ADVISORY PROPOSAL

A marketing plan built on what already works

A six-week audit and 12-month marketing strategy for Mendes Facility Services, with an optional monthly advisory plan.

Prepared by Brightwater Advisory

PREPARED BY	PREPARED FOR	DATE	VALID UNTIL	REF	CURRENCY
Brightwater Advisory	Mendes Facility Services	09 Nov 2026	09 Dec 2026	BWA-2026-014	EUR

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01 EXECUTIVE SUMMARY

The opportunity

Mendes Facility Services is a 45-person commercial cleaning company. New contracts mostly come from referrals, and the website, search ads and email list have grown without a plan, so it is hard to say which channels bring in profitable work.

We propose a six-week engagement: an audit of your current marketing and sales data, interviews with your team and five clients, and a 12-month marketing strategy with a 90-day action plan your team can carry out. If you want ongoing support afterwards, an optional monthly advisory plan is priced separately.

ENGAGEMENT

6 weeks

INTERVIEWS

9

MAIN OUTPUT

12-month plan

02 WHERE YOU ARE TODAY

The challenge & your goals

THE CHALLENGE

Spend on search ads has grown, but enquiries are not tracked from first contact to signed contract, so cost per new contract is unknown.

The website and sales materials speak to every kind of building, while your most profitable contracts are offices and clinics.

GOALS

1 **Know what each channel brings in**
A baseline of enquiries, proposals and signed contracts by source for the last 12 months, then a monthly report from your marketing lead.

2 **Focus on the right clients**
A clear description of your best-fit clients and the message that wins them.

3 **A plan the team can run**
A 90-day action plan with owners, budgets and dates, not just recommendations.

03 HOW WE'LL GET THERE

Our approach

This is an advisory engagement. We research, recommend and train; your team, or suppliers you choose, carry out the campaigns.

Audit and data review
Website, Google Business Profile, ads accounts, email list and 12 months of enquiry and contract data from your CRM.

Interviews and market review
Interviews with 4 people on your team and 5 current clients, plus a review of 5 competitors.

Strategy and handover
The 12-month strategy, a 90-day action plan, and a half-day workshop to agree priorities and owners.

04 WHO YOU'LL WORK WITH

The team

AN

Amara Nwosu
Lead consultant
Leads the interviews, the strategy and the workshop. Your main contact.

DK

Daniel Kovac
Marketing analyst
Runs the data review, channel analysis and measurement setup guide.

05 WHAT YOU'LL RECEIVE

Deliverables

Marketing audit report
What each channel costs, what it brings in, and what to stop, fix or keep.

Best-fit client profile and messaging
Who to target, the problems they care about, and the key messages for each.

12-month marketing strategy
Channels, budget split by quarter, and how success will be measured.

90-day action plan
Tasks with owners, dates and budgets, ready to start the week after handover.

Measurement setup guide
How to track enquiries from source to signed contract in your current CRM.

Half-day strategy workshop
With your leadership team, to agree priorities and owners.

06 WHEN IT HAPPENS

Timeline

Week 1

Kickoff and data access
Kickoff call, account access and interview scheduling.

Weeks 2 to 3	**Audit and interviews**	Data review, 9 interviews and competitor review.
Weeks 4 to 5	**Strategy draft**	Draft strategy and action plan, one round of your comments.
Week 6	**Workshop and handover**	Strategy workshop, final documents and handover call.

07 INVESTMENT

Investment

ITEM	QTY	RATE	AMOUNT
AUDIT AND STRATEGY (FIXED FEE)			
Marketing audit, data review and interviews	1	€4,800.00	**€4,800.00**
12-month strategy and 90-day action plan	1	€3,600.00	**€3,600.00**
Strategy workshop and handover	1	€1,200.00	**€1,200.00**
OPTIONAL MONTHLY ADVISORY			
Monthly advisory (2 sessions and email support) Billed monthly	1	€1,500.00	**€1,500.00**/mo

Subtotal	**€9,600.00**
ONE-TIME TOTAL	**€9,600.00**
TOTAL PER MONTH	**€1,500.00**/mo

Payment terms 50% to start, 50% at handover. Invoices are due within 14 days. The optional advisory plan is billed monthly in advance, has a 3-month minimum, then can be cancelled with 30 days notice. Ad spend, software and supplier costs are paid by you directly and are not included. Prices exclude tax. Example prices: replace them with your own rates.

08 THE FINE PRINT

Terms & conditions

What we need from you

Access to the website, ads accounts and CRM in week 1, a main contact who can make decisions, and interview slots with your team and clients. Delays to access or interviews move the handover date by the same amount.

Revisions

The strategy and action plan include one round of your written comments. Further rounds are quoted before work starts.

Not included

Running campaigns, writing ads or web copy, design work and managing suppliers. We can quote these separately if needed.

Results

We commit to the deliverables in this proposal. Sales and enquiry targets in the strategy are goals to measure against, not guaranteed results.

Confidentiality and ownership

Your data stays confidential. Once paid in full, the reports and plans belong to Mendes Facility Services.

Validity

This proposal is valid for 30 days from the date above.

09 LET'S BEGIN

Acceptance

To go ahead, sign below and tell us whether to add the monthly advisory plan. We will send the kickoff agenda and access checklist within two business days.

Mendes Facility Services
Rui Mendes
Managing Director, Mendes Facility Services
Date: _____

Brightwater Advisory
Amara Nwosu
Date: _____