

Digital Marketing Proposal



PREPARED FOR THE CITY OF GLADSTONE

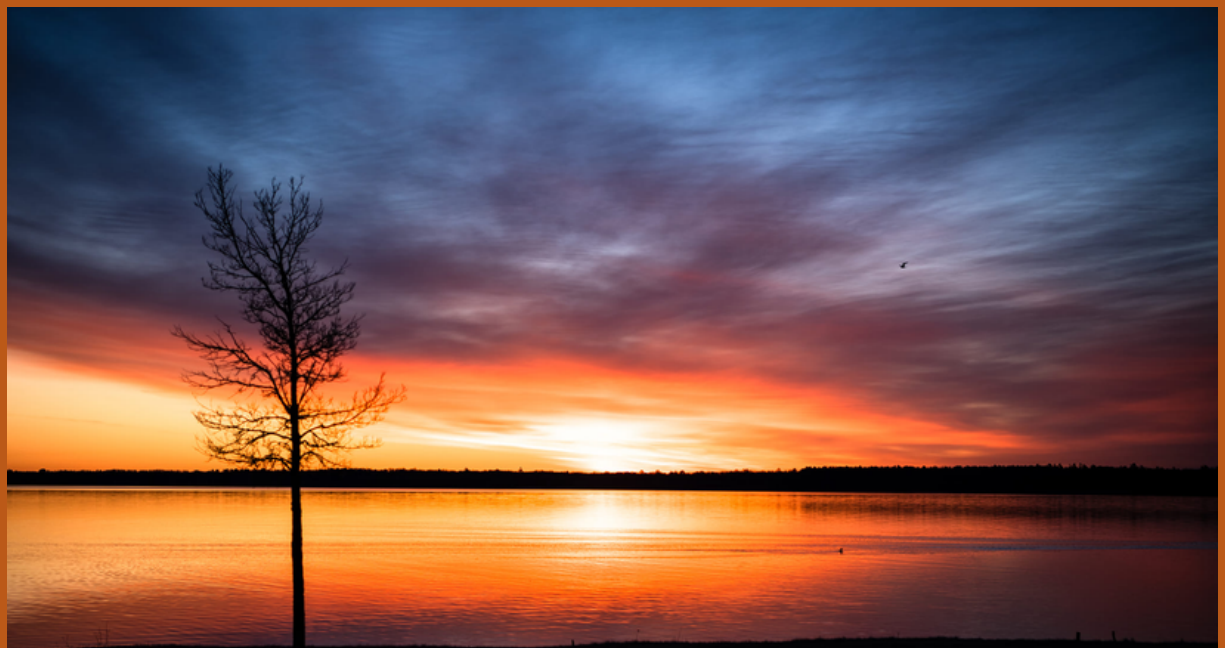


Summary

The City of Gladstone is a beautiful UP local area with businesses and attractions that will continue to thrive with new photos and videos, as well as a new logo, branding guide, and assets

Based on our meeting, we feel we can provide a comprehensive digital marketing plan that will introduce assets (photos and videos) with longevity that can be used to engage with the city of Gladstone's digital audience, as well as build that audience organically and provide highly up to date, relevant content.

As residents of Gladstone, we have an ideal perspective of being able to capture content that is current, captivating and incredibly up to date. We live, work, and play in Gladstone with our family, and this gives us a close glimpse into what other families and residents will be interested in. Additionally, as residents who have moved into Gladstone within the last five years, we know what will attract and continue to motivate people to move to this beautiful waterfront community.



