

**PROPOSAL FOR SERVICES**

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

**DATED:** February 23, 2018

**TO:** Suzanne Holt  
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The following includes recommended agency offerings from Luminary Media.

We have based our pricing and services on a 10-month engagement  
starting March 7, 2018-December 31, 2018

**We look forward to your feedback, and are thrilled  
by the opportunity to partner with you!**

## CAMPAIGN PURPOSE

Ulster Tomorrow, the County's comprehensive economic development strategy, identified 15 strategies for implementation. Strategy 9, which included several detailed implementation steps, focused on the need to recruit a diversified portfolio of businesses in line with the County's key industry clusters. Lead responsibility for this strategy was assigned to the Ulster County Development Corporation, which has subsequently been restructured and renamed as the Ulster County Economic Development Alliance.

The Ulster County Economic Development Alliance remains an important partner in Ulster County's overall efforts to enhance our local economy. Over the past several years, one of UCEDA's primary roles has been to promote the County's unique advantages to businesses – primarily ones currently located in the NYC area – who are looking to relocate.

Through a combination of advertising (digital, radio, and print), event sponsorship, direct prospecting, and lead nurturing and conversion, UCEDA has worked to expand awareness of Ulster County as a relocation prospect and to generate high-quality business attraction leads, which are ultimately handed off to Ulster County OED staff for cultivation.

## **BUSINESS ATTRACTION CAMPAIGN GOALS**

Goal 1: Increase awareness of Ulster County as a relocation option

Goal 2: Generate business attraction leads

Goal 3: Qualify business attraction leads

Goal 4: Convert qualified leads to opportunities

Goal 5: Refine our business attraction strategy

A "lead" is any business that expresses interest in Ulster County as a relocation option. A "qualified lead" is a lead with which someone from the UCOED has had an interaction that verifies their interest. An "opportunity" represents a business that has expressed interest and for which the UCOED has identified a specific type of assistance that, if provided, could lead the business to relocate to Ulster County.

Luminary Media will assist UCEDA and the OED with aspects of Goals 1, 2, and 5. Within the proposed scope that follows, we have defined key performance indicators for each task which relate back to these overall campaign goals.

## 1. DIGITAL LEAD GENERATION

Luminary strongly recommends a strategic lead generation and campaign that focuses on increasing awareness of Ulster County as a relocation option.

Luminary will optimize, execute and monitor a targeted pay-per-click campaign that will drive prospects to a landing page containing informative content available for download after submitting their contact information through a form. Interested prospects who fill out the form will be considered a key performance indicator as we measure the effectiveness of our lead generation campaign.

Once their contact information is submitted, UCOED will add them to a nurturing email marketing campaign utilizing existing marketing platforms (Mailchimp, Salesforce, etc.) and create additional email messaging once a month with on-topic content and industry-specific content offers available for download, further moving the lead through the buyer's journey.

Once a prospect has engaged with email messages and has downloaded the middle of the funnel offer, industry-specific content offers, they will be converted to a marketing qualified lead and will continued to be nurtured through informative email marketing with an call-to-action to contact the Office of Economic Development. Contacts who click the CTA will be contacted by the UCOED.

## **DIGITAL LEAD GENERATION AND NURTURING**

Luminary will:

- Surface prospects through digital marketing
- Drive prospects to the UlsterforBusiness.com website
- Optimize and execute a PPC campaign driving prospects
- Provide monthly updates to UCEDA about campaign performance

### **Deliverables:**

- PPC campaign strategy and execution
- Monthly reporting detailing campaign performance and lead capturing

### **Recommended Budget Allocation:**

- Average monthly PPC ad spend: \$1,000
- Average monthly campaign management (strategy, execution, continuous review and implementation): \$750
- Average monthly reporting: \$250

**Recommended Allocated Budget: \$20,000**

## **DIGITAL LEAD GENERATION AND NURTURING**

### **Key Performance Indicators:**

- Digital campaign reach
- Digital campaign engagement
- Prospect engagement with email marketing messages (# of content downloads, # of clicks, etc.)
- Prospects referred to UCOED
- Traffic driven to UlsterforBusiness.com

### **Target Business Attraction Campaign Goals:**

- Goal 1: Increase awareness of Ulster County as a relocation option
- Goal 2: Generate business attraction leads

## 2. EVENT SPONSORSHIPS

Luminary will coordinate UCEDA participation in 2 sponsored events to spread awareness of Ulster County as a business relocation and film production option and generate leads for UCOED to further qualify and nurture:

- Woodstock Film Festival (WFF)
- Event TBD

Luminary will work with WFF on behalf of UCEDA to ensure sponsorship includes some or all of the following benefits:

- UCEDA staff member participates in a panel discussion pertaining to film in Ulster County
- The UCEDA filmmaking video is shown at a WFF event
- UCEDA guides will be distributed to VIP guests

### **Deliverables:**

- Coordination of UCEDA WFF sponsorship
- Research of other events for possible sponsorship
- Coordination of other event sponsorship

