

FTB-002
 June 26, 2020

Project Overview - Proposal Option 2

Working from a budget of \$25,000 over four months (July > October, 2020), The Idea Cooperative will maintain social media activity for Visit Fort Bragg with a focus on several initiatives.

- Launch campaign to promote website and e-newsletter sign-up by prospective visitors
- Organic Social Media
 - Maintaining existing destination-themed social media
 - Include site content (stories, experiences, etc.)
- Website Maintenance
 - Email to business community for site accuracy and encourage sharing
 - Ongoing resources to make necessary changes
- Creating new, original story content for the website
- One e-newsletter to the Destination Target once the list is sufficiently populated
- Website SEO optimization and Google Analytics implementation for site tracking

July 2020

- Development of Website Launch Campaign with promotion to incent site visitation and e-newsletter sign-up via social sweepstakes
- SEO and Google Analytics recommendations presented and installed on site
- E-newsletter to local audience for accuracy and encourage engagement with and sharing of the new site
- Consistent destination-themed social media, including new site content
- Interactive development resources to address requested/necessary site changes

	Hours	Rate	Fee
Social Media Management & Execution	12	\$100	\$1,200
Art Direction	12	\$150	\$1,800
Copywriting	8	\$150	\$1,200
Interactive Strategy & Site Analytics	8	\$125	\$1,000
Interactive Development (email and website)	16	\$125	\$2,000
Admin/Project Management	12	\$100	\$1,200
TOTAL			\$8,400

August 2020

- Launch and maintain Website Launch Campaign and e-newsletter promotion
- Consistent destination-themed social media, including new site content
- Interactive development resources to address requested/necessary site changes.

	Hours	Rate	Fee
Social Media Management & Execution	12	\$100	\$1,200
Art Direction	10	\$150	\$1,500
Copywriting	8	\$150	\$1,200
Interactive Development (website)	8	\$125	\$1,000
Admin/Project Management	12	\$100	\$1,200
MONTHLY TOTAL			\$6,100

September 2020

- Finalize launch campaign and promote winners
- Create one new original story for the website
- Consistent destination-themed social media, including new site content
- Interactive development resources to address requested/necessary site changes

	Hours	Rate	Fee
Social Media Management & Execution	12	\$100	\$1,200
Art Direction	8	\$150	\$1,200

Copywriting	8	\$150	\$1,200
Interactive Development (site & email)	4	\$125	\$500
Admin/Project Management	12	\$100	\$1,200
MONTHLY TOTAL			\$5,300

October 2020

- Develop and send one e-newsletter to Destination list gathered during promotion
- Create one new original story for the website
- Consistent destination-themed social media, including new site content
- Interactive development resources to address requested/necessary site changes.

	Hours	Rate	Fee
Social Media Management & Execution	12	\$100	\$1,200
Art Direction	8	\$150	\$1,200
Copywriting	8	\$150	\$1,200
Interactive Development (site & email)	4	\$125	\$500
Admin/Project Management	11	\$100	\$1,100
MONTHLY TOTAL			\$5,200

4 MONTH PROJECT TOTAL: \$25,000

Authorization To Proceed: _____ Date: _____

Notes:

Does not include hard costs associated with travel and the creation of presentation materials. These will be billed separately.
 This estimate is based on a preliminary understanding of services to be delivered. If any aspect of the project changes, this estimate will be subject to revision or addendum. This estimate does not include CA sales tax, if applicable.