Marketing Department Overview.

Human Resources Management

SUGAR RUSH



Nana-Ibrahima Touré

01

Sugar Rush Introduction

We are a company that believes in bringing JOY to everyday moments – one sweet bite at a time. Our team is driven by creativity and is passionate about all things sweet. We are a sweets company.

Taste the crunch, feel the rush.



- Communication
- Collaboration
- Support
- Respect

02

Current Organizational Chart





- Free chocolate for high performers
- Every 15 chocolates sold is equal to a free chocolate
- Maternity leave policy: A Year of fully paid maternity leave. An extended year is not paid, but the mother can keep her position
- Paternity leave: A year off paid after the birth of the child.
- 5 paid sick days per year
- 5 weeks of vacation per year
- All holidays are days off and paid.

03

Marketing Department

We are in charge of the public image of Sugar Rush

Our mission in the marketing department is to attract customers, engage with our community, and bring them joy. We sprinkle some sweet marketing magic on the world. We highly value the usage of social media promotion as a small business to create traction. Our main platforms are Instagram and TikTok. Responsibilities like content creation, updater of the content calendar, trend and market analysis, email marketing, campaign management, SEO, and collaboration management are done by our department.

Marketing Strategies are separated into 3 business cycles

Q1	Q2	Q3



Public Relation

Policies

01 **No work after 5pm**

02 **No eating or stealing**

03 **Equal quality of work**

04 **Must be present for all meetings**

05 **Must meet all deadlines set by the CEO**

Tools

for our department

TikTok

for the content creation

for the content calendar

klaviyo

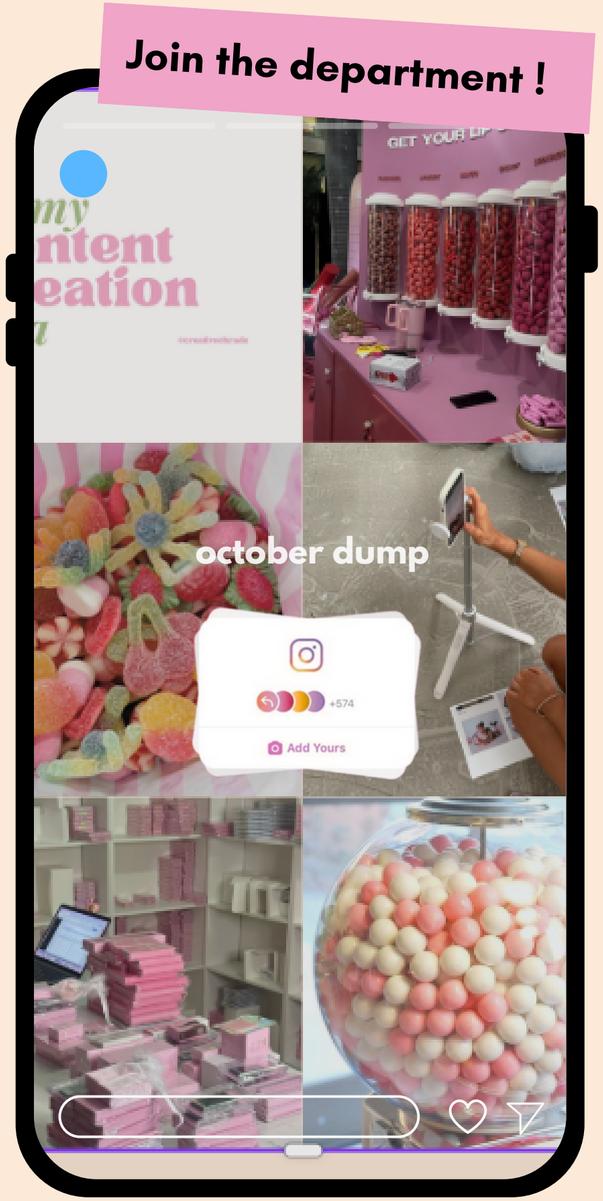
for email marketing

For any clarification for the usage of tools, communicate to your head department

03

Cycle Overview.

Marketing strategies



Q1 Intrduction stage

In the **introduction stage**, our main goal is to showcase Sugar Rush as an emerging company in the candy industry. To do so, we will create a sense of proximity with our clients by sharing daily vlogs on our different platforms daily vlogs as a small business. We will also share short-form videos to showcase our products.

Q2 Growth stage

In the **growth stage**, our main goal is focused on our products and less on our company. We will use paid and non-paid advertisements, newsletters for our community to know more about our products, and influencers to promote them. We will still keep the essence behind the company which is **JOY.**

Q3 Campaign

Our first **campaign** is **Taste the crunch, feel the rush**. This campaign is a brand engagement one; we will encourage our clients to share their “rush of joy” with our new collection of crunchy candies. They can share their rush of joy with social media or simply write to us directly. A part of our sales will be donated to the Canadian Mental Health Association.