

TIERED BUDGET LEVELS

We have broken out our recommendations based on the three budget tiers referenced in the RFP. The suggested tactics are initial recommendations based on our understanding at this point of the project scope. We are true believers in collaboration with our partners and look forward to working with you and learning more about your goals and objectives. Once we go through our discovery process, we can modify our recommendations as needed based on prioritization of goals, timing, budget restrictions, or other opportunities that may surface.

TIER 1 BUDGET: **\$50,000**

\$20,000 – creative/account services/research

\$30,000 – social strategy/management, public relations outreach, content development

TACTICS WILL INCLUDE:

- Research: Discovery session
- Creative message development
- Content development
- Toolkit
- Presentation, poster, flyer templates
- Paid social media campaign
- Public relations tactics: Key talking points, press release (1), guest editorial (1), limited organic social posts, speaking engagements (1-2)

TIER 2 BUDGET: **\$100,000**

\$35,000 – creative/account services/research

\$65,000 – paid media, social strategy/management, public relations outreach, content development, graphic video development, website landing page

TACTICS WILL INCLUDE:

- Research: Discovery session with focus groups
- Creative message development
- Content development
- Toolkit
- Presentation, poster, flyer templates
- Website landing page
- Paid social media: Extended campaigns
- Public relations tactics: Key talking points, press releases (2), guest editorials (2), limited organic social posts, radio/TV interviews (1-2), speaking engagements, blog posts (2-3)
- Paid digital media: Google AdWords, programmatic banner ads, HTML email (1), online video/digital video
 - Targeting into audience interests/behavior
 - Geo-targeting

TIER 3 BUDGET: **\$150,000**

\$60,000 – creative/account services/research

\$90,000 – paid media, social strategy/management, public relations outreach, content development, graphic video development, website landing page, direct mail strategy, custom video and photography

TACTICS WILL INCLUDE:

- Research: Discovery session with focus groups and phone survey
- Creative message development
- Content development
- Toolkit
- Presentation, poster, flyer templates
- Website landing page
- Paid social media: Extended and more robust campaigns
- PR tactics: Key talking points, press releases (2-3), guest editorials (3), robust organic social, radio/TV interviews (3-5), speaking engagements, blog posts (3-5), community and event partnerships, organic storytelling through internal communications
- Paid digital: Google AdWords, programmatic banner ads, HTML email (2), online video/digital video, YouTube, native content (paid editorial), social mirroring (leveraging existing social media posts across other websites)
 - Opportunity for more frequent and longer lasting campaigns across all digital media
 - Ability to do even deeper targeting into interests and behaviors
 - Ability to drill even deeper into geo-targeting, precinct level
- Broadcast and streaming TV placement
- Direct mail campaign using precinct data
- Video shoot and photography