



From Paper to Profits: A Strategic Growth Framework



Introduction: Understanding Our Approach to Strategy

At Vye, strategy isn't just a buzzword—it's the backbone of how we help businesses grow. This document presents an actual strategic framework we've built for a real client, but in the spirit of privacy (and fun), we've swapped out the company name for Dunder Mifflin—because let's be honest, who doesn't love The Office?

This means that while the structure, methodology, and approach are exactly what we implement for clients, any reference to Dunder Mifflin is just for show. No, we're not advising a regional paper supplier in Scranton (yet). But this should give you a real sense of how we think about strategy and how we build measurable marketing plans.

What Informs Our Strategic Planning?

Every strategy we develop is built on:

- **Market & Competitive Research:** Understanding industry dynamics, competitive positioning, and emerging trends.
- **Customer & Stakeholder Insights:** Uncovering the needs, behaviors, and motivations of target audiences through surveys and interviews, while fostering empathy by deeply understanding their challenges, goals, and pain points.
- **Persona Development & Customer Journey Mapping:** Creating detailed personas and mapping out the customer journey to better understand the stages your audience goes through, so we can craft personalized experiences that connect at every touchpoint and maximize engagement.
- **Technology & Infrastructure Audits:** Evaluating your digital ecosystem, website performance, and marketing tech stack for opportunities to improve user experience, scalability, and efficiency, ensuring your brand's presence is optimized across all platforms.
- **Key Term & SEO Research:** Identifying opportunities for organic growth and improved discoverability.





White-Label Strategy Example



Vying For Connection & Growth

A structured approach to increasing market presence, engaging key audiences, and driving sustainable growth. This framework emphasizes:

- Expanding brand awareness through strategic messaging.
- Acquiring and engaging new customers or members.
- Strengthening relationships across multiple audience segments.
- Leveraging multi-channel marketing and internal alignment to fuel long-term success.

2025 Strategic Growth Budget

Creating Success Together

| BUDGET ITEM | SPEND |
|------------------------------|--------------------------------|
| Digital Paid Media Spend | \$270,000 |
| Traditional Paid Media Spend | \$100,000 |
| Transit Advertising | \$52,000 |
| Agency Partnership | \$200,000 annual (\$16,666/mo) |
| Total 2025 Budget | (\$622,000 annual) |





