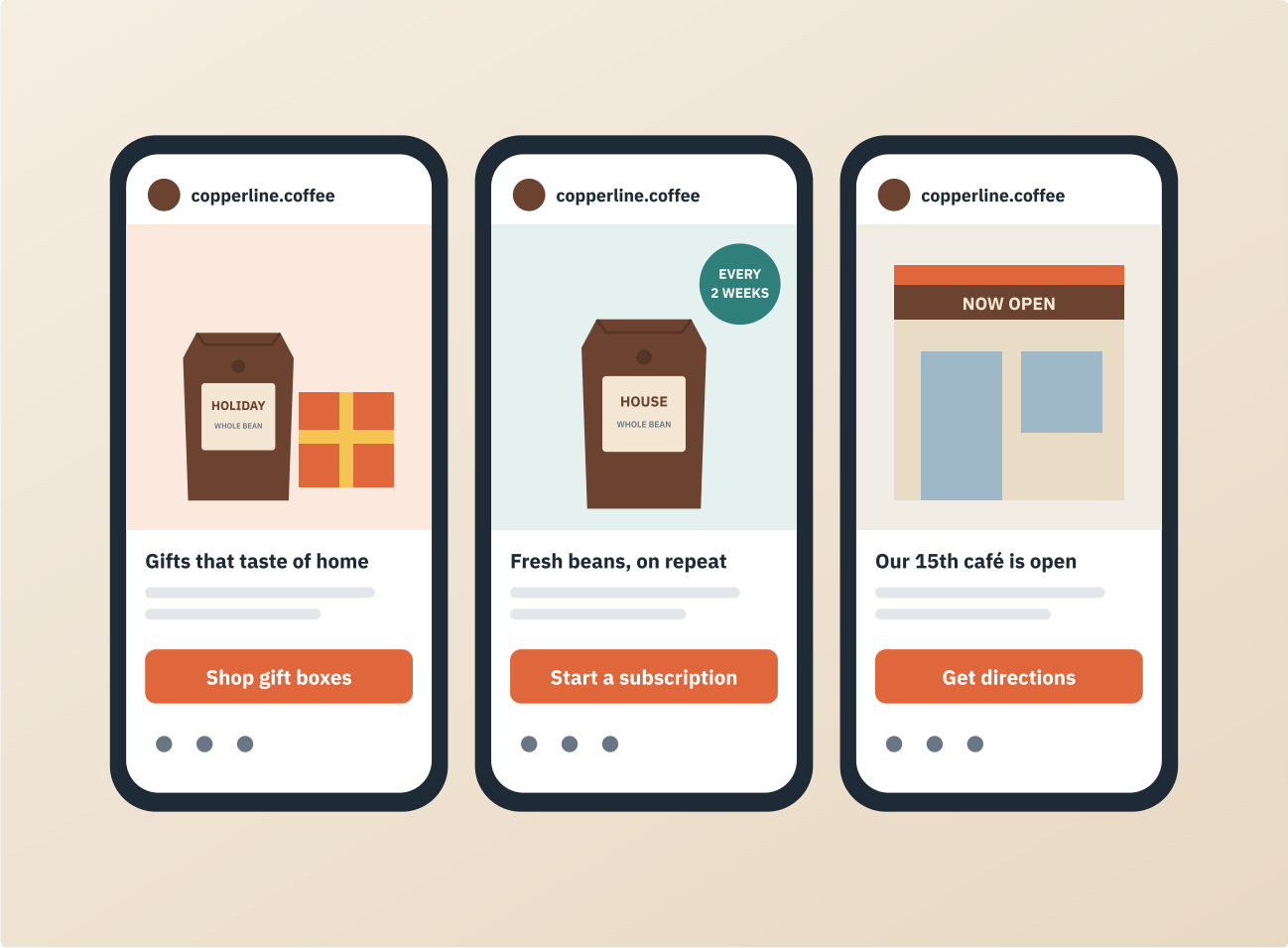


Digital marketing proposal

Six months to grow Copperline's online orders, coffee subscriptions and café visits.

