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## **City of La Crosse Comprehensive Plan** **Marketing Assistance Proposal**

### **Website Development, Brand, and Creative Content**

#### **Development of Brand**

River Travel Media will aid the City's staff in the creation of the project name, logo and branding. The City staff will be given the opportunity to work through three revisions of the proposed logo design concept. River Travel Media will aid in messaging recommendations, the consistent usage of taglines and brand throughout all levels of the campaign.

- River Travel Media will meet with the City staff as requested to discuss revisions. We are flexible in communicating via face to face, Zoom, or email.
- The logo design concept will aid in the development of the branding colors and fonts.
  - River Travel Media will create a Brand Document, a style guide within which the uses of the logo and the brand will be easily identified.
  - All design collateral will be shared with the City staff in the form of .jpg, png, and .ai files.

#### **Website Design**

River Travel Media will provide a quality website created to fit the brand of the City of La Crosse Comprehensive Plan as decided through the Development of Brand discussed above. Utilizing WordPress, the website will be built to fulfill the needs of the project, allowing for easily accessible information for the citizens of La Crosse, and giving the ability for visitors to comment on topics. Comments will be posted on site only when reviewed and approved. River Travel Media will review the websites shared by the City staff to recommend the design and flow of information on the website.

- Setup of new hosting
  - Offering simplistic hosting with speed, uptime and security in mind.
- Search Engine Optimization (SEO)
  - The Comprehensive Plan website will be built with SEO in mind with all meta descriptions and alt tags completed and titles and content reviewed for keywords.



- An SEO plugin will be integrated into the site, the plugin is a strong tool for aiding in optimizing Google's algorithm.
- SEO is a continual process and all new content added to the website will be reviewed for optimization.
- River Travel Media will update the website through the length of the campaign and will provide quarterly analytics (or as needed) of the demographics of the visitors to the site and how the site is utilized and discovered by visitors.

### **Creative Content**

River Travel Media will create board displays for public input gatherings and infographics as needed throughout the campaign. Designed to attract attention while educating the public on the Comprehensive Plan and what steps they are encouraged to take as citizens.

## **Marketing Assistance**

### **Public Relations**

River Travel Media will create and send press releases as needed throughout the length of the campaign to a list of local and regional media outlets. River Travel Media will coordinate with local media to garner any free available space, post campaign events on local calendars, and field media inquiries.

- As a partner with River Travel Media, our platform La Crosse Local will be offered as an additional platform through which to promote the campaign with digital ads directing traffic to the new website, and podcast interviews with staff regarding the comprehensive plan included.

### **Analytics**

River Travel Media will gather analytics on successes of the advertising campaign, as well as aiding in gathering analytics on the citizens who participate in the planning process.

- River Travel Media will design online surveys (as needed) and incorporate those surveys into the website and social media. User analytics will be gathered through this survey process.
- Reports will be created with the collected demographic data sorted into categories as requested by the City staff.

### **Video Creation**

River Travel Media will interview City staff and Comprehensive Plan stakeholders for short videos. These interviews will be posted on social media and on the Comprehensive Plan website.

- A maximum of 6 interviews will be recorded with a length of two to three minutes each.
  - River Travel Media will work with the interviewees to set up a recording time and place at their convenience.
  - City staff will provide the interview questions



- The videos will include the brand imagery and messaging as well as a call to action to encourage visiting the Plan website.

### **E-Newsletters**

River Travel Media will share content with citizens through an e-newsletter program. The videos and website content will be teased with links through to the website for viewers to learn more. Comprehensive Plan events and activities will be highlighted through the e-newsletters.

- Two monthly e-newsletters through the length of campaign
- River Travel Media will utilize emails provided by City staff as well as those emails gained through the survey process.

## **Social Media**

### **Social Media Management**

River Travel Media will create social media platforms (facebook, Twitter, and Instagram) for the Comprehensive Plan including the creation of header banners and icons. River Travel Media will utilize the social media platforms to drive traffic to the website, post events and engagement activities, along with other content provided by City staff.

- Weekly posts for the length of the campaign shared across each platform
- Social media collateral design utilizing branding materials

### **Social Media Advertising**

Below is a suggested social media campaign budget for the Comprehensive Plan.

- 3 months of a Facebook advertising campaign, the months to be chosen by the City staff. Potentially the month of the kick off, the month of primary citizen interaction (events/surveys), one month of promotion of the Completed Comprehensive Plan.
- Utilizing proven data on best-practices regarding copy, headlines, and imagery
- We will use A/B split testing, conversion optimization, and retargeting through Facebook

## **Advertising**

*The suggested advertising spends below are placeholders to begin the discussion with City staff on how best to utilize the advertising budget.*

### **Responsive Display Ads**

Below is a suggested digital advertising campaign budget for the Comprehensive Plan

- Digital Ad Campaign for 8 months, the months to be chosen with City staff. Potentially three months at the kick off, three months of primary citizen interaction (events/surveys), two months of promotion of the Completed Comprehensive Plan
  - Utilizing Google Ads responsive display ads
    - there would be no additional cost for banner ad creation.



- The banner ads will be visual with a simple call to action.
- A/B testing.

### **In-Stream Advertising (pre-roll)**

YouTube is the second most popular search engine behind Google. Below is a suggested video ad campaign.

- Digital Video Campaign for 4 months, the months to be chosen by the City staff. Potentially during the months of highest citizen interaction needed (events/surveys).
  - YouTube pre-roll ads utilizing the interview videos discussed under “Marketing Assistance”, including the campaign design collateral
    - Plays prior to a video a viewer has selected to watch

### **Radio Advertising**

River Travel Media would suggest a radio advertising budget to be spent through Mid-West Family Radio, a one month campaign at the height of need for public input. The month to be chosen by City staff. The radio advertising budget to be spread between multiple radio stations within the Mid-West Family Radio group in La Crosse to reach several different demographics.

### **Print Advertising**

River Travel Media would suggest a print advertising budget to be spent on advertising within the La Crosse Tribune. Focusing on their print offerings, rather than digital offerings.

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### **Ownership**

All content, creative, website, and survey components and contacts developed by River Travel Media will be the exclusive property of the City of La Crosse.

### **Pricing Breakdown**

Please view the Pricing Addendum attached to this proposal.

### **References**

Please view the Reference Addendum attached to this proposal.

