

## PROPOSED PBIA/ODA MARKETING AGREEMENT

### SCOPE OF SERVICES

- Development of marketing strategy (1<sup>st</sup> 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.