PROPOSAL # TW-P-26-041
ISSUED Nov 9, 2026
VALID UNTIL Dec 9, 2026

CREATED BY

Tidewell Digital
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PREPARED FOR

Copperline Coffee Roasters
Sam Okoro
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sam@copperline.example

Cover letter

What we heard, and what we propose

Dear Sam,

Thank you for the time you and your team gave us in October, and for opening your analytics and ad accounts to us. You told us three things: online sales have been flat for a year, the coffee subscription is your most valuable product but hardly anyone finds it, and your fifteenth café opens in February.

Our audit agrees, and it found the reason. Copperline spends well on ads that bring people to the home page, where nothing asks them to subscribe. Paid social and email are run separately, so the same customer gets different offers on the same day. And the shop cannot see which ads lead to a sale, because checkout events stopped reporting after the site update in March.

This proposal fixes the measurement first, then builds three campaigns around the moments that matter to you: holiday gifting, the subscription, and the new café. It sets targets for month 6 that we will report against every month, and it is priced as a 6-month retainer so that you can judge us on results, not on promises.

We would love to start on December 1, in time to tune the holiday campaign. I am happy to walk your leadership team through any page.

Warm regards,



Maya Lindqvist
Client Strategy Director, Tidewell Digital

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Where Copperline is today

Strong brand, flat online sales

Café sales grew 9% this year, but the online shop stayed at about $41,000 a month. Returning customers place 70% of online orders; new buyers are scarce.

A subscription nobody finds

Subscribers spend four times more in a year than one-off buyers, yet the subscription page gets 2% of site visits and no ad points to it.

Measurement gaps

Since March, checkout events no longer reach analytics or ad platforms, so campaigns are optimized for clicks instead of sales.

What this proposal changes

Measure

Every order traced to its source

Focus

Ads that lead to the subscription

Connect

Ads, email and SMS telling one story

Your last 12 months in numbers

From your Shopify, GA4 and ad accounts, November 2025 to October 2026.

$492k

Online revenue

Flat year on year

1.4%

Conversion rate

Sector average is about 2%

610

Active subscribers

Up only 40 in a year

$58

Cost per new buyer

From paid social

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Channel audit

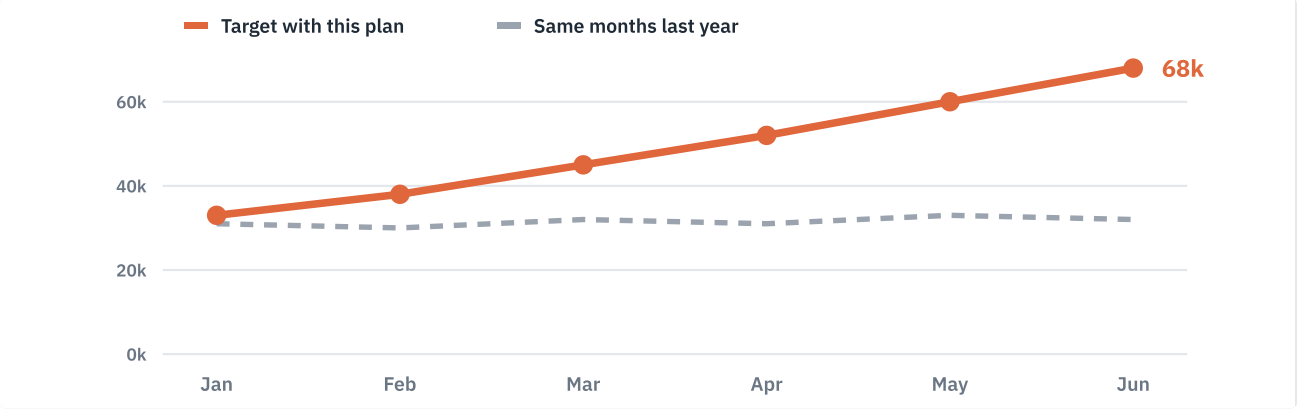
Each channel's share of online revenue over the last 12 months, and the one thing that would change it most.

