



Social Marketing Proposal for Ecoscapes

Digital marketing and social media is important for branding, exposure, and ultimately generating new projects / new customers. It also serves as a fantastic tool to highlight jobs, displaying expertise, telling stories, showing your brand and supporting your community. Stories in social media connect a brand to an audience in a uniquely personal way.

Thank you for allowing me to submit a proposal to help you with your business. After reviewing your work, I could not be more excited to help you push you and your brand out to this community in a really unique way - utilizing video, posting strategies, and consistency to push Ecoscapes and Chip as a local but professional version of an HGTV show - that will lead to more business.

Project Scope Professional Marketing/Communications/Support

Jason and the 100 Cups team will collaborate with Chip and/or his designees to develop marketing plans/strategies for growth, maximize opportunities, develop consistent content strategies, and help to implement those strategies.

Here are some topics and targets.

- Calendar development to focus efforts, save time, and make sure the important weekly topics/focuses are never missed.
- Set expectations - what do we all view as a success for this work (how many jobs per year).
- Campaign development - work to develop effective and creative social/digital campaigns
- Utilize current best practices for engagement, click-throughs, open rates, and test content for resonance.
- Develop compelling video strategy to push Ecoscapes and Chip out in front as a leader in the industry, including projects overviews with Chip speaking and b-roll showing locations
- Develop a posting structure that is consistent on multiple platforms.
- Track/report engagement numbers - explain & educate and setting expectations.
- Stay on top of trends for social engagement and platforms and suggest adjustments.
- Monthly reporting - highlight what is working/not and why
- Suggest best use of video for promotions, campaigns, events (free vs. paid + live vs. edited).
- Recommend regular update and engagement strategies for different audiences.
- Coach on effective back end strategy (such as email list building) so advertising dollars are maximized and 'future-proofing' when possible
- Advise on content marketing and story segments/videos to support the current and future business endeavors.
- Advise on Email Marketing Program: Headlines, design, analytics & expectations
- Access to the 100 Cups network.

Professional Digital Marketing/Social Media Direction/Communications/Support

Up to 3, 60 minute calls/meetings every month with Jason Elkins, that include Q/A along with scheduled topics of discussion - plus full access to email / text for Q/A as needed.

Facebook / Instagram / Email / Web Posting

Update social media/web properties as agreed upon. Currently on the digital radar:

- 5 posts per week on Facebook
- 5 posts per week on Instagram
- 2 'Story' posts per day on Facebook
- 2 'Story' posts per day on Instagram - Utilizing best practices for growth - hashtags, polls, location based geotagging when appropriate
- Coordinate send 2 email newsletters per month if desired (Mailchimp or ?)
- Track / Report monthly activity through SproutSocial
- Suggest changes / alternative concepts based on reporting
- Photography / video shoots monthly (at least 2 highlighted projects per month broken up into multiple content piece).

Other services 100 Cups Consulting Offers hourly or through a partner:

*Additional video editing

*Podcast editing

*Email sequence building

*Facebook/Instagram Ads (Partner)

100 Cups Specialized Tools/Methods

- "Social Media Hit List" development for partner reach and content ideas
- Teach content development techniques utilizing creative tools without paying an additional designer. Apps: Over, PicsArt, iMovie, (FB) Pages, Canva
- Suggest and teach collaboration tools like Dropbox
- BOPP Method for dealing with Haters
- 4-1 Content Management Strategy
- Story{5P} Method for engagement on Facebook/Instagram
- Football Field method of content creation
- ThumbTest for engagement/branding
- Photo/Video Strategies for Facebook/Instagram/Facebook Live
- Key engagement tips/techniques
- Efficient vlogging / ad / social media paid techniques

Fees and Schedule for Services:

100 Cups Consulting agrees to perform the services described above:

- Professional Digital Marketing / Social Media Direction / Monthly Support
- Facebook / Instagram / Web / Email Posting & Support
- \$2000 per month - we do not have long term contracts, but ask for a 30 day notice if either party decides at any time to move on.
- We invoice once per month (due upon receipt, at the beginning one the month through credit card or check.).

Conclusion:

As a society we are seeking authenticity. With the availability of current technology and social media we have a great opportunity to connect with our audience in truly authentic ways.

If we can equip you to develop better, authentic relationships with your audience long term, we believe together, we can make the longest lasting impact.

We want to equip Ecoscapes with the ability to develop rich, real story based content that connects.

Jason Elkins - Owner

100 Cups Consulting

Ecoscapes

What Others Are Saying

What can I say about Jason and 100 Cups? They have taken what little we knew about Social Media (some of it incorrect) and helped us learn, expand, and grow our followers, page likes, organic interaction, and more faster and more effectively than we ever could on our own. But more than just practical advice and tips, his encouragement and accountability to help us do the best we can with these tools is what sets him apart. He genuinely cares for his clients and wants to see them succeed. He celebrates wins with us and continually helps us strive for more and more. There isn't anything else we could want more.

Aaron West, CTS
Director of Product Development MediaShout
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The Gallatin Area Chamber of Commerce has had the pleasure of working with Jason on several occasions and in a variety of capacities. He has been a resource for our 500+ members through our luncheon series in which he delivered informative and valuable information related to social media management, marketing, and creative content development. Additionally, he has been an outstanding resource to my staff and I, always only a phone call away to bounce ideas. Over the years, I have witnessed him take the brand identities of several of my Chamber members to the next level, both online and off. Above all else, he is a connector. He has the ability to connect individuals of all kinds through conversation, creativity, and engagement.

Kim Baker, IOM, TCEcD - Chief Executive Officer - Gallatin Area Chamber of Commerce Gallatin, TN 37066 Mobile | 615-516-0232 Office | 615-452-4000 Fax | 615-452-4021

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Before Jason came along we had so much on our plate and felt like we were just trying to survive when it came to social media. Jason gave us direction, helped us prioritize, get a strategy together and showed us some really valuable tricks and tips that ultimately has helped us engage our audience in ways that we never thought we could. Some of our posts have had so much engagement they've been seen by over a million people! The growth we've seen on all of our platforms since working with Jason has been unbelievable.

Alexandra Mohilowski - Customer Care and Marketing Coordinator
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