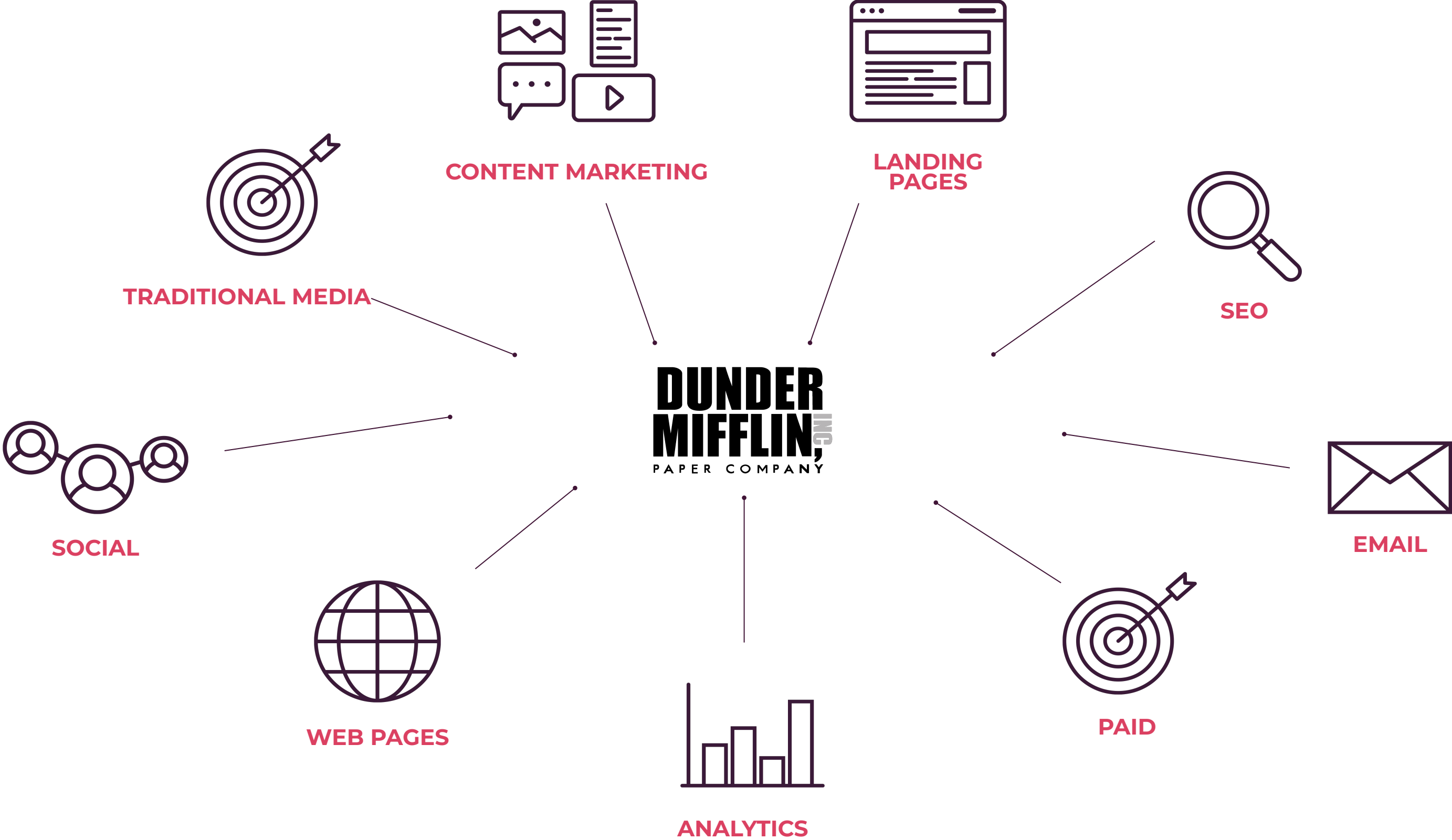
Campaign Overview

Marketing Plan on a Page

| Strategic Objectives | Grow Brand Awareness | Increase New Clients | Expand Client Engagement | Retain & Upsell Existing Clients |
|-----------------------------|--|---|--|---|
| Strategic Priorities | <ul style="list-style-type: none"> Launch industry thought leadership campaigns. Develop branded content & executive insights for key decision-makers. Expand PR & media outreach with industry press placements and speaking engagements. Leverage LinkedIn & digital advertising to expand awareness. | <ul style="list-style-type: none"> Execute a multi-touch inbound & outbound strategy, including ABM (Account-Based Marketing). Drive qualified lead generation through content downloads, gated assets, and targeted outreach. Optimize SEO, paid search, and landing pages for conversion. Implement nurture workflows & drip campaigns to guide prospects to sales. | <ul style="list-style-type: none"> Use client engagement scoring & analytics to target accounts with upsell potential. Develop case studies & success stories to highlight ROI & client impact. Launch exclusive client webinars, training, and VIP content to increase usage of services. Enhance CRM & marketing automation to provide personalized recommendations. | <ul style="list-style-type: none"> Implement client retention programs with automated check-ins & feedback loops. Expand strategic quarterly business reviews (QBRs) with account managers. Deploy customer satisfaction (NPS) & engagement tracking to predict churn. Execute cross-sell & upsell campaigns based on past service utilization. |
| Goals/ KPIs | <ul style="list-style-type: none"> Website Sessions & Unique Visitors Social Media Engagement PR Mentions & Earned Media Coverage Download & View Metrics on Thought Leadership Content | <ul style="list-style-type: none"> New Marketing-Qualified Leads (MQLs) New Client Inquiries & Discovery Calls Booked Lead-to-Sales Conversion Rate Cost Per Acquisition (CPA) | <ul style="list-style-type: none"> Client Product & Service Utilization Rates Email Engagement (Open & Click Rates) Webinar & Training Attendance Case Study & Content Engagement Metrics | <ul style="list-style-type: none"> Client Renewal & Retention Rate Client Satisfaction (NPS) & Feedback Scores Upsell Revenue & Average Deal Expansion Value Churn Prevention Metrics & At-Risk Account Signals |
| Tactics | <ul style="list-style-type: none"> Thought leadership campaigns: Industry reports, whitepapers, and blog content. Branded video series featuring expert insights & client success stories. LinkedIn content strategy, including executive posts & industry trend analysis. Sponsorship & speaking at key industry conferences. | <ul style="list-style-type: none"> SEO-driven content marketing & landing page optimization. Digital paid media campaigns (Google Ads, LinkedIn, Display & Retargeting). Account-based marketing (ABM) with hyper-personalized outreach. Automated lead nurturing workflows to convert MQLs to SQLs. | <ul style="list-style-type: none"> Personalized email campaigns. CRM-driven engagement tracking & automated follow-ups based on behavior. Client workshops, webinars, and roundtable events to showcase value. Retargeting campaigns for existing clients to increase product adoption. | <ul style="list-style-type: none"> Automated client check-ins & usage-based outreach. Exclusive offers & personalized discounts for long-term clients. Customer success team outreach based on engagement scores. Strategic business reviews (QBRs) to reinforce value & drive expansions. |



