

PROPOSAL FOR SERVICES

**MARKETING AND ADVERTISING:
ULSTER COUNTY ECONOMIC
DEVELOPMENT ALLIANCE**

DATED: January 2, 2018

TO:
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PRIVILEGED AND CONFIDENTIAL
PROPOSAL UGEDA

OVERVIEW

Luminary Media worked with UCEDA in 2017 to:

- Increase awareness of UCEDA offerings to current businesses
- Redesign UCEDA website and targeted landing pages
- Obtain new business leads
- Market business attraction benefits across the following verticals: food & beverage, tech and manufacturing, and filmmaking
- Create updated marketing collateral

2017 WINS TO DATE

- Total Social Media Reach: 1.1 million +
- Total PPC Campaign Reach: 4 million +
- Total Radio Ad Reach: 160,000
- Total Print Reach: 2.4 million
- Total Leads since October 2017: 42
- Marketing collateral has been created for future use and improved cost savings next year

LOOKING AHEAD TO 2018

Luminary Media recommends an enhanced process in 2018, building upon the foundation established in 2017. As digital marketing becomes more fragmented, Luminary Media will utilize new tools and resources to build a curated audience and help the UCEDA custom audience on their journey to learn more.

OVERVIEW

Luminary Media proposes strong creative concentration in four campaigns in 2018:

- Campaign 1 - Filmmaking
- Campaign 2 - Niche Manufacturing
- Campaign 3 - Technology
- Campaign 4 - UCOED Services

Objectives

- Analyze 2017 marketing results and campaigns to qualify marketing assumptions, guide strategy, and maximize the impact of marketing efforts
- Audit current content, provide strategy recommendations, and optimize for increased lead generation, inbound marketing, and increased organic traffic to website
- To increase opportunities for the Economic Development team to meet with qualified leads (meetings)
- To promote the benefits of staying in or relocating to Ulster County after obtaining a college degree
- To have representation at events that will influence qualified leads to visit Ulster County such as Food Loves Tech in Brooklyn and the Woodstock Film Festival in Ulster County
- To maintain and promote already existing marketing collateral
- To support UCEDA in creation of digital presentation materials for workshops and other events

CAMPAIGN 1 - FILMMAKING

Luminary will create a 10-month marketing and lead generation campaign that focuses on the following areas:

- Promotion of UCOED Filmmaking video
- Promotion of Ulster County tax benefits to the film industry
- Promotion of Ulster County resources for the film industry

Luminary will allocate \$43,600 of the budget to promote filmmaking in Ulster County through multi-media channels including:

- Digital marketing
 - Inbound marketing / lead generation and nurturing campaign
 - Paid advertising (Google AdWords, Social Media)
- Events marketing
 - Research, attendance, and sponsorship of tri-state film-focused events for networking opportunities

PROPOSED SCOPE

CAMPAIGN 2 - NICHE MANUFACTURING

Luminary will create a 10-month marketing and lead generation campaign that focuses on the following areas:

- Promotion of Ulster County benefits for food & beverage industry

Luminary will allocate \$16,100 of the budget to promote food and beverage in Ulster County through multi-media channels including:

- Digital marketing
 - Inbound marketing / lead generation and nurturing campaign
 - Paid advertising (Google AdWords, Social Media)
- Events marketing
 - Research tri-state food and beverage focused events for networking opportunities and provide recommendations

CAMPAIGN 3 - TECHNOLOGY

Luminary will create a 10-month marketing and lead generation campaign that focuses on the following areas:

- Promotion of Ulster County benefits for technology and manufacturing industry

Luminary will allocate \$16,100 of the budget to promote tech and manufacturing in Ulster County through multi-media channels including:

- Digital marketing
 - Inbound marketing / lead generation and nurturing campaign
 - Paid advertising (Google AdWords, Social Media)
- Events marketing
 - Research tri-state tech and manufacturing focused events for networking opportunities and provide recommendations

PROPOSED SCOPE

CAMPAIGN 4 - UCOED SERVICE OFFERINGS

Luminary will create a 10-month marketing and lead generation campaign that focuses on the following areas:

- Promotion of Ulster County Office of Economic Development services

Luminary will allocate \$14,200 of the budget to promote how the Office of Economic Development assists businesses through multimedia channels including:

