



Kzoom

536 E. Michigan

Kalamazoo, MI 49007

[kzoom.com](http://kzoom.com)

**DDA DISCOVER  
BUCHANAN PROPOSAL**

Proposal by Kzoom

# OVERVIEW

Based on questions from Kzoom, and answers provided by Tony McGhee, it is Kzoom's understanding that the Discover Buchanan efforts are at the starting line, and not a continuation of past or ongoing marketing efforts. The good news of this is that data collected now will be very clear with results and aren't clouded by multi-campaign sources. In the future, having this pure/actual data will allow us to understand the growth of our efforts.

As Tony described, there have been some hit or miss attempts to tie into people visiting Harbor Country and westward, but not much in the last decade. After the recent reconstruction of the downtown area as well as reactivated DDA (which has been dormant for the last 5-6 years), it is now time to reinforce this foundation and build on efforts.

With the RFP target of attracting both nearby locals as well as tourists, we understand the goal is to reach 30% locals and 70% visitors from out of the area.



## Kzoom's Approach & Methodology/Marketing Strategy Development

The primary communications channels identified are internet and social media marketing. With this in mind and the \$18K, \$36K, and \$60K annual budget scenarios prepared, it is Kzoom's position that this first year be focused on quality research and developing content as the foundation, which will spark interest and can be built on in the future.

As a comparative approach, many cities are ready for creative approaches that included Downtown Dollars programs, but without critical assets in place such as a website, and videography/photography, you'd end up driving traffic, but people's first impression of the region is one that is not the quality level you want to establish.

For the initial research phase, we plan to combine a variety of data sources to create both the high-level and in-depth market assessments. With the higher budget options for research of Scenario #2 (\$36K annually) and Scenario #3 (\$60K annually), our capabilities to produce multi-layered, quality data include:

- Existing statistics from the City of Buchanan
- Public regional wide data
- Local Search Traffic (this is retrieved through existing paid software Kzoom uses)
- Primary area websites and traffic (this is retrieved through existing paid software Kzoom uses)
- Lodging data including hotel & short-term rental stays through Key Data Dashboard. Through Key Data Dashboard, we can assess now and in the future real time lodging volumes and profits, see where gaps are in annual event planning, create custom geographic mapping of areas in focus, and customize up to 45+ KPIs measured for specific insights on visitor stays to your region.
- Up to 20 Primary businesses and attraction website traffic volumes and activities monitored (included in Scenario 3, and part of a software Kzoom routinely uses)
- Real-time foot traffic through Placer.ai

## Kzoom's Approach & Methodology/Marketing Strategy Development

Placer AI does come at a cost, and does not offer single reports. It must be an ongoing subscription for use. One of the values through this high level software, one that we are familiar with through our collaborative work in Kalamazoo with Discover Kalamazoo (<https://www.discoverkalamazoo.com/>) is that Placer AI can see past metrics and not only present activities. Additionally, Placer AI can produce real data on all of the following and more:

- **Visitor Origins**
- **Travel Distances**
- **Dwell Times**
- **Demographic Breakdowns**
- **Event Impact**
- **Visitor Journeys (routes)**

From the research phase, Kzoom will move into a conversational presentation of the results where we will collaborate together with you to create a specific strategic plan for our content. With Kzoom's 4 full-time videographers and photographers, we produce content quickly for immediate use online and through social media. If your existing team desires to use this content for social media in addition to Kzoom using items for the website or advertising, we have many collaborative online resources such as Vimeo and Pixieset where we can organize and share finished pieces of content that are ready for you to use.



# FIRM BACKGROUND & QUALIFICATIONS

With the goal of converting regional tourism stays into trips to Buchanan's CBD, our recommendations will come directly from the combination of research in this area. As an example, we will look at all existing search terms related to regional search online, such as:

- Things to do in Harbor Country Michigan
- Things to do near South Bend, IN
- Things to do in Southwest Michigan
- Things to do in Michigan City, IN
- Local festivals in Southwest, MI
- Wineries near Michigan City, IN
- Wineries near South Bend, IN

(These are just a small example of the vast keyword search data we'll collect.)