Inbound Marketing Strategy



Goals for 2025 | Primary KPIs

| | 2024 Actuals | Q1 | Q2 | Q3 | Q4 | Goal |
|-------------------------------|--------------|-------------|-----------|-----------|-----------|---------------------------|
| Website Sessions | 7,346,479 | 1,920,282 | 2,424,338 | 1,858,659 | 1,877,847 | 8,081,126 +10% YoY |
| New Leads & Contacts | 4,580 | 1,080 | 1,351 | 1,513 | 1,460 | 5,404 +18% YoY |
| New Client Inquiries (Forms) | 370 | 70 | 113 | 120 | 104 | 407 +10% YoY |
| New Client Accounts Opened | 2,049 | 415 | 640 | 520 | 515 | 2,070 +1% YoY |
| Service Consultation Requests | 479 | 138 | 110 | 110 | 193 | 551 +15% YoY |
| New Contract Signings | 220 | 55 | 65 | 58 | 60 | 238 +15% YoY |
| Recurring Client Retainers | 125 | 30 | 35 | 32 | 33 | 138 +10% YoY |
| Marketing Attributed Revenue | \$3,400,000 | \$1,000,000 | \$900,000 | \$750,000 | \$750,000 | \$3,400,000 20% Growth |



Audience

Personas

Key audiences for campaign efforts & media

Enterprise Decision-Makers

- **Average Age:** 40–60
- **Life Stage:** Senior executives, business owners, and procurement leaders making high-stakes decisions for corporate partnerships and vendor selection.
- **Pain Points:** Navigating budget constraints, proving ROI on investments, and managing internal approval processes.
- **Behaviors:** Data-driven decision-makers who value proven case studies, measurable results, and clear value propositions.
- **Motivators:** Cost-effectiveness, long-term strategic value, and trusted industry reputation.

Operations & IT Managers

- **Age:** 30–50
- **Life Stage:** Mid-level professionals responsible for process efficiency, vendor management, and digital transformation initiatives.
- **Pain Points:** Reducing operational inefficiencies, integrating new solutions with existing systems, and ensuring scalability.
- **Behaviors:** Research-heavy buyers who rely on peer recommendations, technical specifications, and software demos before making decisions.
- **Motivators:** Seamless integration, robust support services, and automation capabilities that save time and reduce workload.

Procurement Specialists

- **Age:** 28–45
- **Life Stage:** Responsible for sourcing vendors, negotiating contracts, and ensuring compliance with corporate procurement policies.
- **Pain Points:** Meeting cost-saving goals, ensuring vendor accountability, and reducing supplier risks.
- **Behaviors:** Highly detail-oriented, comparing multiple proposals, evaluating long-term vendor viability, and requiring clear SLAs (Service Level Agreements).
- **Motivators:** Transparent pricing, contract flexibility, and strong vendor-client relationships with ongoing support.

Departmental Influencers & End-Users

- **Age:** 25–45
- **Life Stage:** Key internal stakeholders, such as marketing, sales, and customer success teams, who will actively use the selected solutions.
- **Pain Points:** Usability challenges, lack of customization, and friction in day-to-day adoption.
- **Behaviors:** Preference for intuitive, user-friendly tools with strong training and onboarding support.
- **Motivators:** Ease of implementation, hands-on customer success support, and solutions that align with their workflows.



An aerial photograph of the ocean with white-capped waves. A large, white, stylized outline of the letter 'V' is centered on the image. The word 'Creative' is written in a bold, white, sans-serif font across the middle of the 'V'.

Creative

Exceptionally Fine Paper.

**DUNDER
MIFFLIN**
PAPER COMPANY

DUNDER MIFFLIN CREATIVE CONCEPTS



Exceptionally Fine Paper.

Quality products delivered at
your doorstep.

