

Section I: Introduction/Cover Letter

I, Kelly Burgess, represent Burg & Co. Marketing as the CEO and Founder of the organization, for this bid to complete digital marketing services with the City of Key West.

Burg & Co. Marketing, 401 E. Jackson St. Ste 3300, Tampa, FL 33602

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Founded in 2017, Burg & Co. Marketing is a certified small business that specializes in digital marketing for various B2C and B2B businesses, with an emphasis in highlighting experiences and reasons why people should engage with certain businesses. With a combined 30 years of marketing experience, our team brings a wealth of knowledge in organic social media, paid SEM, web development and organic content marketing. Our clients often see 200% to 300% ROI YoY for all campaigns.

We have been named one of the leading women-owned marketing agencies for 2020 by Entrepreneur Magazine, Fortune, and Bloomberg Businessweek. We are currently awaiting acceptance of our WOSB and EDWOSB applications. Our team is composed of five full-time employees and five consistent contractors. We have clients throughout Florida and across the United States.

Our methodology sets us apart from the competition. Marketing is about more than just algorithms — it's about the human experience. So many marketing agencies focus solely on inbound marketing — that is, driving people to a website or event through methods like SEO, social media marketing and other avenues. This is absolutely a key piece of building brand awareness and driving traffic. But it cannot be the ONLY focus of a marketing strategy.

At Burg & Co. Marketing, we match award-winning marketing strategies with user behavior analysis. With heat maps and behavior tracking, we monitor each movement on your website to make sure the right content and conversion elements are in the right place at the right time.

We don't just drive more traffic; we perfect the user experience to drive more engagement and increase ROI.

Section II: Client References

- 1. Alliance Physical Therapy Partners** Leanna Carlson, VP of Marketing
Website development and maintenance, organic SEO, social media, ROI tracking and reporting
Three years + ongoing

"Over the past several years, the **Burg & Co. Marketing team has become a seamless extension of our in-house team.** We have seen +74% growth in new patients specifically from our website appointment forms over the past three years — a direct correlation to the SEO work that the Burg & Co. team has put forward. Together, we've increased our ROI by +170% — and even seen significant traffic growth over last year which was impacted by COVID-19. I strongly recommend that any healthcare company work with the Burg & Co. team if they want to see tangible results from their marketing efforts."

- 2. Unfiltered Radio** Bryant Golden, Podcast Host
Website development and maintenance, organic SEO, paid SEM, organic social media, paid social media
Two years + ongoing
- 3. 7-Eleven** Frank Conley, SEO Manager
Organic SEO for 500+ locations
Six-month contract
- 4. Centerpoint Church** Bryant Golden, Lead Pastor
Event promotion, paid social media, website maintenance, organic SEO, organic social media
Two years + ongoing
- 5. Valor Healthcare** Scott Wise, M.D, CEO
Brand Strategy, Marketing Strategy, Graphic Design, Brand Collateral, and Website Development
One year + ongoing
- 6. ProVise Management Group** Ray Ferrara, CEO
Brand Strategy, Website Management, Video Production, Brand Collateral SEO, Content Management
3 years + ongoing
- 7. Target ALS** Steve Schonberg, Director of Communications
Graphic Design, Brand Management
6 months + ongoing

Section III: Individual Qualifications

Kelly Burgess, Founder of Burg & Co. Marketing



Burg & Co. Marketing Tampa, FL 2017-Present
FOUNDER, CEO

- Design full digital marketing strategies for companies in a multitude of industries, including healthcare, music and service
- Implement marketing strategies targeted at generating new leads and remarketing/retention campaigns
- Develop brand guidelines and Source of Truth for companies to create a cohesive voice for their internal and external marketing teams
- Deploy strategic external link building and content marketing strategies to boost search engine ranking
- Design UX/UI conversion elements based on reader psychology, such as F-reading pattern, action-prompting colors and form placement

EMS Consulting - Tampa, FL 2016-2017
Digital Marketing Manager

- Create cohesive marketing plans that span across all digital platforms
- Develop keyword strategies to create optimized content for all web properties
- Implement internal linking structures across web properties
- Write SEO content to promote specific keywords on the website
- Paid media campaigns (PPC and Facebook Ads)