Taken 3/31/2024 at Van Cleve Park

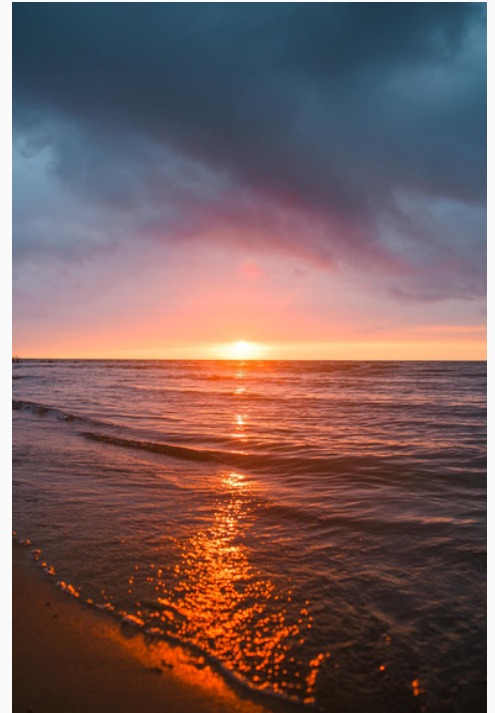
Objectives

Here are some key objectives, summarized from our meeting

Create personalized content focused on videos, photos, and miscellaneous assets

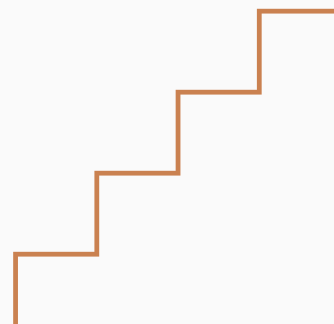
Revitalization of logo and overall brand for the city of Gladstone, including a new logo and branding guide summarizing colors and fonts

Tailor immersive content showcasing the beauty of Gladstone, local community events, local businesses, and family driven content



Taken 9/28/2023 at Gladstone Beach

This is non-comprehensive, over time we will continue to meet with the city of Gladstone, adapt to the ever changing digital landscape, and strategize to continually improve the services we provide.



Proposed Strategy

Our approach combines a locally driven marketing strategy with carefully curated content and copy

Some key branding items to highlight will include:

- Beauty of Gladstone and local natural areas, such as the Gladstone beach
- Downtown and community centered content, with a focus on local businesses and local attractions
- History of the area, including new perspectives on historical content
- Family focused content with focus on Van Cleve Park, Gladstone Beach, and the local downtown area

1 Social Media Analysis

We will conduct an analysis of your current followers, engagement, and content on Facebook and Instagram to assess where your current posts are landing, and what your current audience looks like. We will evaluate follower growth and engagement over time in order to better assess and inform the future direction of the city of Gladstone's growing audience

2 Branding

We will curate a new logo and brand for the city of Gladstone based on ongoing discussions and meetings. This will include a new logo design, and corresponding colors and fonts. Videos, photos, and social media posts will feature the new city of Gladstone logo and custom styling choices.. This may include additional ancillary illustrative work to supplement a new logo

3 Social Media Marketing

We will develop and execute a social media strategy that leverages the unique characteristics of each platform to engage with the target audience of the city of Gladstone. We'll create and curate compelling content featuring local businesses, the local area, and local people who live, work, and play in Gladstone, and engage with followers to build brand awareness and increase engagement.

4 Asset creation and organization

We will create and capture assets in the form of photos, videos, drone photos, drone videos, timelapses, and any other media we can capture of Gladstone. This will include pre-planned events and an evolving shot list to capture, working with local businesses to spotlight their work and community involvement, on the fly events that require asset collection, and continuous capture of content as residents of Gladstone

Investment

Details

Budget

Social media management + asset generation

Includes key events and running shot list, a minimum of 1 video per quarter, drone photography and videography, one social media post per day with unique photo asset, and 2-3 videos per month (includes everything in the line items below), and full ownership of all assets created. Graphics and flyers as needed are included

\$12,000 per year -
\$3000 per quarter

Asset Generation

Includes key events and running shot list, a minimum of 1 video per quarter, drone photography and videography, and full ownership of all assets created

\$4000 per year -
\$1000 per quarter

Logo and branding, 50 photos per year, one video

(comprised of 4 events - Farmers Market, 4th of July Parade, North Shore, Downtown Business District) + 1 video (1 to 2 minute interview with DDA including B roll), and full ownership of all assets created

\$1250



Taken 7/4/2023 at 4th of July celebration