[VIEW OUR PRODUCTS](#)



Our Sales Team

[MEET THE TEAM](#)



Jim Halpert



Dwight Schrute



Phyllis Vance

About Us

We serve every customer with only the very best. Quality product plus quality service that's the Dunder Mifflin way. Our mission is to ensure that one day, none of the poor, starving kids in Africa will have to worry about their daily paper needs.

[MORE ABOUT US](#)

A Worldclass Office.

An office is not for dying. An office is a place for living life to the fullest, to the max, to...an office is where dreams come true.



Exceptionally Fine Paper.

A legacy in the paper-selling industry. With titans like Michael Scott, along with brilliant emerging talents like Ryan Howard, our Dundie-winning team offers the best paper buying experience any customer could only dream of.

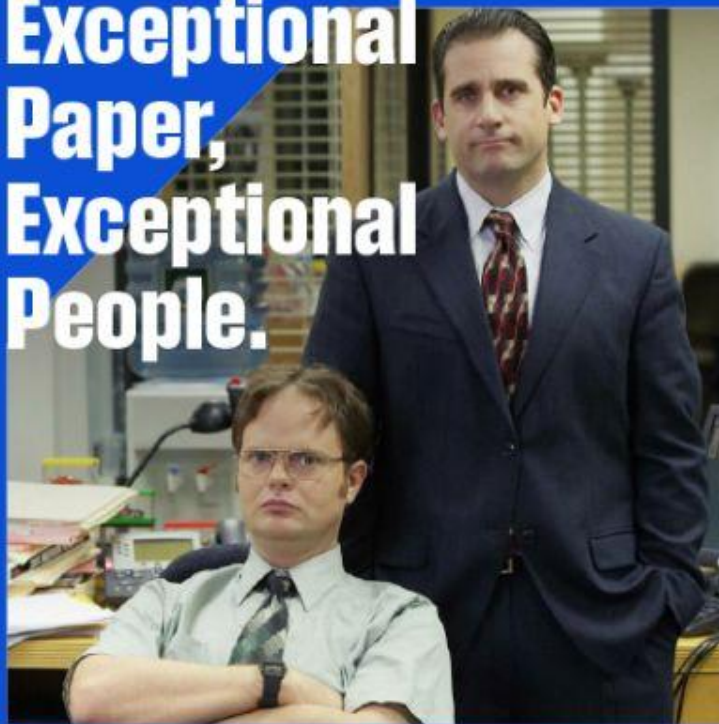
**DUNDER
MIFFLIN** INC.
PAPER COMPANY





Dunder Mifflin, Inc.

**Exceptional
Paper,
Exceptional
People.**



The best paper requires the best people. That's why Dunder Mifflin combines high-quality paper with a world-class team. From the paper that never disappoints to the office legends who sell it, we're here for your business needs. #ExceptionalPaper #DunderMifflin



Dunder Mifflin, Inc.

**DUNDER
MIFFLIN**
PAPER COMPANY

**Ready for Your
Next Big Office
Moment?**



You deserve paper that stands out—just like your team. Whether you're printing a proposal or a Dundie award-winning report, Dunder Mifflin paper delivers every time. #PaperWithImpact #DunderMifflin #OfficeMVP



Dunder Mifflin, Inc.

**The Paper
That Keeps
Your Office
Running**



**DUNDER
MIFFLIN**
PAPER COMPANY



Whether it's Jim's pranks or Dwight's devotion to the job, Dunder Mifflin paper keeps your business running smoothly. Ready to upgrade your office? Get your hands on the finest paper in the industry. #WorldClassOffice #DunderMifflin

It's Time to Upgrade Your Paper Game

Meet Your New



**DUNDER
MIFFLIN**
PAPER COMPANY

Office MVP

It's Time to Upgrade Your Paper Game

From the office that never sleeps to your busiest workday, Dunder Mifflin paper handles it all. Just like our all-star sales team, our premium paper ensures you're ready for anything. Get the paper that's designed to handle all your business needs.

Discover the Paper That Powers Your Team

From Paper Sales to Office Legends

**DUNDER
MIFFLIN**
PAPER COMPANY



Discover the Paper That Powers Your Team

Whether you're brainstorming or printing your next big project, Dunder Mifflin's exceptional quality paper keeps your office running smoothly. With legendary salespeople like Jim and Dwight, we bring you not only paper—but a complete office experience.

Ready for Your Next Big Office Moment?