- Design email drip campaigns for both lead generation and remarketing

Socius Marketing - Tampa, FL 2016-2017
SEO Writer

- Research and develop monthly keyword plans to position clients on the first page of Google
- Create content using Google's SEO best practices
- Assist with internal linking structure and external linking
- Manage 100+ pages for a wide variety of clients per month

Laser Spine Institute - Tampa, FL 2015-2016
Content Writer - Team Lead

- Lead SEO Content Writer on a project to rewrite and rebrand our main website and satellite sites, totaling more than 2,000 pages
- Oversaw a team of internal and external writers, as well as gave final approval for SEO content before deployment

Stacey Harrison, Founder of Heart & Hustle Brands

Heart & Hustle Brands (formerly Harrison Creative Group)
Tampa, FL **2017-Present**
FOUNDER, CEO

Partners with healthcare, professional services, and consumer goods organizations to develop strategic marketing plans from start-up initiatives to rebranding. Providing comprehensive marketing support including budgeting, branding, digital marketing campaigns, event management, PR, reputation management, and leadership development for QTbreasthealth, ProVise Management Group, Alliance Physical Therapy Partners, Target ALS, IvexPackaging, Burg & Co. Marketing, iRise Spine & Joint, Valor Healthcare and more.

Laser Spine Institute - Tampa, FL **2012-2017**
DIRECTOR OF CREATIVE SERVICES

Led creative development and strategic initiatives for direct response healthcare organization with extensive online and offline presence in TV, print, digital, SEO and social media.

MacKinnon Equipment & Services - Tampa, FL **2010-2012**
VICE PRESIDENT OF MARKETING

Led marketing research, customer experience training, CRM development and rebranding efforts of the 35-year-old dealership.

Jagged Peak - Tampa, FL **2008-2010**
MARKETING COMMUNICATIONS MGR

Led marketing communications efforts for e-commerce software and fulfillment provider for global consumer brands.



Briggs Construction Equipment - Tampa, FL **2006-2007**
CORP MARKETING COMMUNICATIONS MGR

Led direct marketing efforts for dealership featured in Rental Equipment Register as top 100 rental equipment companies.

MCOMM Group, Inc. - Peoria, IL **2004-2005 + 2007-2008**
BUSINESS AND PROGRAM DEVELOPMENT

Developed and grew new business marketing campaigns by 110% for a marketing firm specializing in solutions for manufacturers.

McCann Industries, Inc. - Addison, IL **1999-2004**
MARKETING COORDINATOR

Supported marketing activities and website launch for construction and supply company with a respected 50-year history.

Additional Team Members

**Haley Burgess, Chief Operations Officer**

Responsible for oversight of strategy implementation as well as resource allocation and staffing management to meet project requirements

**Levi Winglewich, Chief Technology Officer**

Responsible for conversion strategy implementation, user behavior analysis, website development and security, any third-party software or plug-in integration, conversion tracking

**Tatum Matlock, Web Developer**

Responsible for daily website maintenance, including changes to pages, listing management for new locations, and Google search console maintenance

Aaron Brintzenhofe, Director of Content

Responsible for keyword research and strategy for organic SEO content, as well as content creation for core and blog pages on websites, newsletters, emails and all content needs

**Brittani Beaumont, Account Manager**

Responsible for weekly client meetings, management of all tasks in our project management system, liaison between Burg & Co. and the client, and handling any communications with the client

**April Austin, Brand Manager and Editor**

Edits all documents prior to launch and maintains a brand style guide per ongoing client feedback to ensure consistency in messaging.



Section IV: Marketing and Project Approach

While we are a process-driven agency, we believe in listening first. That's why we first recommend a discovery meeting during which we can gain a deeper understanding of your goals and objectives and the challenges with growing tourism in the Seaport Historic District.

No client is typical, but here's what our process usually looks like:

1. Discovery meeting

- a. Workshop with all decision-makers to determine brand messaging and key objectives for each campaign
- b. Review inventory of existing marketing collateral, and assess the success of past messaging and campaigns.
- c. Typically 3-4 hours and will provide us with all information needed to move forward.