CHANNEL	REVENUE	CONV. RATE	WHAT WE FOUND
Organic search	$148k	1.9%	Ranks for the brand name only; café location pages are missing
Paid search	$96k	2.1%	Brand terms take 60% of the budget; few non-brand keywords
Paid social	$71k	0.8%	Ads send people to the home page; no subscription offer
Email	$124k	3.6%	Strong list, but no welcome or win-back flows
Direct and other	$53k	1.2%	Partly untracked sales after the March site update

Revenue rounded to the nearest $1,000. Paid search and paid social figures are platform-reported until tracking is fixed in month 1.

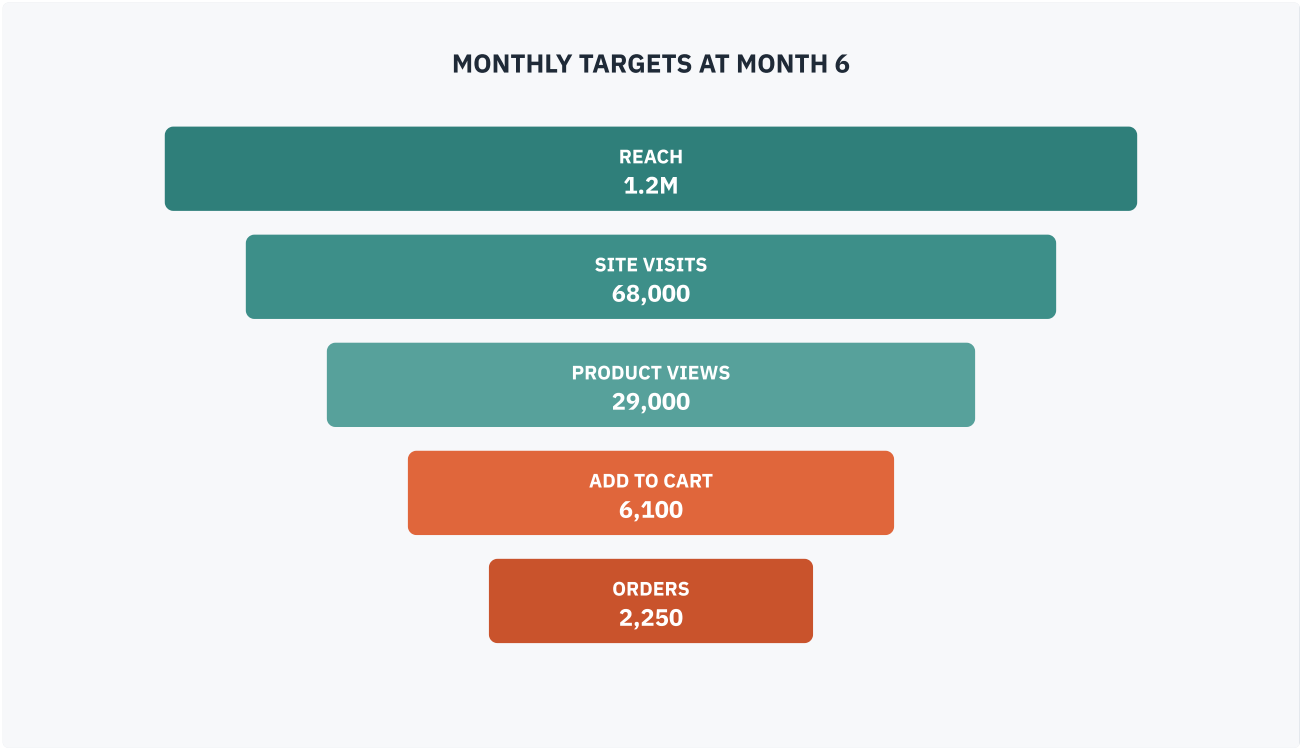
Traffic: last year and the target

Monthly sessions on copperline.coffee, January to June. The plan more than doubles visits by month 6, most of it from non-brand search and social traffic that lands on product and subscription pages.



