



Executive Summary

Zion Digital is thrilled to offer a tailor-made VIP digital marketing package designed to transform Montgomery's digital landscape. This proposal outlines our strategic plan to significantly increase tourism, support local businesses, and elevate the promotion of city events. Our team is committed to leveraging cutting-edge digital strategies to ensure Montgomery not only meets its economic and community engagement goals but also sets a new standard for municipal digital excellence.

Strategic Goals

1. **Boost Tourism:** Strategically market Montgomery to attract tourists, thereby increasing overall city revenue.
2. **Empower Local Businesses:** Amplify the digital presence of local businesses to boost their visibility and sales.
3. **Enhance Event Engagement:** Professionally manage and promote city events to maximize attendance and participation.

Detailed Services Offered

1. Comprehensive Digital Content Management

- **Weekly Social Media Management:** Engage with residents and visitors through consistent, vibrant content that highlights city attractions, updates, and news.
- **Additional Posting Frequency:** Additional posts can be scheduled at an extra charge of \$99 per month for each additional posting day per week.

2. Event Promotion and Coverage

- **Quarterly Event Filming:** Capture the essence of one major city event per quarter, showcasing Montgomery's vibrant community life.
- **Extra Event Services:** Additional event coverage and content capturing are available at a discounted client rate of \$150 per hour.

3. Creative and Graphic Design

- **Event and Promotional Materials:** Design and produce high-quality digital and print materials to promote events and city features.
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4. Local Business Highlights

- **Business Feature Videos:** Produce and distribute engaging video highlights for two different local businesses each month, enhancing their digital footprint and consumer reach.

5. Interactive Digital Broadcasting

- **Bi-monthly Live Podcasts:** Host live podcasts every two months, featuring discussions on recent achievements and upcoming events in Montgomery, ensuring continuous community engagement and information dissemination.

6. Advanced Digital Infrastructure

- **Database and CRM Systems:** Develop and maintain a robust database system, ensuring integration with texting and CRM platforms for effective communication strategies.
- **Website Management:** Provide bi-weekly updates to the city's website to maintain relevance and user engagement, with additional modifications available as needed at an hourly rate of \$50.

7. Strategic Planning and Analysis

- **Quarterly Strategy Sessions:** Include our Chief Strategist, Kyle Ewald, in quarterly meetings to align digital initiatives with the city's strategic objectives, ensuring optimal performance and innovation.

Pricing Structure

- **Standard Monthly Rate:** \$4,100
- **Exclusions:** Costs related to external advertising (e.g., Facebook ads) and major web development projects will be handled via separate proposals.

Commitment to Excellence

Zion Digital commits to providing Montgomery with a dedicated team of digital marketing experts, state-of-the-art technology, and a proactive approach to digital strategy. We are dedicated to transforming Montgomery

into a leading digital city, attracting new visitors, supporting local enterprises, and celebrating city life through well-coordinated digital campaigns.

We look forward to discussing this proposal further and to a fruitful collaboration aimed at placing Montgomery at the forefront of digital innovation and community engagement.