2. Brand Strategy

- a. Once we complete the discovery meeting and review the inventory of existing marketing materials, we will determine the needs to reach the current objectives of the project. Those needs could include the following items if they are not already present in the client's existing marketing library:
 - i. Comprehensive market research with qualitative and quantitative studies
 - ii. Brand refresh of logo and all branded assets
 - iii. Updated social media strategy, video content, and photography
 - iv. Any missing content needed for marketing platforms

3. Campaign Strategy & Timeline

- a. From here, we will create an all-inclusive marketing strategy, which will help us plug in the existing marketing collateral and identify what new materials need to be created.
- b. Depending on the personas we are targeting, we will create a complete marketing plan that will encompass paid and organic social, SEO and SEM, with a possibility of TV and video PR campaigns.
- c. Once a strategy is agreed upon, we will create a timeline for campaign creation, approvals, and go-live dates. We will also determine the ability to keep any work in-house and how we can best assist the existing team (or if the client wants us to own the project entirely) and will assign tasks to team members accordingly.

The initial marketing library audit would include, but not be limited to, the following:

- **Video content and photos — audit of content library**
 - Evaluate current assets to determine what we can leverage before creating new
 - Analyze video footage and images that can be edited to fit the new brand and style guides
 - Make use of any recent (within five years) market research that has been completed

Creating a library of reusable, versatile content

One of our biggest goals is to create evergreen content that can be reused across multiple platforms. For example, we can create a blog highlighting someone's recent bachelorette trip in Key West and use that content to rank for search terms related to bachelorette parties. And then, we can turn around and use a snippet from that blog to post on social media.

We also want to collaborate with the restaurants and venues in the historic district to highlight some of their features and then have them cross-promote our content on their platforms (see section XI for elaboration). Everything we create will have a dual purpose so that you can get the most significant reach for your time and budget.

We work with a variety of clients with internal marketing teams that we work alongside, many of whom have no marketing team and outsource all of their work to our team. We will identify the internal and external roles for each marketing strategy step to ensure we are all working together.

Initial ideas for marketing campaigns

Wish You Were Here

Using existing live footage from webcams, promote user-generated content demonstrating visitors in the Key West Seaport District. Design murals or other artwork to showcase photographable moments in the area. Promote with social media hashtags and imagery to gain exposure for the area on social media.

PR cross-promotion for weekend getaways

There are more than 10,000 people each month performing a Google search for a variation of “weekend getaways Florida.” Collaborating with regional publications that rank for this term to ensure that the historic district of Key West is featured as a great (and easy to travel to) getaway destination for other Florida residents. We can also work with local businesses in the historic district to create discounts or promotions specifically for these websites (e.g., first drink free at Conch Republic, etc.).

A romantic trip for couples

We can promote romantic locations in the Key West historic district as we approach the holiday season and Valentine’s Day. Picnic proposals by the water, followed by a romantic proposal on the beach or snorkeling.

Friends reunions

While the rest of the world is suffering a long winter, Key West is keeping it sunny and warm. Let’s invite recent college grads/young 30-somethings who have friends who live in different states to have a friends’ reunion in sunny Key West. We can highlight the Airbnbs and VRBOs that are large enough to accommodate big groups, as well as potentially hire a social media influencer to stay for a weekend friends’ trip and document the experience across various social media platforms. We can also work with the Airbnb, VRBO and local B&Bs to create special deals to drive tourism during the winter months.

Section V: Previous Work Examples

While we have run continuous ad campaigns for our clients over the past four years, the following campaigns specifically relate to the type of geotargeted physical action campaign described in your synopsis, i.e., driving people to a specific location. Brand awareness, social engagement and physical action (e.g., showing up for an event, visiting a location) are the most common types of campaign metrics to measure. The social media campaigns for the City of Key West Historic District would inspire physical action and be geotargeted to the tourist regions and demographics determined in our market evaluation.

1. Non-Profit Event

Recently, our team ran two separate ad campaigns for a geotargeted event in the greater Tampa area for a local nonprofit organization. In 28 days, our ad was shown to 86,703 people and resulted in 46,684 people engaging with the campaign (i.e., asking questions, commenting and reserving their spot at the event). Ultimately, we saw more than 2,300 attendees at the event. The total cost for the 28 days of advertising was \$994.00, and the CPA (cost per acquisition) was \$2.30 per person.

