



Coaching Proposal for Lisa Yake

Digital marketing is important for branding, exposure, and ultimately generating revenue. It also serves as a fantastic tool to highlight events, products/services, and allows you to connect to an audience in a uniquely personal way.

Thank you for allowing me to submit a proposal to help you with your mission.

Project Scope Professional Marketing/Communications/Support

Jason will collaborate with Lisa Yake to develop marketing plans/strategies for growth, maximize opportunities, develop consistent content strategies including daily posts, special offers and business growth strategies. Here are some topics and targets.

- Calendar development to focus efforts, save time, and make sure the important weekly promotional topics are never missed.
- 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.
- Teach how to track/report engagement numbers.
- Stay on top of trends for social engagement and platforms and suggest changes as necessary.
- 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 to truly focus on what Lisa offers.
- Advise on Email Marketing Program: Headlines, design guidance, analytics & expectations.
- Access to the 100 Cups network.
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Professional Digital Marketing/Social Media Direction/Communications/Support

Up to 3, 60 minute calls 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.

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. Web: Canva, Unsplash Apps: Over, PicsArt, iMovie, (FB) Pages, etc.
- 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/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:
- \$350 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 through credit card or check).

Conclusion:

After multiple iterations of helping organizations, 100 Cups Consulting has developed long term client relationships based on the belief that small business marketing is best executed from the inside of an organization.

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.

This coaching/teaching philosophy is a bit different from the surge of new digital marketing agencies... We focus on a teaching vs. selling a marketing services... 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. This method is less costly and provides better value long term.

We want to equip/support and encourage your ability to develop rich, real story based content that connects.

Jason Elkins - Owner

100 Cups Consulting

Lisa Yake

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
888.829.7168 x.304

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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
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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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