



Monkey Pickles Proposal Requirements

Version- 6/17/15

Project Information

Project Summary: Support the City of Key West with branding and marketing initiatives to continually grow the area of the Historic Seaport

Project Outline:

1: Work Process and Day to Day

We treat everyone's client's project as unique as what they are trying to accomplish. We evaluate all requirements goals and infrastructure within the first 30 days. Upload all supporting documents gather logins, and develop the short range and long range tasks in our project system for tracking. Day to Day communication of changes, tasks, and to-dos are handled by a group email titled projects@monkeypickles.com as 3 of us are included on that email. We have weekly and monthly project meetings on Mondays and strategy meetings on Fridays that covers our client's projects.

2: Client References

- **Century Power** : <http://www.sledgegearusa.com/> & <http://www.motorsportsgearusa.com/>
 - Caitlyn Morelli p: (651) 439-2035 e: caitlyn@centurypower.com

This started because they weren't getting results with their previous company and we helped train, launch a new advertising scheme with social media, Google Adwords, and press releases we also did alot of manual work individually reaching out to snowmobile clubs and enthusiasts as they sell KLIM which is the top brand for snowmobile clothing. This was a 6 month project where we increased per visitor worth from \$2.00 to over \$10.00 compared to previous season. Then the guy we spent all the time training while we were doing the marketing at the same time quit.. So after a few months they hired someone specifically for the role and we took on that person as our protégé and have spent plenty of time with this person and now she is off and rolling killing it for them.. and we are also in the process of developing a new website for them since their previous company gave them a quote 15,000 per site. We trained them how to upload and import products and will be supporting go live for half the cost along with training every 60 days as seasons change.

They are potentially signing on for 2 - 3 more online stores this summer with us plus more training and consulting.

eCommerce - Training - Social Media - Advertising - SEO - Product Feeds - Marketing Planning

- **Northwest Passage** : <http://nwphs.org/>

- Peter Wieczorek p:715-641-2254 e:pwieczorek@nwphs.org

We completed a 6 months project with them to re-brand and freshen up their online presence and at the same time created social campaigns, press releases, and published 60+ business listings in the area to help raise awareness of the school since competing with public schools in the same area also completed a lot of SEO work and hyper targeted advertising to spearhead new students last summer focusing on parents and students at the same time with 2 different messages. We were recently invited back over the school year to help judge several student business plans for class projects.

Website - Social Media - SEO – Training

- **Straumann Chiropractic**

- Polly Meyer p:651-343-5849 e: polly@straumanchiro.com

We helped them with operating their website, and conducting an initial Search Engine Optimization rework as a previous agency had not completed the work that was in best interest of the client for managing their website. So we trained them on how to operate the website and provided ongoing support on as needed basis.

3: Name and Qualifications

Huntz Colburn (Owner and Founder) Huntz has developed the company from a startup he continues to develop new relationships for the company and is the lead in project strategy for our clients. He has been building and launching fully integrated digital marketing campaigns since 2009.

Valerie Platt (Office Manager and Client Services) She has been onboard the team since December 14' and has over 15 years agency experience in print, advertising, and media planning. Expertise in managing day to day projects to assure work aligns with clients goals.

Chris Rennie (Web Development and Project Management) Chris is responsible for making sure clients projects are integrated and developed into all the resources that are being used for the marketing campaigns and tracking measurable results.

Danielle Witte (Social Media and Content) Danielle is responsible for social media content, articles, blogging, press releases and implementing these with a Search Engine Optimization focus

Thomas Schmidt (Marketing Assistant) Thomas came from a few different sales roles and has a degree in Marketing and International Business. He continually helps out where he is needed from helping with content development, social media, SEO, scheduling, and website changes.

4: Our Approach

We view marketing and advertising through the lenses of a game of chess and we are hired to compete for our clients on a daily basis constantly measuring ourselves against data month over month and desired results of the contract.

5&6 Previous Work Samples / 3 Projects

See #2, Web Samples Below

Website Samples:

Major Mechanical

- Before: <https://web.archive.org/web/20141122193850/http://www.majormechinc.com/>
- After: <http://majormech.com/>

Sled Gear USA

- Before: <https://web.archive.org/web/20141221215941/http://www.sledgearusa.com/>
- After: <http://sledgearusa.com/>

TCCR

- Before: <http://www.twincitiescommercialroofing.com/>
- After: <http://monkeyfunker.com/tree/> (this is still on our demo server)

Via Bio Medical

- Before: <https://web.archive.org/web/20131209230239/http://www.viabiomedical.com/>
- After: <http://www.viabiomedical.com/>

Rates and Fee Structures

- 1st Project Based: as we spend time upfront and determine what the yearly efforts will be and determine a monthly project fee based on goals and estimated hours.
- 2nd Hourly Based: We charge \$125/ hour
- This specific project we would foresee as a project based on a yearly contract with outlines of additional hourly work if needed.

Scope of Services: Rates & Quote Estimations by Monkey Pickles

Project Based Billing:

\$5,500/ month

- Develop an overall marketing plan that positions the Key West Historic Seaport as a premier tourist destination.
- Identify new marketing avenues for the Key West Historic Seaport and assist in identifying its brand.
- Develop strategic marketing communications and brand support to assist the Key West Historic Seaport in promoting initiatives, events, and programs.
- Recommend and implement media strategies, including media buy.
- Negotiate with advertising media and oversee and evaluate services provided by Media outlets
- Offer input on the Key West Historic Seaport's current digital presence (including the Current website and any social media sites maintained by the City of Key West).

Hourly Project Work

at \$125/hour

- Graphic design and production of advertising and communication materials (write, edit, and proof copy). This may be included in the project depending on amount of changes and specific request of material creation.

Our Current Capacity

We are about 80% capacity of workload until September 10th. Then we will be at 60% capacity of workload based on finishing a nonprofit project an e-commerce project. We have 5 separate agency partners and additional staff as needed to call up based on a specific project load.

Our Goals and Strategy

(1st 60 Days) is we would complete a comprehensive study of current brand and positioning. With researching all the local events, business and areas of opportunity to grow with press, media and

advertising. Additionally we would include several factors of search engine rankings, web traffic and social media analysis, advertising spends of similar communities

(2nd 60 days) we would travel down and have several strategy meetings based on reporting with city officials and also plan digital media training for key employees. (Estimated time 1 week).

(3rd 60 days + Ongoing) We would implement several key online advertising features regarding Facebook Ad center, Google AdWords and media purchases. Then begin tracking month to month comparisons of total influence, web traffic, social insights, web search rankings, and strategy successes and failures. Look to develop several key stories from local business and organizations by getting their input and stories to share and promote for the area.

Community is the Difference

Monkey Pickles • 10650 County Road 81 #208, Maple Grove, MN 55369 • 763.657.1000 •
www.agency.monkeypickles.com