**Recommended Budget Allocation: \$22,750**

## 2. EVENT SPONSORSHIPS

### Key Performance Indicators:

- Targeted awareness of UCOED services to the film and tech industry
- Lead capture during and following events

### Target Business Attraction Campaign Goals:

- Goal 1: Increase awareness of Ulster County as a relocation option
- Goal 2: Generate business attraction leads

### 3. ULSTER COUNTY BUSINESS ATTRACTION EVENT

Luminary will market, organize, and manage an event highlighting Ulster County as a relocation option, targeted to visiting tech or manufacturing entrepreneurs from the NYC area. Luminary will:

- Coordinate all event logistics (rentals, food and beverage, day-of itinerary)
- Work with the County to ensure insurance requirements are met
- Create and execute a separate marketing strategy aimed at promoting the event and obtaining participants (Goal: 25-40 participants)
- Perform post-event follow up with all participants and create a post-event report

#### Deliverables:

- Monthly progress updates
- 1-day event management
- Post-event report

**Recommended Budget Allocation: \$34,250**

#### Key Performance Indicators:

- 25-40 participants in a UCEDA event
- Participants reach out for additional information pre or post event

### **3. ULSTER COUNTY BUSINESS ATTRACTION EVENT**

#### **Key Performance Indicators:**

- 25-40 participants in a UCEDA event
- Participants reach out for additional information pre or post event

#### **Target Business Attraction Campaign Goals:**

- Goal 1: Increase awareness of Ulster County as a relocation option
- Goal 2: Generate business attraction leads

#### 4. EARNED MEDIA CAMPAIGN

Luminary will create an earned media campaign for UCEDA to create awareness for UCEDA offerings to businesses and entice businesses to learn more about relocating or opening a new business in Ulster County. Luminary will:

- Research a targeted list of 100+ media influencers likely to pick up a story about UCEDA
- Create and distribute three press releases to 100+ media influencers
- Perform 2 rounds of follow up for each press release distribution cycle and schedule interviews with the UCEDA staff as requested

##### **Deliverables:**

- Targeted list of media influencers (excel spreadsheet)
- Three press releases
- Report detailing outreach efforts and results

**Recommended Budget Allocation: \$8,000**

**Key Performance Indicator:** Coverage in press outlets profiling successful Ulster County businesses and the advantages of starting a business in, or relocating to, Ulster County.

##### **Target Business Attraction Campaign Goals:**

- Goal 1: Increase awareness of Ulster County as a relocation option
- Goal 2: Generate business attraction leads

## 5. LEAD FOLLOW UP

At the end of 2017, Luminary scheduled phone calls between UCOED and qualified leads. Moving forward, Luminary will:

- Create a list of interview questions for each lead
- Contact 12 leads to learn more about what they need to take action after the phone call
- Utilize feedback to inform further campaigns and lead qualification

### **Deliverables:**

- Report detailing feedback from each lead

**Recommended Budget Allocation: \$2,250**

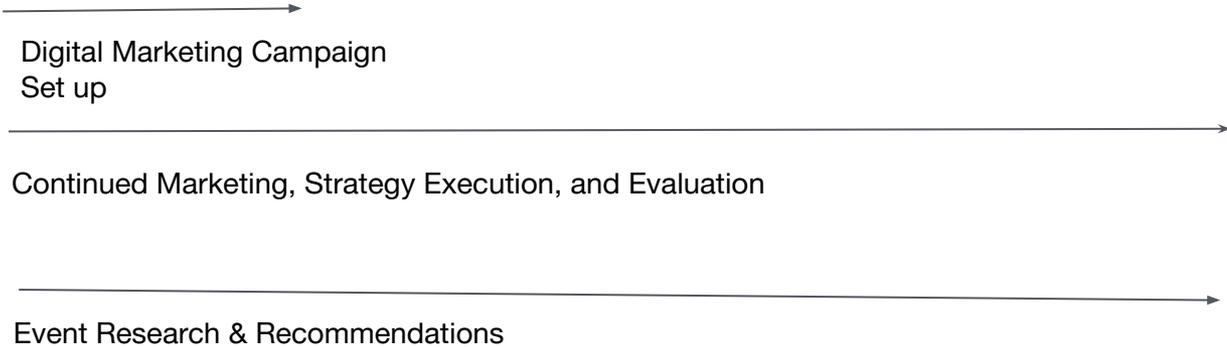
**Key Performance Indicator:** Valuable feedback that can be used to adjust marketing campaigns for greater effectiveness.

### **Target Business Attraction Campaign Goals:**

- Goal 5: Refine our business attraction strategy

**PROPOSED TIMELINE**

**MAR   APR   MAY   JUNE   JULY   AUG   SEPT   OCT   NOV   DEC**



# CLIENT COST PROPOSAL

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1. Digital Lead Generation and Nurturing	\$20,000
2. Event Sponsorships	\$22,750
3. Ulster County Business Attraction Event	\$34,250
4. Earned Media Campaign	\$8,000
5. Lead Follow Up	\$2,250