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The plan



Every channel feeds the same funnel, and every stage has a monthly target. Search and social bring new people in, the site and the offers turn visits into orders, and email and SMS bring buyers back as subscribers.

Three pillars

Be found

Non-brand search, café location pages and articles people actually search for.

Convert

Ads that land on the right product, a clearer subscription offer and a faster checkout.

Bring them back

Welcome, post-purchase and win-back flows that turn one order into a subscription.

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Scope of work

Three phases over six months. The setup work in phase 1 is billed once; everything after it is in the monthly retainer.

PHASE 1 · MONTH 1

Fix the foundations

Tasks

- Rebuild checkout and subscription tracking
- Technical SEO fixes and 15 café location pages
- Messaging workshop and photo shoot

Deliverables

- Live sales dashboard
- Creative toolkit
- SEO fix log

PHASE 2 · MONTHS 2 AND 3

Launch the campaigns

Tasks

- Holiday gift campaign across search, social and email
- Subscription campaign with a first-bag offer
- Welcome and post-purchase flows

Deliverables

- 3 live campaigns
- 2 automated flows
- Monthly report

PHASE 3 · MONTHS 4 TO 6

Scale what works

Tasks

- Shift budget to the best ad sets weekly
- New café launch campaign in February
- Win-back flow and SMS program

Deliverables

- Café launch results
- Budget plan for months 7 to 12
- 6-month review

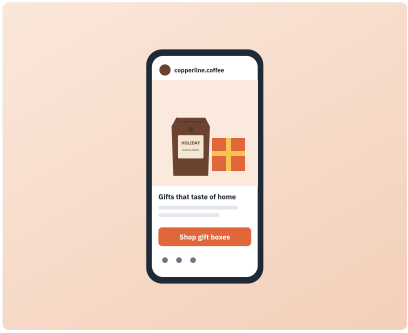
What we need from you

- ☐ Admin access to Shopify, GA4, Google Ads, Meta and Klaviyo
- ☐ Two cafés available for the photo shoot in week 2
- ☐ Holiday gift box prices and stock by November 25
- ☐ One person who can approve ads within a business day

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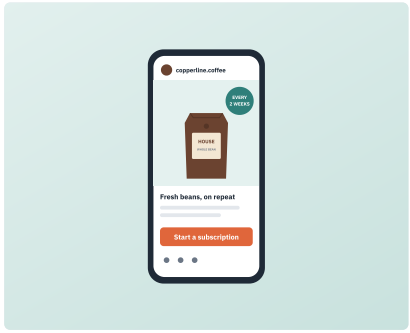
Campaign concepts



Holiday gifting

November and December. Gift boxes and gift subscriptions for people who buy for coffee lovers.

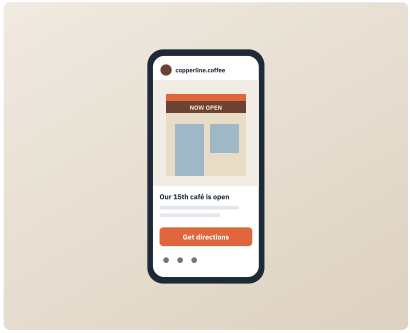
Search, social, email.



The subscription

From January. Fresh beans every two weeks, with the first bag at half price.

Social, email, SMS.



Café 15 opens

February. Local ads within 3 miles of the new café and a free drink on opening week.

Local search, social.

Targets at month 6

Compared with the same month last year. We report on these every month.

MEASURE	TODAY	MONTH 6	CHANGE
Site sessions a month	32,000	68,000	+113%
Conversion rate	1.4%	2.2%	+0.8 pts
Online revenue a month	$41,000	$62,000	+51%
Active subscribers	610	1,100	+80%
Cost per new buyer, paid social	$58	$38	−34%

Campaign calendar

When each campaign runs over the six months.

DECEMBER
Holiday gifting
Gift boxes and gift subscriptions.

JANUARY
Subscription
First bag at half price.

FEBRUARY
Café 15
Opening week in the new neighborhood.