Just like Jim, Dwight, and Michael, our paper stands out. Whether it's the perfect document for your next meeting or an essential piece of your daily operations, Dunder Mifflin's premium copy paper delivers reliable results every time. Don't settle for less—make the lasting impact your business deserves.

**DUNDER
MIFFLIN,^{INC.}**
PAPER COMPANY

DUNDERMIFFLIN.COM | 800.320.4400


Exceptionally Fine Paper.

OFFICE PAPER
STICKY NOTES
OFFICE SUPPLIES



From Paper Sales
to Office Legends

DUNDER MIFFLIN, INC.
PAPER COMPANY



Campaign Strategy

Hubspot & Tech Stack Enhancements

| | |
|-------------------------|---|
| <p>Overview</p> | <p>To drive qualified sales leads from high-value target accounts, this campaign will focus on educating decision-makers, showcasing Dunder Mifflin’s competitive advantages, and creating urgency for bulk paper orders.</p> <p>By leveraging targeted digital outreach, personalized account-based marketing (ABM), and data-driven retargeting, this campaign will generate direct sales opportunities with businesses that need a long-term, reliable paper supplier.</p> |
| <p>Audience</p> | <ul style="list-style-type: none"> • Office Managers & Procurement Specialists – Key buyers responsible for ordering office supplies and maintaining print quality. • Corporate Purchasing Teams – Decision-makers at large companies who value reliability and vendor relationships. • Facilities & Operations Managers – Professionals ensuring office efficiency and cost-effective supply management. |
| <p>Goals</p> | <ul style="list-style-type: none"> • Increase high-value inbound leads from businesses that order in bulk • Shorten the sales cycle by providing decision-makers with high-quality content and direct engagement • Improve lead conversion rates through personalized ABM tactics • Generate direct inquiries from procurement teams evaluating paper vendors |
| <p>Reporting</p> | <ul style="list-style-type: none"> • Marketing-Qualified Leads (MQLs) – Growth in inbound inquiries from ideal accounts • Sales-Qualified Leads (SQLs) – Increase in leads converting into sales conversations • Bulk Order Growth – Increase in corporate and SMB bulk purchases |

Marketing Tactics

- Account-Based Marketing (ABM) – Targeted Outreach Campaigns
 - Personalized Email & LinkedIn Sequences
 - Direct outreach to office managers and procurement teams
 - Custom messaging based on industry pain points & purchasing cycles
 - Exclusive Bulk Order Discounts & Free Samples for Key Accounts
 - Targeting decision-makers at companies with 50+ employees
 - Follow-up sequences to encourage conversions
- Thought Leadership & Problem-Solution Content
 - “Why Cheap Paper Costs You More” – Whitepaper & blog series
 - “The Hidden Costs of Printer Jams & Poor Print Quality” – Video series
 - Distributed via LinkedIn Ads, Email Nurture, and Direct Mail
- High-Intent Retargeting & Lead Nurture
 - Google & LinkedIn retargeting ads for engaged accounts
 - Automated email workflows with case studies & product comparisons
 - Live chat & chatbot enhancements for immediate lead qualification
- Sales Support
 - Inside Sales Follow-Ups for warm leads from ABM campaigns
 - Personalized pitch decks and one-pagers



Brand Awareness - “Paper Power” Campaign

| | |
|-------------------------|---|
| <p>Overview</p> | <p>To strengthen Dunder Mifflin’s position as the trusted, customer-first paper supplier, this campaign will focus on building brand recognition, reinforcing quality, and driving customer engagement. Through storytelling, digital marketing, and targeted PR, Dunder Mifflin will showcase its commitment to superior paper products, unbeatable service, and community-driven values.</p> <p>This campaign will highlight why businesses, schools, and organizations should choose Dunder Mifflin over larger, impersonal competitors.</p> |
| <p>Audience</p> | <ul style="list-style-type: none"> • Small to Mid-Sized Businesses (SMBs) – Office managers and purchasing departments seeking reliable paper suppliers. • Corporate Procurement Teams – Decision-makers at larger organizations who value quality, consistency, and supplier relationships. • Educational Institutions – Schools, universities, and local organizations looking for bulk paper solutions. |
| <p>Goals</p> | <ul style="list-style-type: none"> • Reinforce Dunder Mifflin as the go-to paper supplier for businesses • Highlight the quality, reliability, and customer service that set Dunder Mifflin apart • Increase brand engagement and website traffic • Drive more B2B bulk paper orders |
| <p>Reporting</p> | <ul style="list-style-type: none"> • Increase in Website Traffic • Lead Form Submissions • Social Engagement • Brand Mentions & PR Reach • Total closed orders from marketing efforts |

