MARKETING ALLIANCE

Digital Marketing Campaign – 6 months for Wolfforth EDC

As requested by
Danielle Sweat

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Marketing Alliance

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Scope of Work

Planning

Project Kickoff with Goal Setting $350

In the project kickoff meeting, Marketing Alliance will discuss its vision for an audience-building and awareness campaign that will create positive awareness for Wolfforth and its Economic Development Corporation, in both internal and external markets.

Preliminary goals, to be confirmed, include:

- Drive new and relevant website traffic to wolfforthedc.com
- Create general awareness for Wolfforth, Texas with key industry contacts and within key markets
- Create a two-way conversation that will allow for direct communication to prospects regarding the benefits of locating, starting or growing a business in Wolfforth

This discussion will include the following:

- Introductions
- Preliminary project goals
- Approach to strategic and creative work
- Timeline review
- Q&A

Strategic Development

Create Audience Profile $800

To be successful in creating positive awareness of the City and the economic development corporation, Marketing Alliance will strategize the target audiences based on the goals of the project, including internal and external audiences.

This work includes:

• Identifying the character of the internal audience (citizens, partners, allies)

• Identifying the background, location and interests of site selectors and C-Level Executives in the city's target industry verticals

• Producing a profile document for client review and approval, and internal guidance for digital marketing efforts

Determine Messaging Priorities $1,500

Marketing Alliance will develop a messaging matrix to successfully tell the Wolfforth and EDC story to internal and external audiences. This messaging work will define the categories that we believe will be the most effective at this stage in the EDC's evolution.

Possible topic areas could include:

- Introducing the Wolfforth EDC and services
- Team highlight (Danielle profile, background, how to connect)
- Showcasing development opportunities and real estate
- Highlighting talent and training partners
- Inspiring entrepreneurs with downtown opportunities

- Business highlights (Testimonial videos or static quotes)
- Announcing unique incentives or grants
- Small business resources
- Local events: community, job fairs, fundraising, etc.
- Workforce report/findings
- Transportation corridor updates or other infrastructure news

The result of this strategic work will be the creation of document for client review and approval, and for internal use as we develop content related to these areas.

Develop Posting Schedule/Calendar $800

Once the topics have been defined, Marketing Alliance will create a simple calendar that can be reviewed and modified by the client, as needed. These Google Sheet document will list the topics across 6 months of weeky posting on Facebook and LinkedIn.

This includes:

- Strategizing topics and and sub-topics
- Determining format of posts between static images, dynamic gifs, video content
- Outlining all the posts by topic in a Google Sheet
- Monthly (or as needed) refinements to ensure highest effectiveness

Content Development, Posting and Monitoring

Internal Audience – Facebook $8,750

Marketing Alliance will use Facebook to deploy an Internal Marketing Campaign. This social media channel is ideal to reach citizens, partners and prospects within the region. Messaging will be less business development focused, and more related to the value the Wolfforth EDC brings to the community, the services the EDC offers to local businesses and other announcements.

This includes:

- Four (4) social media posts with original content per month for six months
- Posts will be static images, dynamic gifs or edited video content
- All traffic will be sent to www.wolfforthedc.com or relevant page
- The tagging of partners, allies and related companies to encourage sharing
- Hashtags, such as #WolfforthTX and others, based on strategy development, will be used to encourage sharing and track reach

With your account access and permission, Marketing Alliance will post all 24 posts on your behalf, directly to the Wolfforth EDC social media account.

External Audience – LinkedIn $9,450

Marketing Alliance will use LinkedIn to deploy an External Marketing Campaign. This social media channel is ideal to company decision makers and site selectors in the region and outside of the region. Messaging will be business development focused, and related to the target industry strengths, the strategic location, strength of talent and pro-business culture found in the city.

This includes:

- Four (4) social media posts with original content per month for six months
- Posts will be static images, dynamic gifs and edited video content
- All traffic will be sent to www.wolfforthedc.com or relevant page

- Partners, allies and related companies will be "tagged" to encourage sharing
- Hashtags such as #WolfforthTX and others, based on strategy development, will be used to encourage sharing and track reach

With your account access and permission, Marketing Alliance will post all 24 posts on your behalf, directly to the Wolfforth EDC social media account.

Facebook Media Buy $1,800

By investing in a media spend on Facebook, the Wolfforth EDC can promote content for additional views with the target audience Marketing Alliance identifies. Marketing Alliance will set up the media buy on behalf of the client.

A monthly spend of $300 (or $1800 for the 6-month term) will:

- Reach prospects identified by Facebook targeting and algorithms
- Promote videos, display ads, and other updates
- Deliver content to prospect's Facebook feed when they are most active

The $1800 is a minimal investment and can be increased per the client's request, if/as needed.

LinkedIn Media Buy $1,800

By investing in a media spend on LinkedIn, the Wolfforth EDC can promote content for additional views with the target audience Marketing Alliance identifies. Marketing Alliance will set up the media buy on behalf of the client.

A monthly spend of $300 (or $1800 for the 6-month term) will:

- Reach prospects identified by LinkedIn targeting and through "Matched Audience" databases curated by Marketing Alliance
- Promote videos, display ads, and other updates
- Deliver content to prospect's LinkedIn feed when they are most active

The $1800 is a miminal investment and can be increased per the client's request, if/as needed.

Agency Analytics Subscription – Monthly Reporting $650

Agency Analytics is a custom tool Marketing Alliance offers clients running digital marketing campaigns. This tool will give you immediate insights to the performance of the campaign for reporting purposes.

