Online Audit of Haines, Alaska Tourism – informal proposal Spawn Ideas

From: Codie Costello [mailto:codie.costello@spawnak.com]
Sent: Tuesday, January 26, 2016 12:46 PM
To: Leslie Ross
Cc: Brooke Shary; Jordan Clark
Subject: Re: Haines Online

Hi Leslie,

Given your situation, and limited budget, I think a full digital asset and marketing program audit followed by development of a more detailed scope of work with deliverables would be the next step. In other words, it would make sense to focus on the first part of your initial RFP, and only after the results are understood can you develop your scope for the second half of the RFP. The audit of your assets and current efforts will really be the key to inform what recommendations we, or any agency partner, would make to meet your objectives.

With all this in mind, a full digital and marketing program audit would take approximately 4-6 weeks, depending on availabilities (on both sides) and volume of properties/programs/data to evaluate.

Full Audit of Digital Assets and Current Marketing Program(s)

Outcome: Digital Communications Strategy and Plan

Timeline: 4-6 weeks

Estimated Cost: $8,500 - $10,000

Assumptions:
2-3 meetings with Haines tourism stakeholders and Spawn Business Development and Digital teams

Survey of partners/members/staff

Access to Google analytics and current CMS

Temporary administrator status for all social media sites

All digital marketing program documentation, including list of all digital media placements and timing

Deliverables:

- · SEO/digital assets audit report
- · Stakeholder insights report
- · Competition insight
- · Consumer personas / audience targeting profiles for digital marketing
- · Prioritization of digital tactics & channels – *what platforms and programs should we concentrate on?*
- · Identification of quick wins for Haines tourism – *tactics that can have immediate impacts will be identified.*

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- · Digital communications strategy/plan recommendations – *with cost estimate and timeline for each component*

The full audit will be a deep dive into a current situational analysis given your current objectives. Our plan will likely include recommendations that will become the backbone to your digital communications strategy moving forward. Your digital communication plan will include how to best use the Internet to achieve your objectives. The plan will provide a clear roadmap that orchestrates all relevant digital channels and tactics (i.e. networking on social media, search and social advertising, media/blogger outreach, content and website adjustments).

We step into this project highly proactive and curious. We enjoy sleuthing around to help you discover what your current cyber-situation is and then come up with the methods to bridge the gap to where you want to be.

Next step:

Develop full scope of work and estimate/timeline for implementation

Some numbers to keep in mind:

- Ongoing SEO cost range: $1,400-$2,000 per month depending on content volume and target personas/audience targeting goals
- Website Design/Training: depending on complexity of redesign can run anywhere from $25,000 - $125,000 for strategic creative design and programming (all based on the consumer personas/audience targeting profiles built out of the audit process). This would need to be thoughtfully developed after insights are uncovered as part of the audit process.
- Ongoing performance strategy: TBD based on needs defined as part of audit process and scope of work development as a result of that process