From these search results, we'll be able to summarize a list of priorities of how you can connect with the ALREADY EXISTING search traffic from people looking for activities near Buchanan.

When it comes to applying the research results to an ongoing digital advertising campaign, one of the things that comes standard in our in-depth marketing audit is Cost Per Click data. This is a real-time view of what different search terms will cost to run ads for them. Our digital advertising campaign will be a combination of both high search volume as well as low Cost Per Click opportunities. As a specific example, further along in this RFP under the title Search Engine Optimization Research and Report Examples, you will find a Full SEO Audit for Bricks and Minifigs Kalamazoo. On Page 6 of this report, in the bottom right corner is a clickable link to the full list of all keywords researched. In this report, you will find the Cost Per Click data in Column D.

Regarding brand identity, this is included in any and all outcomes included at each tier of Scenarios 1, 2, and 3. If a brand guideline is desired, we have a dedicated full-time designer at Kzoom who creates high-level branding documents and assets.

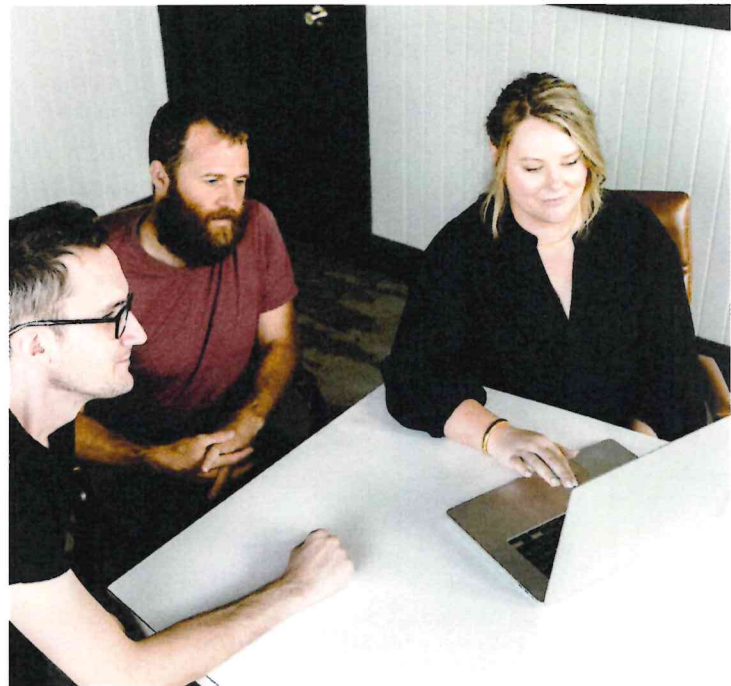
## Marketing and Promotional Campaign Implementation

With a content plan in place, we will set in motion the website, content production, as well as digital advertising campaigns to begin driving traffic immediately to DiscoverBuchanan.com. All items here include any meeting or communication time as well as previews and revisions.

Regarding a particular objective in the RFP: "Utilizing social media platforms as appropriate, including content development, posting, monitoring, and responding to interactions related to Discover Buchanan messaging and promotions," based on the budgets given, Kzoom did not find a place to add social media management. This is because in Scenario 3 (\$60K), we placed a higher priority on research. There is a large cost for the Placer AI software and use (\$12,000) in Scenario 3. One option here would be to forgo this part of the research and insights for this year, and use these dollars toward social media management. Based on Kzoom's pricing of complete management of posts, \$12,000 would be the equivalent of 66 posts across any platform (with the exception of TikTok). Kzoom has 3 full-time social media specialists and we operate many organizations' complete content and social media strategies.

## Performance Tracking and Reporting

At the close of the first year, Kzoom will provide a final report that will include all statistics from keyword search, website traffic, website traffic sources, digital advertising results, as well as a comparative report from the same softwares employed in the research phase, whether this be Key Data Dashboard or Placer AI. This report will include a meeting to discuss the results and answer any questions about the report.