- Traditional marketing
 - Print advertising
 - Radio advertising

DIGITAL MARKETING STRATEGY & TACTICS

Luminary Media will leverage new digital marketing technology to:

- **Build & Segment Lists**
Audit and segment existing leads into targeted audience outreach lists.
- **Design & Create Lead Nurturing Emails**
Create designs that are mobile-optimized and drive engagement through Mailchimp. Five nurturing emails per campaign.
- **Utilize Marketing Automation**
Leverage marketing automation within the Mailchimp interface to nurture existing contacts with the most relevant content.
- **Provide Analysis & Reporting**
Evaluate campaigns to continually improve opens, click-throughs, and conversions. Provide UCOED with targeting list of most engaged contacts.
- **Target Facebook Users**
Ads will target the ideal contact wherever they are spending time online.
- **Use Programmatic Display Campaigns**
Create opportunities to be in front of known audiences.
- **Optimize UCEDA Campaigns**
Analysis will take place on a continual basis to constantly improve efficiency with the designated ad budget, and ensure effective reach.

Digital marketing services will be implemented for Filmmaking, Niche Manufacturing, and Technology campaigns.

EVENTS MARKETING STRATEGY & TACTICS

Events marketing services included:

- Research of industry-focused events in the tri-state area
- Recommendations of event for UCOED attendance
- Negotiate and contract event sponsorship
- Coordination and procurement of event booth materials
- Strategy and assistance in attendee engagement both pre- and post-event

Event marketing services will be implemented for Filmmaking, Niche Manufacturing, and Technology campaigns.

PROPOSED SCOPE

TRADITIONAL MARKETING STRATEGY & TACTICS

Traditional marketing services included:

- Advertisement purchasing in *Chronogram* and WDST Radio Woodstock
- Creation of three new print ads in *Chronogram* (creative direction, photography, and design)

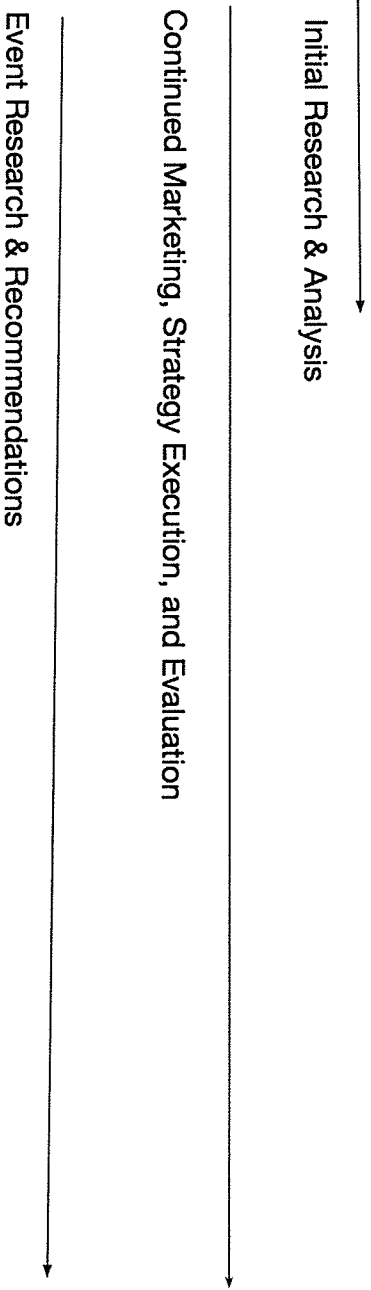
Traditional marketing services will be implemented for UCOED services campaign.

PROPOSED SCOPE

PROPOSED TIMELINE

MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC

Initial Research & Analysis



Continued Marketing, Strategy Execution, and Evaluation

Event Research & Recommendations

CLIENT COST PROPOSAL

Campaign	Digital Marketing	Traditional Marketing	Events Marketing	Total
Campaign 1: Filmmaking	\$23,600	\$0	\$20,000	\$43,600
Campaign 2: Niche Manufacturing	\$11,100	\$0	\$5,000	\$16,100
Campaign 3: Technology	\$11,100	0	\$5,000	\$16,100
Campaign 4: Services	\$0	\$14,200	\$0	\$14,200
TOTAL				\$90,000