2. Multi-site VA Healthcare Operator

The country's largest provider of community-based outpatient centers for the U.S. Department of Veterans Affairs approached our team about a brand refresh. We led Valor Healthcare through a branding workshop to determine objectives and align with customer needs. The result of the brand workshop was a refresh of their key messaging and positioning which led to the acquisition of the largest occupational health organization. The organization is actively undergoing a website redesign to expand marketing efforts to promote their services to employers and federal government agencies.

3. Event Marketing

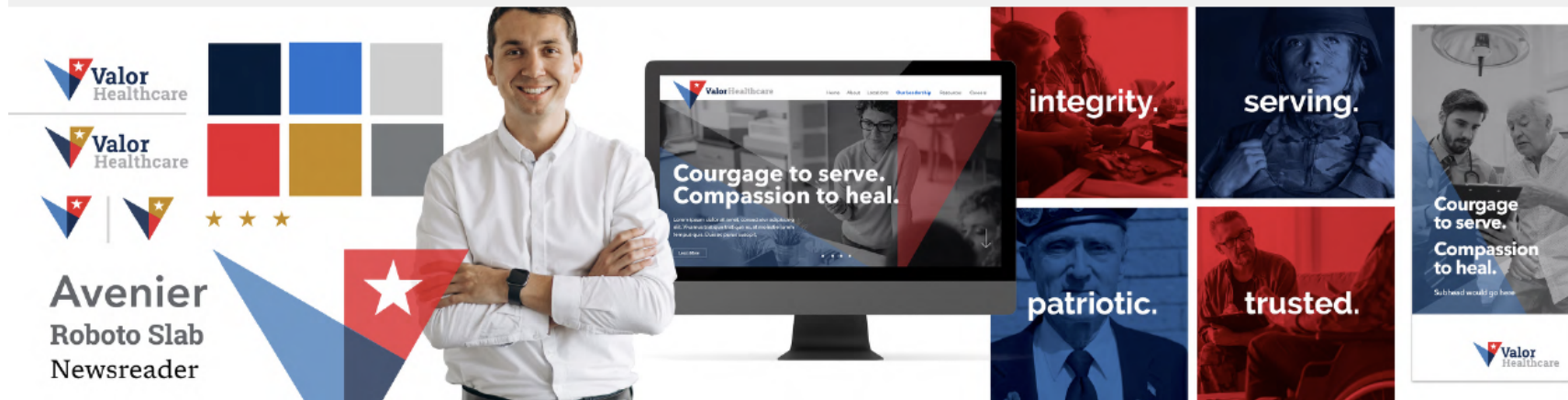
At the height of the COVID-19 shutdown, we also promoted an event (a safely distanced outdoor event with all necessary precautions). This time, our A/B testing indicated that people responded to a video best; they wanted to see the precautions for the event themselves to determine the safety of their attendance. We based our messaging and video on user behavior, and within one month, our video was viewed by 219,201 people and was engaged with by 127,768 people. Again, this event was geotargeted to the greater Tampa area. Total cost for this campaign was \$1,000.





[Click to view additional work samples](#)

Stylescape Example



The client approached Heart & Hustle Brands to help with repositioning the brand to offer services to a larger market. First, we held in-person brand workshops with their key stakeholders and employees to develop new brand messaging. We presented options for a refreshed brand that will lead to the creation of new collateral for customers and investors, and an updated website and social media identity.

[Click to view additional stylescapes](#)

Section VI: Submission of Projects

1. Alliance Physical Therapy Partners

Scope: Provide digital marketing services to promote 87+ physical therapy locations and 15+ brands in order to increase patient appointments and retention. Digital marketing services include, but are not limited to, website development, website maintenance, brand strategy and awareness, organic search engine optimization, paid search, paid social media, organic social media marketing, Amazon promotion for physical products.

Goals and measurable KPIs: Increase patient appointment requests, expand brand awareness for each clinic location and increase patient retention to ultimately improve the value of business for potential sale.

Role within project: We are the main outsourced marketing agency to partner with Alliance PTP. We devote 240 hours a month to their marketing efforts, and we are solely responsible for their website development and management, brand management, organic SEO, organic social media, conversion strategy and ROI reporting. We work in tandem with another agency that now manages the paid social media and paid SEM, so we could reallocate those hours to website development for new locations that they are opening.

