City of Hudson

MARKETING PROPOSAL

PREPARED BY: Greg Kalikas
Your Business Marketer
Greg@YourBusinessMarketer.com
330-324-3034

2-18-21

Objectives

CREATE A CUSTOM DIGITAL MARKETING PLAN THAT WILL ACCOMPLISH THE CURRENT NEEDS FOR THE CITY OF HUDSON TO BOOST TRAFFIC FOR LOCAL AREA SHOPS AND RESTAURANTS.

1) **SPREAD THE WORD**- Increase awareness with a multi channel marketing approach while also re-engaging with local residents and those in neighboring cities.

2) GROW ENGAGEMENT - Increase engaged social media followers to visit local stores and restaurants and increase foot traffic. Also, increase awareness with online display ads to ensure local businesses stay top of mind.

3) CONVERT - Turn online browser traffic into foot traffic and paying customers at the brick and mortar level. Conversions as actual visitors to local businesses will show within parameters seen in reporting data.

Solutions

- Gain traffic online through highly targeted geofencing ads to specific demographics to gain awareness and patrons to local businesses
- Increase conversion rates of engaged traffic through retargeting ads and use of industry specific landing pages to boost overall conversion rates.
- Build highly targeted ads on social media where engagement is high to develop a multi-channel approach for increased awareness.
- Track actual patrons to local area businesses that have seen ads to be able to show ROI for campaigns

Your Business Marketer - Digital Marketing Proposal

PREPARED FOR

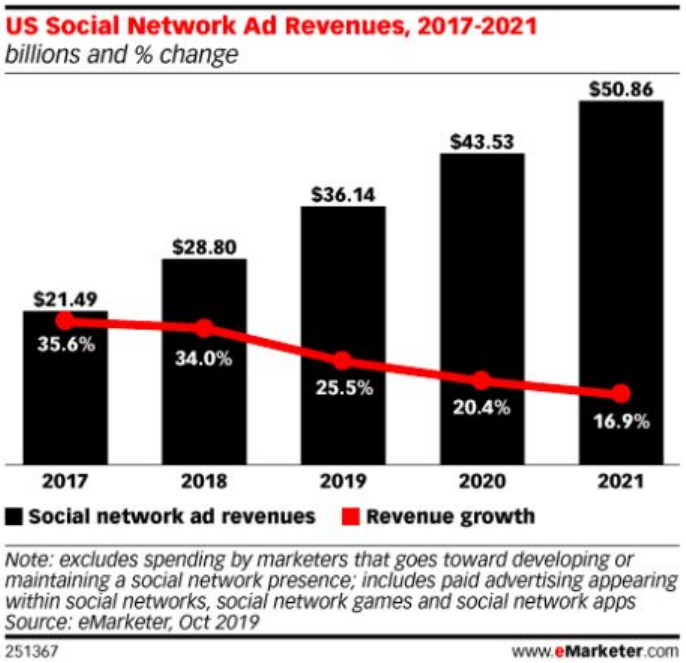
City of Hudson

PREPARED DATE
FEB 15, 2021
CAMPAIGN DATES
APR 1st - MAY 31st 2021

MEDIA	OBJECTIVE/ STRATEGY	DELIVERY	CAMPAIGN LOCATION(S)	MONTHLY COST	CAMPAIGN DETAILS
Geofencing-Demographic Data Based Targeted Ads	Increasing online awareness through targeted display ads in defined areas to grow brick-and-mortar transactions.	Online banner ads	Mobile websites and app network	$5,000 (500,000 impressions monthly)	Targeting Hudson residents and nearby cities to come visit and buy local. Ads to deliver 1,000,000 total impressions during the campaign. Ads designed to drive visitors to shop, eat, or for restaurant takeout. Actual in store/restaurant visitors to be tracked to show detailed campaign results.
Targeted Social Media	Build social media interaction and action through ads building engagement in strategic geographic locations	Static & Carrousel ads	Facebook, Instagram	$5,000	Social media ads on newsfeed, video and instagram feed to engage the local area for more awareness. Consistent ads to grow users driving them to take action through ongoing interactions.

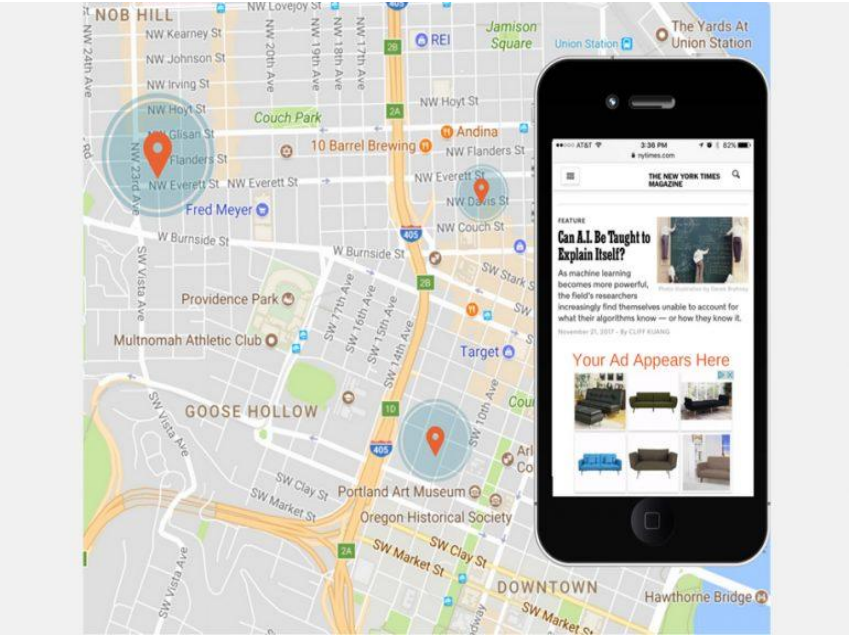
Total Cost: $20,000 (2 month term)

