Upwork Marketing Proposal Experiment for a Coffee Shop

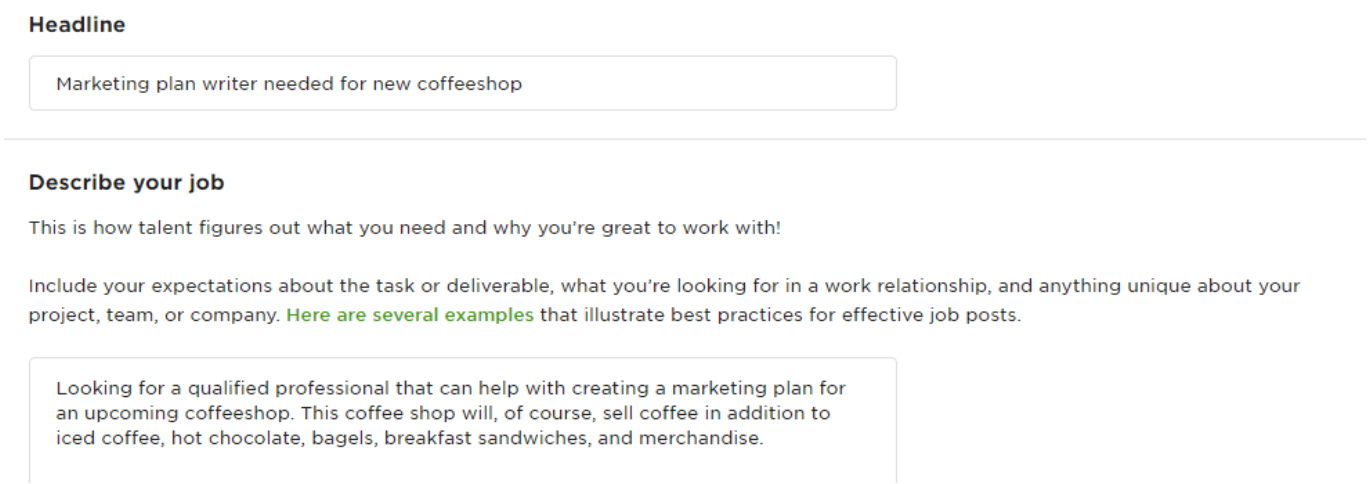
Posted on July 31, 2022

Introduction

Marketing is a fundamental phase of starting a new venture in any type of business. A strategic marketing plan increases the success ratio of the business and decreases the overall expenditure of the company. Many companies nowadays hire a freelance marketing expert to design a marketing plan for their business. Freelancers can be easily hired on freelance marketplaces like Upwork/Elance, Fiverr and Peopleperhour.

This experimental activity includes a job posting for a marketing plan for a new coffee shop on Upwork/Elance. Furthermore, a review is also provided on the best proposal received on the post. The Upwork website will be reviewed after the marketing activity has been completed. The marketing plan is required for an upcoming coffee shop. It will sell coffee, cold coffee, hot chocolate, bagels, breakfast sandwiches, and merchandise. The skills required for this post are writing, marketing strategy, business, and business planning. This job post is only available for freelancers in the U.S. The budget for this job is 2000$. The location of this shop will be in New Hampshire, U.S.

Screenshots



(Upwork Inc., n.d.)