MARCH TO APRIL
Spring blend
New season, new subscribers.

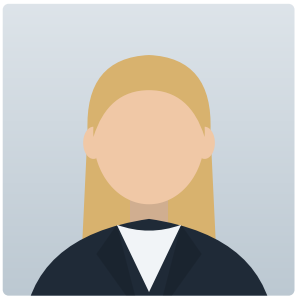
MAY
Review
Results and the plan for months 7 to 12.

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Your team

Four people work on your account every week. You talk to Maya; the specialists join the monthly call.



Maya Lindqvist

Strategy lead

12 years in ecommerce growth; leads your monthly review.



Jordan Ellis

Paid media

Runs search and social budgets for 9 DTC food brands.



Rina Takahashi

SEO and content

Former food editor; writes and briefs every article.

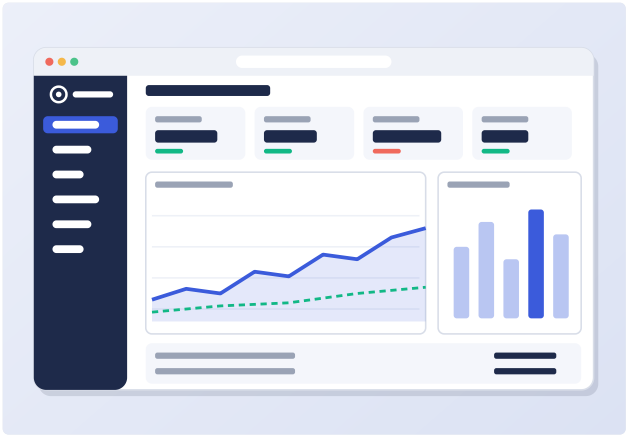


Leo Martins

Email and SMS

Builds the flows and tests every send before it goes out.

Similar work

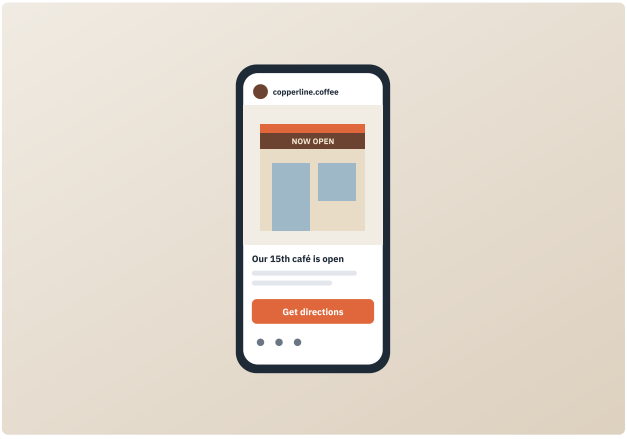


Regional tea brand

2025 · Seattle

A loyal café following, but online orders stuck at a few hundred a month. We fixed tracking, rebuilt the subscription page and ran a gifting campaign tied to email.

- Online revenue up 64% in 7 months
- Subscribers doubled



Family bakery group

2024 · Boise

Two new locations opening with no budget for traditional advertising. We built local search pages, geo-targeted social ads and an opening-week offer by SMS.

- Both bakeries passed their month-3 sales target in week 6

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Investment

Setup is billed once in month 1. The retainer is billed monthly for 6 months. Ad spend is paid by Copperline directly to Google and Meta.