Social Media Marketing (SMM)



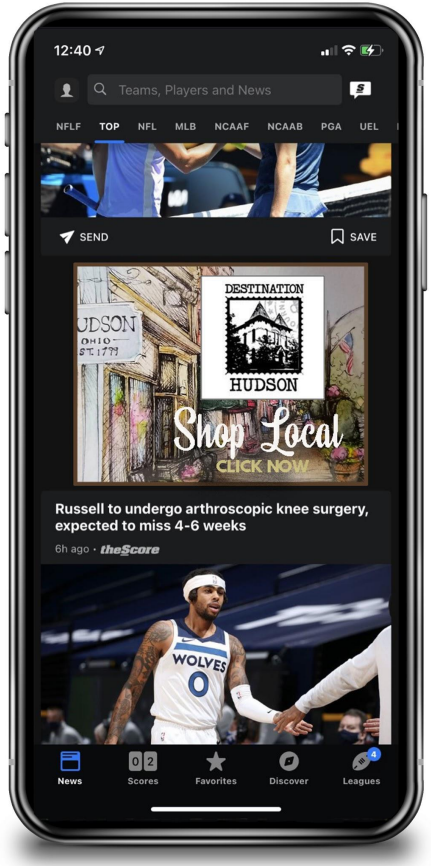
- Approximately 223 Million Americans used social media in 2019.
- Marketers are spending more on social media ads; with social media ad spend amounting to more than $89 Billion in 2019.
- 89% of Marketers use Facebook in their brand marketing efforts.
- Social Network video ad spending accounted for 28.7% of total video ad spending, at $10.35 Billion.

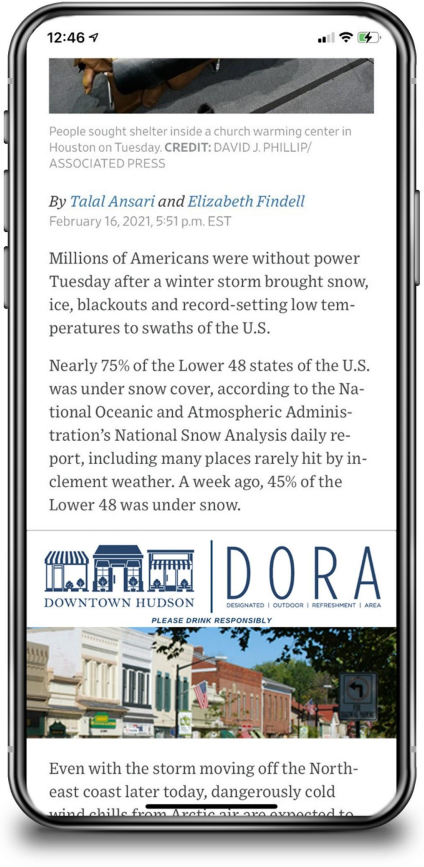
Geofencing



- Mobile ads with Geofencing have double the click-through rate.
- The average consumer spends 5 hours on their mobile device and Geofencing is compatible with 92% of smartphones.
- 71% of consumers prefer a personalized ad experience.
- 53% of shoppers visited a retailer after receiving a location based ad.

12:41
Hudson, OH
Sunday, February 21
°F
Day
Night
History
RealFeel Shade High
27°
Max UV Index
2 (Low)
Average Wind
SE 8 mph
Max Wind Gusts
15 mph
Rain Probability
18%
Snow Probability
35%
Average Cloud Cover
80%
#ShopLocalShopHudson
CURBSIDE PICKUP
Click Now
10 hrs 54 mins
15 hrs 39 mins
Rise
7:13 AM
Rise
12:23 PM


12:40
Teams, Players and News
NFLF
TOP
NFL
MLB
NCAAF
NCAAB
PGA
UEL
SEND
SAVE
DESTINATION
HUDSON
Shop Local
CLICK NOW
Russell to undergo arthroscopic knee surgery, expected to miss 4-6 weeks
6h ago · theScore
WOLVES
0
News
Scores
Favorites
Discover
Leagues


12:46
People sought shelter inside a church warming center in Houston on Tuesday. CREDIT: DAVID J. PHILLIP/ ASSOCIATED PRESS
By Talal Ansari and Elizabeth Findell
February 16, 2021, 5:51 p.m. EST
Millions of Americans were without power Tuesday after a winter storm brought snow, ice, blackouts and record-setting low temperatures to swaths of the U.S.
Nearly 75% of the Lower 48 states of the U.S. was under snow cover, according to the National Oceanic and Atmospheric Administration's National Snow Analysis daily report, including many places rarely hit by inclement weather. A week ago, 45% of the Lower 48 was under snow.
DOWNTOWN HUDSON
DORA
DESIGNATED | OUTDOOR | REFRESHMENT | AREA
PLEASE DRINK RESPONSIBLY
Even with the storm moving off the Northeast coast later today, dangerously cold