# MEET KZOOM'S TEAM

Kzoom is a professional visual marketing firm of 20 years. Founded in 2003 by Dan Martin, we produce curated media, compwose stunning designs, and execute marketing strategies for companys of all sizes. Our services methodologically drive traffic to your website, build brand awareness, and engage with your target audience to achieve results.

Kzoom's mission is to advance the greatest causes in the city we care about the most. We have provided media support and digital marketing strategy to 300+ companies within a 100-mile radius of Kalamazoo.



**DAN MARTIN**  
Owner & Creative  
Team Lead



**SANDY KOSCINSKI**  
Office Manager



**JORDAN AVERY**  
Vice President of  
Operations



**KIAH MCMEEKAN**  
Marketing  
Manager



**ANEESHA JAIN**  
Digital Marketing  
Specialist



**JONNY FINCH**  
Media Lead



**LAURA KOSCINSKI**  
Videographer



**NATE CONKEL**  
Photographer



**HANNAH JOHNSTON**  
Social Media  
Specialist



**NORA DUNCAN**  
Design Lead



**MATT DAVIS**  
SEO Specialist



**JARED KELLEY**  
SEO Specialist



**GERAH DUTKIEWICZ**  
Web Lead

## Michigan Sports Commission Video

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This project had the objective of recording 4 seasons of sports in Michigan, as well as popular things to do in West Michigan. The target audience was groups considering where to host tournaments and sporting events. Kzoom produced the creative concept of this video, merging a sport “motion” with another motion related to tourism activities (picking apples, fishing, going out to eat, etc.)



Scan the QR code to view video

Reference:

Katy Tigchelaar, VP Operations

[ktigchelaar@westmisports.com](mailto:ktigchelaar@westmisports.com)

## City of Kalamazoo Business Attraction Video Campaign

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Recording for this project began in March 2026, and we’ve recently completed several of the outcomes in the last month. This campaign is connected to the upcoming completion of the Kalamazoo Event Center, and the city has anticipated opportunities for business and real estate growth that are a potential if paired with the incoming influx of visitor traffic to downtown Kalamazoo. We are highlighting a diverse spread of business owners and attractions from the 4 corridors to Kalamazoo’s downtown.



Scan the QR code to view video

Reference:

Bobby Boyd, Economic Development Supervisor

[boydb@kalamazoo.org](mailto:boydb@kalamazoo.org)

## Otsego Michigan Promotional Video

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This 2019 video project was produced to attract locals and others outside of town to Otsego’s downtown. All video clips of festivals, schools, and activities were recorded on a single Saturday. The animated logo at the end was also animated by Kzoom.



Scan the QR code to view video

Reference:

Aaron Mitchell, City Manager

[amitchell@cityofotsego.org](mailto:amitchell@cityofotsego.org)



# PHOTOGRAPHY SAMPLES

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## State of Economic Development

This sample is to show the quality of Kzoom's photography, as seen here at the annual State of Economic Development event, hosted by Southwest Michigan First in Kalamazoo.



Reference:

Kim Viers, Manager

[kviers@southwestmichiganfirst.com](mailto:kviers@southwestmichiganfirst.com)

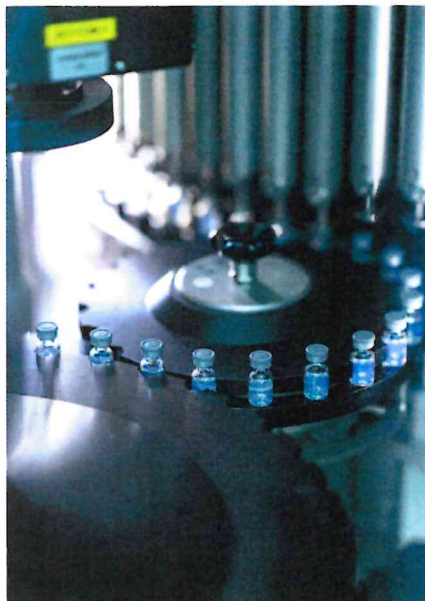


## Fore Kalamazoo

Reference:

Mac Ward, Director

[mward@ghgkz.com](mailto:mward@ghgkz.com)



## Pfizer Vaccine

During 2020-2022, Kzoom documented the Covid-19 Vaccine release from Pfizer's Portage, MI facility.