Marketing Tactics

- Video Content Series – “The Dunder Difference”
 - Series of 3–5 customer interviews and behind-the-scenes factory footage
 - Rollout across LinkedIn, YouTube, website, and paid media
 - Focus on why businesses trust Dunder Mifflin over big-box competitors
- Educational Content & Thought Leadership
 - “The Cost of Cheap Paper: Why Quality Matters”
 - “How to Choose the Right Paper for Your Office”
 - Distributed through email campaigns, sales enablement materials, and social media
- Media & Advertising
 - Billboards in business districts
 - Targeted LinkedIn and Google Display Ads
 - Video ads on YouTube & business-related streaming services
- Public Relations & Earned Media
 - Customer Success Stories – Feature real businesses and why they choose Dunder Mifflin
 - Industry Partnerships – Announce deals with corporate partners
 - Local Business Outreach – Engage SMBs with sponsorships and community involvement



Lead Generation – “The Right Paper, The Right Partner” Campaign

| | |
|-------------------------|---|
| <p>Overview</p> | <p>To drive qualified sales leads from high-value target accounts, this campaign will focus on educating decision-makers, showcasing Dunder Mifflin’s competitive advantages, and creating urgency for bulk paper orders.</p> <p>By leveraging targeted digital outreach, personalized account-based marketing (ABM), and data-driven retargeting, this campaign will generate direct sales opportunities with businesses that need a long-term, reliable paper supplier.</p> |
| <p>Audience</p> | <ul style="list-style-type: none"> • Office Managers & Procurement Specialists – Key buyers responsible for ordering office supplies and maintaining print quality. • Corporate Purchasing Teams – Decision-makers at large companies who value reliability and vendor relationships. • Facilities & Operations Managers – Professionals ensuring office efficiency and cost-effective supply management. |
| <p>Goals</p> | <ul style="list-style-type: none"> • Increase high-value inbound leads from businesses that order in bulk • Shorten the sales cycle by providing decision-makers with high-quality content and direct engagement • Improve lead conversion rates through personalized ABM tactics • Generate direct inquiries from procurement teams evaluating paper vendors |
| <p>Reporting</p> | <ul style="list-style-type: none"> • Marketing-Qualified Leads (MQLs) – Growth in inbound inquiries from ideal accounts • Sales-Qualified Leads (SQLs) – Increase in leads converting into sales conversations • Bulk Order Growth – Increase in corporate and SMB bulk purchases |

Marketing Tactics

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 - Targeting decision-makers at companies with 50+ employees
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- Thought Leadership & Problem-Solution Content
 - “Why Cheap Paper Costs You More” – Whitepaper & blog series
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 - Distributed via LinkedIn Ads, Email Nurture, and Direct Mail
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- Sales Support
 - Inside Sales Follow-Ups for warm leads from ABM campaigns
 - Personalized pitch decks and one-pagers



Lead Generation – “Make The Switch” Campaign

| | |
|------------------------------|--|
| Overview | This campaign encourages companies to switch paper supply partners by showcasing Dunder Mifflin reliability, security, and seamless transition process. |
| Audience | <ul style="list-style-type: none"> Office Managers & Procurement Specialists – Key buyers responsible for ordering office supplies and maintaining print quality. Corporate Purchasing Teams – Decision-makers at large companies who value reliability and vendor relationships. Facilities & Operations Managers – Professionals ensuring office efficiency and cost-effective supply management. |
| Timeline | <ul style="list-style-type: none"> Build: Q1 Launch: April |
| Goals & Reporting | <ul style="list-style-type: none"> New SQLs attributed to campaign New proposals & new proposal value attributed to campaign |
| HubSpot Campaigns | <ul style="list-style-type: none"> [Vye] Switching Supply Partners |