Skills

Writing | Marketing Strategy | Business | Business Plan

Scope

Large, 1 to 3 months, Intermediate level

Location

U.S. only, New Hampshire, (GMT-5:00) Eastern Time Zone

Budget

$2,000.00

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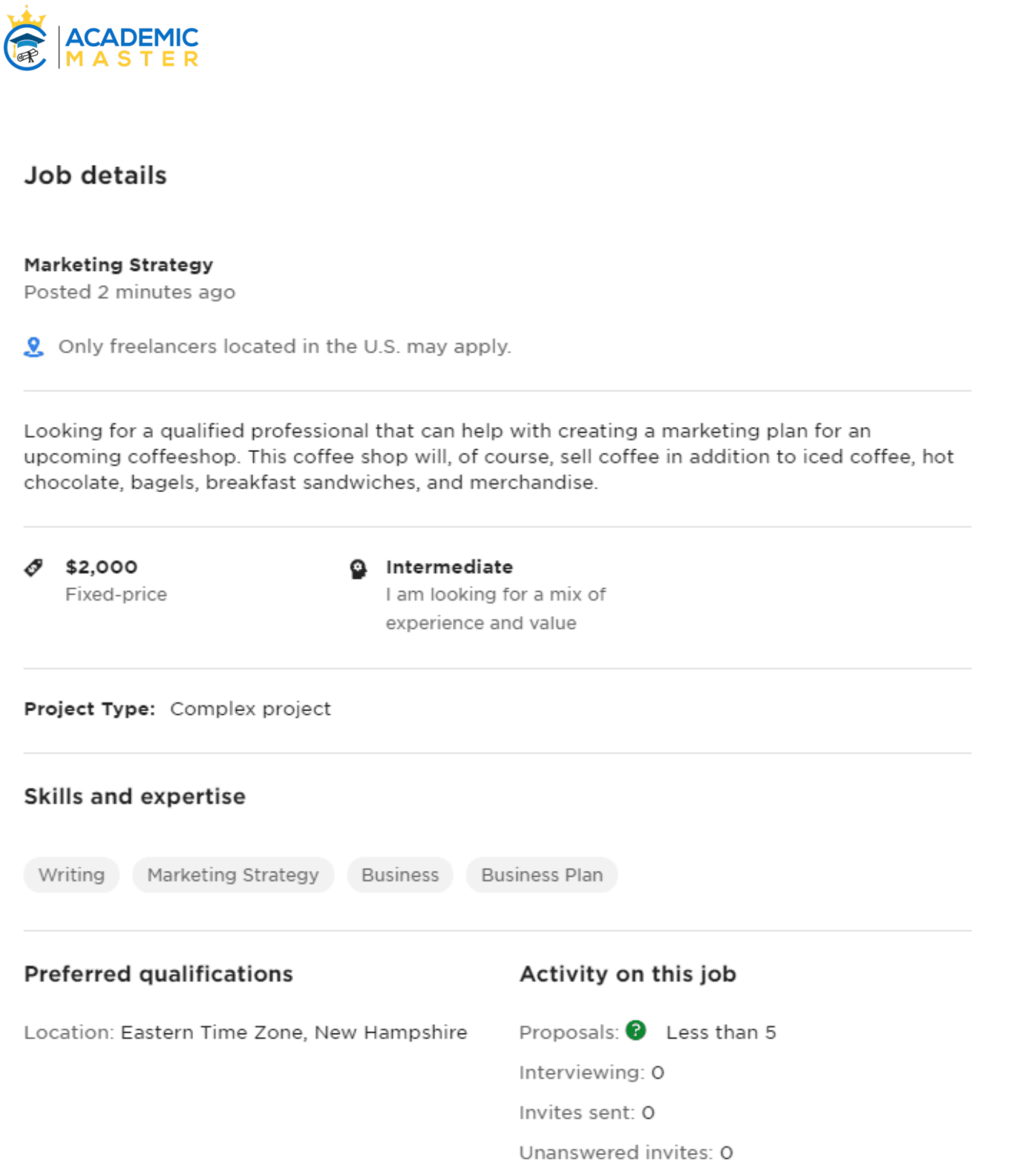

Job details

Marketing Strategy
Posted 2 minutes ago

Only freelancers located in the U.S. may apply.

Looking for a qualified professional that can help with creating a marketing plan for an upcoming coffeeshop. This coffee shop will, of course, sell coffee in addition to iced coffee, hot chocolate, bagels, breakfast sandwiches, and merchandise.

$2,000
Fixed-price

Intermediate
I am looking for a mix of experience and value

Project Type: Complex project

Skills and expertise

Writing | Marketing Strategy | Business | Business Plan

Preferred qualifications

Location: Eastern Time Zone, New Hampshire

Activity on this job

Proposals: Less than 5
Interviewing: 0
Invites sent: 0
Unanswered invites: 0

Review Of The Best Proposal Received

The best proposal received on my marketing plan job post has the following components.

This proposal is extremely compatible with my requirement for the marketing plan for starting a new coffee shop. The freelancer has professionally outlined the proposal, which assures me that he will write an effective and professional marketing plan. The freelancer is providing extra beneficial

components along with my requirements for the marketing plan. The proposal is going to make a customizable user persona for the shop, which was not offered by anyone else. It will make a marketing calendar. It will also form an additional presentation plan for social media promotion. It also offers three discrete marketing strategies to increase the number of new customers in the coffee shop. The extra amenities offered by the proposal will include a customer retention plan and research on all competitive business strategies (Albrecht et al., 2023).

The services offered by the Proposal

- Outline the User's Persona
- Create a Marketing Calendar for the coffee shop
- Form an additional presentation plan for social media promotion
- 3 Strategies for inviting new customers to the coffee shop
- Create a marketing Infographic for the coffee shop
- Customer Retention Plan (Free)
- Research on all the competitive business strategies (Free)

Overall, my personal experience of job advertisements on Upwork is amazing. Upwork's user interface is easy for beginners to work on. The bidding system used for assigning a job eliminates the hassle of bargaining with the buyers and sellers. This website is an authentic market platform that connects clients and freelancers to get their tasks done. When I uploaded my job post, Upwork immediately connected me to potential freelancers to get my job done.

The best proposal I received was professionally written in an organized way, which made it easy for me to comprehend. The freelancers' details are available concisely and clearly. The buyer can understand and make up their mind just by viewing the basic information of the freelancer. The reviewing system of freelancers makes it more reliable and satisfactory for the client to trust potential freelancers with their jobs. The freelancer is ranked by the reviews he/she gets from the buyer after fulfilling their tasks. Upwork provides an amazing marketplace to get your work done or to find a job. It is very easy to communicate with the sellers or buyers (Laverty & Littel, 2020).

References

Albrecht, M. G., Green, M., & Hoffman, L. (2023). *Principles of marketing*. OpenStax. https://openstax.org/books/principles-marketing/pages/1-unit-introduction

Laverty, M., & Littel, C. (2020). *Entrepreneurship*. OpenStax. https://openstax.org/books/entrepreneurship/pages/1-introduction