We begin every client engagement at Kzoom with first a high-level audit, followed by an in-depth market assessment (we call this our SEO/Marketing audit). Kzoom has 2 full-time career SEO Specialists, and we conduct over 100 reports like this annually.

The Seo/Marketing audit reveals areas of opportunity and allows for discussion to define our specific marketing approach. In time, having this data on the front-end allows for the client and Kzoom to measure results and progress as the original research becomes a benchmark of our success.

### **Bricks and Minifigs Research**

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Bricks and Minifigs sought to have this research completed with a primary focus on what were people in the Kalamazoo and Portage areas searching for and in what volumes for Kids Activities. The results allowed them to realize where to place efforts with digital advertising, and who they were competing with as a new franchise that was launched in 2022.

**Reference:**

**Allison Weiner, Co-owner**

**[kalamazoo.mi@bricksandminifigs.com](mailto:kalamazoo.mi@bricksandminifigs.com)**



### **2025 Marketing Report for Fleetwoods HVAC**

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This is a digital report for the 2025 Year impact of marketing across all channels for Fleetwoods HVAC in Paw Paw, MI. The report includes growth across social media platforms, website, and digital advertising, all operated by Kzoom. All photography and videography used for Fleetwoods was produced by the Kzoom team as well. Statistics that use a comparison in green are comparing to the 2024 year. For example, on page 10, we increased website traffic with +275,000 impressions in 2025 as compared to 2024, and +7,800 website visits in 2025 compared to 2024.

**Reference:**

**Nick Fleetwood, Owner Fleetwoods HVAC**

**[nick@fleetwoodsheating.com](mailto:nick@fleetwoodsheating.com)**



# WEBSITE & PERFORMANCE SAMPLES

## 269 Network Website

This website which was launched by Kzoom in 2025 is an example of a component we'd envision for Discover Buchanan, with an event calendar as well as a directory of places to see and things to do.



[View Website](#)

## R.W.LaPine Website

This is an example website with a larger video banner on the homepage. Based on the video capture included in the proposals, we would envision a similar video component on DiscoverBuchanan.com.



[View Website](#)

### Reference:

**Jared Lapine, Marketing Director**  
[jaredlapine@rwlapine.net](mailto:jaredlapine@rwlapine.net)

## West Wind Dental Website

In this recent June 2025 Performance report, you can see on page 4 that we've increased total website traffic 15x since we began work with West Wind in 2023:



[View Website](#)

### Reference:

**Jolie Hamilton, Co-owner**  
[harleenme1@gmail.com](mailto:harleenme1@gmail.com)



[View Performance Report](#)



# PROCESS & TIMELINE

## **Discovery Meeting - Scheduled upon acceptance of RFP Award**

- Hear selection of budget/package from Buchanan
- Discussion of strategic approach for Options 1, 2 or 3
- Collection of existing research
- Set goals of desired KPIs
- Discuss timeline
- Select creative approach

## **Research Phase - 1-2 Months**

- Kzoom will produce high-level and in-depth reports
- Between 1-2 months, we will schedule a 90 minute meeting to discuss the results and findings.

## **Content Production - Per date with activity**

- Based on when there is a great opportunity for lots of activity, such as existing popular times in Buchanan such as RedBud National in early July, Summer at The Common concerts, or the Memorial Day parade.

## **Website - 3-6 Months**

- Phase 1 of Website: Based on Research, we'll incorporate keyword data into the sitemap and H1 Headers to build this site so it ranks from the very beginning. The primary website can be completed in 3 months time.
- Phase 2 of Website: Because we'll be shooting content to go on the website, in Months 3-6, we'll update pages when new images become available.