| | |
|-----------------------------------|--|
| Messaging | <ul style="list-style-type: none"> Right-sizing your paper supply needs and your supplier Ensuring you always receive the best service with our expert team Getting a customized paper solution tailored to your company's requirements |
| Marketing Assets | <ul style="list-style-type: none"> Switching Partners One-Sheet: Use this for email outreach, sales nurturing, and events. Create a "Switching Paper Suppliers" Landing Page: Focus on conversions with a CTA/Meeting Link and One-Sheet (ungated, accessible via trackable CTA). Include a section dedicated to the benefits of Dunder Mifflin versus competitors, potential time/cost savings, or FAQs. Insights Blog: Write a blog discussing the process of switching paper suppliers, focusing on the reliability and security Dunder Mifflin offers. Add a CTA to drive conversions. Short Video Message: Create a video with a personalized message acknowledging that switching paper suppliers can be challenging, but Dunder Mifflin makes the transition smooth. Case Study: Develop a case study (even if anonymous) about a client who switched to Dunder Mifflin. |
| Distribution & Tactics | <ul style="list-style-type: none"> Email: <ul style="list-style-type: none"> Use a list of prospects provided by the sales team for highly targeted messaging. Create a series of 3-4 outreach emails for this targeted list. Video: <ul style="list-style-type: none"> Feature on the landing page, social media, and other platforms. Web: <ul style="list-style-type: none"> Link to the new content from the "Finding a New Paper Supplier" pillar page with trackable CTAs. Perform monthly and quarterly optimizations based on campaign performance. |



Event Support Campaign

| | |
|---|---|
| <p>Event Specific Setup</p> | <ul style="list-style-type: none"> • Create event landing page template that can be cloned out and includes <ul style="list-style-type: none"> ◦ Details about the event (“host” organization, location, dates, etc.) ◦ A form to connect/get information ◦ Photo, bio, meeting link for the Dunder Mifflin team member in attendance • Create event-specific confirmation page and FUE with <ul style="list-style-type: none"> ◦ Reiteration of event details ◦ Contact details for rep ◦ A leave-behind piece of content |
| <p>Create event plans customized based on event format (meeting specific vs. open forum)</p> | <ol style="list-style-type: none"> 1. National Paper Trade Association (NPTA) Paper Week - May 5-7 <ol style="list-style-type: none"> a. Focus: Industry trends, networking, and supplier relationships in the paper and packaging sector. 2. International Conference on Paper and Paperboard - June 1-3 <ol style="list-style-type: none"> a. Focus: Sustainability, packaging, and advancements in paper technologies. 3. Pack Expo International - September 21-24 <ol style="list-style-type: none"> a. Focus: Packaging innovations, including paper-based packaging and sustainability. 4. PaperCon 2025 - October 5-8, 2025 <ol style="list-style-type: none"> a. Focus: Leading conference for paper and wood products industry professionals. 5. TAPPI PLACE Conference - November 17-19 <ol style="list-style-type: none"> a. Focus: Paper mills, packaging suppliers, and advancements in paper production technology. |
| <p>Paid</p> | <ul style="list-style-type: none"> • Utilize boosted posts on LinkedIn to enhance show visibility and traffic |
| <p>Audience</p> | <ul style="list-style-type: none"> • Segment based on “Prospect” and “Past/Current Client” and customize email messaging according |

| | |
|--------------------------|--|
| <p>Pre-Event</p> | <ul style="list-style-type: none"> • LP and TYP <ul style="list-style-type: none"> ◦ English: Landing Page + Thank You Page ◦ French: Landing Page + Thank You Page • 3 Pre-show Emails (from contact owner): • 2 LinkedIn posts promoting the event <ul style="list-style-type: none"> ◦ These can be boosted with approval <ul style="list-style-type: none"> ■ Recommend \$250/post min. (Total: \$500/event) |
| <p>Post-Event</p> | <ul style="list-style-type: none"> • Post-show Email (from contact owner): <ul style="list-style-type: none"> ◦ Event recap (brief) with a CTA to book a meeting ◦ Recipients - anyone who filled out the form or any event attendee lists that Corealis supplies • Wrap-up post to LinkedIn • Include post-event wrap-up in the newsletter |
| <p>KPI's</p> | <p>KPIs: Meetings, reach, CTR, conversion</p> <ul style="list-style-type: none"> • LinkedIn Boosted Posts (if applicable) <ul style="list-style-type: none"> ◦ 0.4 percent average CTR ◦ 6.0 percent conversion rate • Meetings <ul style="list-style-type: none"> ◦ 15 meetings scheduled |
| <p>Reporting</p> | <ul style="list-style-type: none"> • Update marketing report dashboard • Review monthly reporting |





Digital Media

Paid Platforms



Google Search Ads

Monthly Investment

- \$7,000/mo

Objectives (KPIs/Campaign Goals)