This includes:

- Access to the dashboard, 24/7, with real-time reporting
- Bi-monthly email and social media reporting based on parameters we establish together
- Good for a one-year subscription

☐ Monthly Newsletter (Optional) $800 × 3 $2,400

As an option, but powerful addition to the digital marketing campaign, Marketing Alliance can create a simple email newsletter and send it to defined prospect list that comprises a portion of your internal audience and external audience.

This includes time for:

- Story development
- Design of each newsletter
- Copywriting of each newsletter

- List creation between 500-1000 respondents, based on goals
- Deployment of the survey throughout MailChimp or other service, branded as Wolfforth EDC
- Reporting of open rates, click throughs and other actions

We recommend 6 newsletters, but you can adjust the number to your preference, and the price will adjust.

The design and copywriting portions of the project include two revisions.

One Time

Total(s)	$25,900

Marketing Alliance and Wolfforth, Texas

Marketing Alliance has helped transform over 430 communities into prosperous, thriving economic engines through result-based solutions in business strategy, website development, digital marketing campaigns, video production, lead generation and custom services. The team at Marketing Alliance is enthusiastic to propose a scope of work including digital marketing services to advance the mission of the Wolfforth Economic Development Corporation.

Our knowledge of Wolfforth and unique industry expertise gives you a significant advantage as we work together to promote the city. This scope of work is work we are excited to be a part of, and this outline is the first step to define the basic phases of the project, your goals and our approach to position Wolfforth for new opportunities in strategic industries.

Your Team Leads

David Petr
CEO / Strategist

Clients can expect significant results from Marketing Alliance through the leadership of David Petr, owner and CEO of this purpose-driven company. Spanning over 28 years, his career has included running traditional advertising agencies as well as spearheading economic development organizations in Illinois, Texas, Florida and Maryland. Unique to the economic development marketing industry, Marketing Alliance is the only company guided by a former economic development CEO.

David's marketing work has earned national accolades and his economic development work has resulted in thousands of jobs created and billions of dollars facilitated. His ability to position communities for success is the result of an active travel schedule, totaling 36 communities visited in 2023. He finds fulfillment in understanding the value proposition of a place, telling its

story well, and expanding project pipelines to benefit the residents of clients' communities. David works with leadership to empower his broader team located throughout the United States.

Jon Maynard
Strategist

Jon guides the Marketing Alliance team in creating marketing strategies that align with our clients' specific economic development challenges and goals. His strategic approach has been instrumental in several client engagements, most notably with Lafayette and Winston Counties in Mississippi. In these initiatives, he developed innovative workforce programs that received the maximum funding awards from the Tennessee Valley Authority and established new benchmarks in community-focused marketing and talent development. Jon's focus involves crafting marketing solutions that are successful, resilient and adaptable in achieving immediate objectives, ensuring sustainable growth and long-term success in dynamic markets. His commitment to problem-solving and forward-thinking strategies is a cornerstone of our success, ensuring that our clients meet and exceed their economic growth and market presence goals.

Natalia Diaz-Payton
Digital Outreach

Based in McKinney Texas, Natalia is an award winning content and digital marketer with over a decade of delivering superior branding experiences. Natalia leverages 15 years of industry experience and digital technology to understand prospect behavior, deliver highly-targeted digital campaigns and influence decision makers to take action. As an expert in digital communications, her recent workforce attraction campaign saw a 286% increase in positive reactions on Facebook for Henderson, Kentucky. And, Natalia's dedicated email blast to site selectors and decision makers for Kentucky Cornerstone identified 27 company leads. She puts our clients' goals at the forefront of everything she does – from negotiating media buys, implementing digital campaigns and adapting to trends and algorithms that can (and do) change overnight. As an ally to economic development digital media leadership, she partners with them to create new or hybrid solutions that are untraditional, powerful and set Marketing Alliance clients apart in an often cluttered space.

Mark Kitchens
Design

For over 18 years at Marketing Alliance, Mark has worked with over 300 clients on 450+ websites, 60+ branding projects and 70+ digital marketing campaigns to help communities become better places to live and work. He's best at directing the creative team to hit our client's moving targets and at being adaptable in an environment where each client has different challenges, strengths and opportunities. Among other accomplishments, last year, Mark successfully rebranded Facility Logix, a leading Life Science consultancy in Maryland, as well as Kentucky Cornerstone – a new economic alliance in Kentucky. Mark's super power is hearing what the client needs and creating tools to promote the unique selling points of their city, county, region, state or organization. He gladly pushes himself to exceed client satisfaction towards successfully achieving their goals.

Terms

This Digital Marketing Campaign Agreement ("Agreement") is being made between Wolfforth EDC ("Client") and Marketing Alliance to strategize and execute an internal and external digital marketing campaign on behalf of Wolfforth EDC.

1. Services

This is the scope of work the parties agree upon. For changes or additional requirements, a change order will have to be filled, agreed upon, and signed by both parties.

2. Schedule

Here are the primary milestones for this project. The expected timeline is 7 months.

- Strategizing and content creation (first month and on-going)
- Post distribution (months 2 through 7)
- Reporting and refinement (months 2 through 7)

3. Confidentiality

Both the client and the agency involved in this relationship agree to maintain the strict confidentiality of all proprietary information shared between them. This includes but is not limited to strategies, plans, creative concepts, financial data, and any other sensitive materials. Both parties agree not to disclose, reproduce, or use this information for any purpose other than the agreed-upon project without prior written consent from the other party.

4. Termination of Agreement

Either party may terminate this agreement upon 30 days written notice to the other party. Termination shall not affect any rights or obligations accrued prior to termination. Both parties agree to work together in good faith to conclude any outstanding work and settle any outstanding payments upon termination.