## **Website Updates 3 Months - 12 Months**

- Throughout the course of the year, we've built into Scenarios 2 and 3 "unlimited updates to existing pages," so we'll be able to add events and current promotions in real time.

## **Digital Advertising - To be scheduled**

- Based on when events/highlights are, we can run digital advertising campaigns to drive traffic to these area highlights.

## SCENARIO 1: \$18,000

### Research & Video Based Campaign with Digital Advertising

Services	Description	Cost
High Level Market Assessment	Insights from Buchanan will be combined with regional data, lodging data, and local search.	\$1,500
In Depth Market Assessment	Complete marketing audit of area-wide consumer search volume and web traffic.	\$1,500
Placer AI	-	-
Web Design	-	-
Web Maintenance	-	-
Videography	5 hours of shooting onsite with a 30 second primary ad outcome.	\$7,770
Additional Video Outcomes	4 social media videos (\$460/each) - featuring events or seasons.	\$1,840
Digital Advertising	6 months of digital ad campaigns.	\$3,180
Billboard Design	-	-
Final Report	Digital ad results, and comparative SEO/web traffic.	\$2,210
<b>Total</b>		<b>\$18,000</b>

## SCENARIO 2: \$36,000

### Research, Video-Based Campaign with Digital Advertising & Full Website

Services	Description	Cost
High Level Market Assessment	Insights from Buchanan will be combined with regional data, lodging data, and local search.	\$1,500
In Depth Market Assessment	Complete marketing audit of area-wide consumer search volume and web traffic, hotel/short-term stay data.	\$4,000
Placer AI	-	-
Web Design	Complete build & design of 12 Page website, DiscoverBuchanan.com.	\$13,260
Web Maintenance	-	-
Videography	6 hours of shooting onsite with a 30 second primary ad outcome.	\$8,880
Additional Video Outcomes	4 social media videos (\$460/each) - featuring events or seasons.	\$1,840
Digital Advertising	6 months of digital ad campaigns.	\$3,180
Billboard Design	-	-
Final Report	Reporting from website, digital ad results, comparative SEO/web traffic, and hotel/short term rentals.	\$3,000
<b>Total</b>		<b>\$35,660</b>

## SCENARIO 3: \$60,000

Highest Level Research, Video-Based Campaign with Digital Advertising & Full Website

Services	Description	Cost
High Level Market Assessment	Insights from the City of Buchanan and known regional data.	\$1,500
In Depth Market Assessment	Area-wide consumer search volume, web traffic, hotel/short-term stay data, traffic from 20 local websites, and Placer AI Foot traffic data.	\$6,500
Placer AI	Annual subscription with access to past foot traffic, monthly reporting to include visitor origins, travel distances, dwell times, demographic breakdowns, event impact, and visitor journeys (routes).	\$12,000
Web Design	Complete build & design of 12 Page website, DiscoverBuchanan.com.	\$13,260
Web Maintenance	9 Months - \$850/mo for unlimited updates to existing pages, and troubleshooting & security.	\$7,650
Video/Photo	6 hours of shooting onsite with a 30 second primary ad outcome. Photographer included.	\$9,760
Additional Video Outcomes	4 social media videos (\$460/each) - featuring events or seasons.	\$1,840
Digital Advertising	6 months of digital ad campaigns.	\$3,180
Billboard Design	Discover Buchanan billboard design including all previews, revisions.	\$960
Final Report	Reporting from website, digital ad results, comparative SEO/web traffic, and hotel/short term rentals.	\$3,000
<b>Total</b>		<b>\$59,650</b>

## PROPOSAL SUBMITTED BY: KZOOM

Company Name: **Kzoom**

Phone Number: **269-330-6565**

Address: **536 E. Michigan Kalamazoo, MI 49007**

Contact Person/Person Submitting Proposal: **Dan Martin, Owner**

Email: **dan@kzoom.com**

Signature:

A handwritten signature in black ink that reads "Dan Martin". The signature is written in a cursive style with a large, looped initial "D".

Date: **5/26/26**