

PROPOSED PBIA/ODA MARKETING AGREEMENT

SCOPE OF SERVICES

- Development of marketing strategy (1st quarter 2018)
 - Work with downtown stakeholders to develop comprehensive marketing strategy, inclusive of key audiences, messaging, and media platforms
 - Work to develop implement associated work plan:
- The work plan could include many, if not all, of the following tasks
 - Content development/messaging
 - Work within agreed upon messaging framework to develop content for external communications (website, social media, public relations, video content, advertising, itineraries)
 - Social Media
 - Maintain a consistent presence on social media platforms, posting at least once per day on Facebook, Twitter, and Instagram
 - Initiation of hashtag campaigns
 - Production (or oversight of production) of videos geared towards social media platforms
 - Provide analytics on number of clicks, etc.
 - Public Relations
 - Provide content for advertorials and press releases
 - Coordinate with media outlets
 - Explore blog potential
 - Promotional/event marketing
 - Coordinate marketing efforts for events of ODA and PBIA where possible (i.e. Downtown for the Holidays)
 - Seek cross-promotional opportunities with existing events
 - Coordinate welcome services for new businesses (i.e. ribbon cutting, press release, social media coverage)
 - Promote other events occurring downtown
 - Advertising
 - Manage advertising efforts
 - Manage efforts of graphic design contractors-
 - Stay connected to downtown businesses to understand business needs and wants for downtown marketing/promotions
- Reporting
 - Provide regular updates to PBIA (frequency and forum TBD)

Commented [AB1]: Specific events could be identified as part of the marketing strategy.

Commented [AB2]: Not intended to include the PBIA Board's one-on-one welcome wagon

Commented [AB3]: As this may require subcontracting, additional funds for creative and ad buys would need to be considered.