- Estimated Clicks/month: 950
- Estimated Impressions/month: 18,500
- Estimated Leads/month: 40
- Estimated CPC: \$5.80

Campaigns

- Branded Search Campaign – Ensuring Dunder Mifflin appears at the top of search results when customers look for business paper suppliers.
- Non-Branded Search Campaigns – Targeting high-intent keywords related to:
 - Bulk office paper orders”
 - “Best office printer paper”
 - “Business paper supplier near me”



Custom Display

Monthly Investment

- \$2,400/mo

Objectives (KPIs/Campaign Goals)

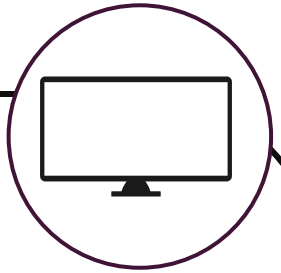
- Est. Clicks/mo: 700
- Est. Impressions/mo: 400,000

Audience

- Businesses searching for paper supply vendors (corporate offices, law firms, universities, etc.)
- Facilities & procurement managers evaluating vendors
- Website retargeting – Engaging potential customers who have previously visited Dunder Mifflin’s website.

Ad Type(s)

- Animated GIF
- Static Image



Custom OTT

Non-skippable ads on popular platforms like Hulu, Peacock, and Max

Monthly Investment

- \$4,600/mo

Objectives (KPIs/Campaign Goals)

- Est. Views/mo: 60,000
- Est. Impressions/mo: 90,000

Audience

- Corporate buyers and office managers actively searching for reliable paper suppliers.
- Financially engaged users evaluating vendor contracts for office supplies.
- TV viewers consuming business and professional content.
- Website visitors retargeted.

Ad Type(s)

- Video



Paid Platforms



Meta

Monthly Investment

- \$3,500/mo

Objectives (KPIs/Campaign Goals)

- Est Clicks/mo: 2,500
- Est. Impressions/mo: 300,000

Audiences

- Core Audience
 - Office managers, procurement teams, and business owners aged 25-65+
 - Interests: Office supplies, business procurement, bulk purchasing, paper products
- Remarketing
 - Users who have visited the Dunder Mifflin website in the past 30 days
 - Users who have interacted with Dunder Mifflin ads or social media.

Ad Type(s)

- Video
- Static image



YouTube

Monthly Investment

- \$5,000/mo

Objectives (KPIs/Campaign Goals)

- Est Clicks/mo: 2,500
- Est. Views/mo: 75,000

Audience

- In-Market Buyers: Businesses actively searching for bulk office supplies and paper vendors
- Affinity Targeting: Decision-makers in corporate purchasing, office administration, and business supply chains.

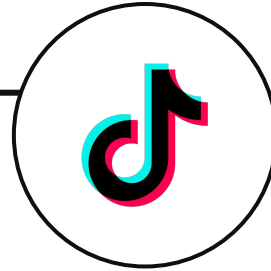
Ad Type(s)

- Video (:15, :30, :60 durations)
 - “Why Cheap Paper Costs You More” – Demonstrating the importance of high-quality office paper
 - “Dunder Mifflin: The Reliable Choice” – Highlighting superior customer service and fast delivery



Paid Platforms

Future Considerations



TikTok

Monthly Investment

- N/A

Audiences

- Core Audience
 - Office workers, small business owners, and entrepreneurs aged 25-45
 - Interests: Office organization, business supplies, bulk ordering, corporate humor
 - Purchase Intent: Businesses searching for paper supplies, office essentials, and B2B vendors

Ad Type(s)

- Video Ads – Short-form, engaging content highlighting “The Dunder Mifflin Difference”
 - Example: “How to Spot Cheap Paper (And Why You Shouldn’t Settle)”
 - Customer testimonials & behind-the-scenes
- Search Ads – Targeting business supply buyers searching for office paper solutions



Spotify

Monthly Investment

- N/A

Audience Segments

- Business podcast & productivity-focused music listeners aged 25-54
- Office professionals and procurement specialists who consume industry news and business content
- Localized targeting for corporate offices, co-working spaces, and SMBs

Ad Type(s)

- 30-second or less audio spots promoting Dunder Mifflin’s reliability, service, and quality paper products
 - Accompanied by a display banner with brand messaging & CTA
 - Example: “Your office deserves better paper. Order from Dunder Mifflin today.”



Vye

VYE.AGENCY



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