#	ITEM	QTY	PRICE	DISC.	TAX	TOTAL
	Setup, month 1					
1	**Analytics and tracking rebuild** Code: SET-TRK • GA4 events for every step of checkout and subscription sign-up • Server-side tagging for Meta and Google • One dashboard for online and café sales	1 project	$3,800.00	–	0%	$3,800.00
2	**Messaging and creative toolkit** Code: SET-CRE Three audience messages, ad templates in every format we run, and a photo shoot day at two cafés.	1 project	$4,500.00	–	0%	$4,500.00
3	**Technical SEO audit and fixes** Code: SET-SEO Site speed, product page structure, café location pages and structured data.	1 project	$2,900.00	–	0%	$2,900.00
					Subtotal: Setup, month 1	**$11,200.00**
	Monthly retainer, 6 months					
4	**SEO and content: 4 articles and 2 landing pages a month** Code: RET-SEO Discount: 5% for a 6-month commitment	6 months	$3,200.00	5%	0%	$18,240.00
5	**Paid search and paid social management** Code: RET-ADS Ad spend: Paid by you to Google and Meta, not included	6 months	$2,800.00	–	0%	$16,800.00
6	**Email and SMS: 8 campaigns and 3 automated flows a month** Code: RET-EML	6 months	$1,900.00	–	0%	$11,400.00
7	**Reporting and monthly strategy call** Code: RET-RPT	6 months	$600.00	–	0%	$3,600.00
					Subtotal: Monthly retainer, 6 months	**$50,040.00**

Subtotal before discounts	$62,200.00
Commitment discount	-$960.00
Subtotal (without taxes)	$61,240.00
Sales tax (none in Oregon)	$0.00
Total	**$61,240.00**

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Recommended ad spend

PLATFORM	PER MONTH	6 MONTHS
Google Ads	$6,000	$36,000
Meta (Facebook and Instagram)	$4,000	$24,000
Total ad spend, paid by you	$10,000	$60,000

Not included in the total above. We may move budget between platforms within the monthly total, and report every change.

Payment schedule

Invoices are due within 15 days. The retainer is invoiced on the first of each month, in advance.

MILESTONE	DUE	SHARE	AMOUNT
1. On signing Half of the setup work	Dec 1, 2026	9%	$5,600.00
2. End of month 1 The rest of the setup work	Dec 31, 2026	9%	$5,600.00
3. Monthly, months 1 to 6 Six equal retainer invoices	1st of each month	82%	$50,040.00
Total		**100%**	**$61,240.00**

If you would rather start smaller

Retainer only, per month, after the same setup work.

OPTION A

Search only

$4,600
per month

SEO, content and paid search.

- Organic and paid search
- Monthly report
- No social or email

PROPOSED

Full funnel

$8,500
per month

Everything in this proposal.

- Search, social, email and SMS
- Three campaigns
- Monthly strategy call

OPTION B

Full funnel plus

$11,200
per month

Adds video and influencer work.

- Everything in Full funnel
- 2 short videos a month
- Local creator program

Prices before the 5% commitment discount on SEO and content.

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Terms

1. Term

1.1 Six months from December 1, 2026. After that the retainer continues month to month until either side gives 30 days' notice.

2. Ad accounts

2.1 Ads run in Copperline's own Google and Meta accounts. Copperline keeps ownership of the accounts, the data and all campaigns.

3. Ad spend

3.1 Ad spend is charged by the platforms to Copperline's card. Tidewell never marks up media.

4. Approvals

4.1 Copperline approves each campaign and its creative before launch. Tidewell answers approval requests within one business day.

5. Content ownership

5.1 Articles, ads, emails and photos made for Copperline belong to Copperline once paid for, including the shoot-day photos.

6. Targets

6.1 The month-6 targets are what we plan for and report against. They are not guaranteed, because sales also depend on price, stock and the season.

7. Early exit

7.1 Either side may end the agreement after month 3 with 30 days' notice. The commitment discount is then repaid for the months used.

8. Confidentiality

8.1 Each side keeps the other's business information confidential, during the agreement and for two years after it.

Approve the proposal

Sign electronically to accept this proposal. We start on December 1, 2026 and book your kickoff workshop in the first week.

Tidewell Digital

SIGNER · YOU

Maya Lindqvist

Client Strategy Director

Signing link sent to
maya@tidewell-digital.example

Signature

Date MM / DD / YYYY

Copperline Coffee Roasters

SIGNER · CLIENT

Sam Okoro

Head of Marketing

Signing link sent to
sam@copperline.example

Signature

Date MM / DD / YYYY

Signed electronically with ExtraflowDoc · Document ID TW-P-26-041 · Audit trail in the attached certificate of completion

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