Individuals on the project:

Kelly Burgess, Chief Executive Officer

Responsible for conversion and marketing strategy, ongoing weekly and monthly reporting, strategy projections and communications

Haley Burgess, Chief Operations Officer

Responsible for oversight of strategy implementation as well as resource allocation and staffing management to meet project requirements

Levi Winglewich, Chief Technology Officer

Responsible for conversion strategy implementation,

user behavior analysis, website development and security, any third-party software or plug-in integration, conversion tracking

Tatum Matlock, Web Developer

Responsible for daily website maintenance, including changes to pages, listing management for new locations, and Google search console maintenance

Aaron Brintzenhofe, Director of Content

Responsible for keyword research and strategy for organic SEO content, as well as content creation for

core and blog pages on the website, newsletter emails for patients, and all content needs

Brittani Beaumont, Account Manager

Responsible for weekly client meetings, management of all tasks in our project management system, liaison

between Burg & Co. and the client, and handles any and all communications with the client

April Austin, Brand Manager and Editor

Edits all documents prior to launch and maintains a brand style guide per ongoing client feedback to ensure consistency in messaging

Project Reference:

Leanna Carlson, VP of Marketing for Alliance Physical Therapy Partners

E: leanna.carlson@alliancept.com P: 616.345.8116

625 Kenmoor Ave SE, Suite 100, Grand Rapids, MI 49546

www.alliancept.com

*"Over the past several years, the Burg & Co. Marketing team has become a seamless extension of our in-house team. We have seen +74% growth in new patients specifically from our website appointment forms over the past three years — a direct correlation to the SEO work that the Burg & Co. team has put forward. Together, we've **increased our ROI by +170%** — and even seen significant traffic growth over last year which was impacted by COVID-19. I strongly recommend that any healthcare company work with the Burg & Co. team if they want to see tangible results from their marketing efforts."*

— Leanna Carlson, VP Marketing for Alliance Physical Therapy Partners

Examples of Work:

www.adventpt.com

www.armorpt.com

www.arrowptr.com

www.bordertherapy.com

www.continuumwellness.com

www.excelsportspt.com

www.franklinrehab.com

www.mainephysicaltherapy.com

www.pantherpt.com

www.peakperformanceclinics.com

www.rehabaccess.com

www.solpt.com

www.ssorkc.com

www.whatcompt.com

www.alliancept.com

www.agilevirtualpt.com

www.agiletherapyemr.com

www.biocorrect.com

2. iRise Spine & Joint Rebranding

Scope: Rebrand and reposition multi-location healthcare services provider, Florida Spine & Joint Institute to improve brand reputation in South Florida and prepare organization to grow outside Florida through business development efforts, digital marketing and updated website.

Goals and measurable KPIs: Improve search engine visibility for personal injury and auto accident victims and attorneys.

Role within project: Burg & Co. Marketing was hired to develop a library of content to house on the new website. We managed all organic and paid social media content for this specific event, as well as all reporting and website landing page management, including event registration and answering all comments/questions on social media. We provided weekly reporting and budget analysis to the Centerpoint team, and also ran A/B tests for paid social ads to best optimize conversions for the lowest budget.

Individuals on the project:

- **Stacey Harrison, Chief Creative Officer for Heart & Hustle Brands**— responsible for brand strategy, logo development, brand style guidelines, collateral design, rebranded facility decor, social media design, public relations, and strategic communications, website design creative direction
- **Kelly Burgess, Chief Executive Officer of Burg & Co. Marketing** — responsible for content marketing strategy, search engine optimization, and social media management

Project Reference:

Ryan Fulcher, CEO

E: rfulcher@irisecare.com P: 813.846.4428

www.irisespineandjoint.com

Examples of Work



3. Centerpoint Easter Event

Scope: At the height of COVID-19, we launched a campaign for an Easter event (held outdoors, properly socially distanced, and CDC-compliant). This campaign was launched on both organic and paid social media platforms. We had the challenge of engaging the audience and piquing interest in the event, while simultaneously showing the safety precautions being taken to ensure that people felt safe attending the event. This included many images and videos showing the COVID-19 precautions being taken, as well as answering questions and still showcasing the fun of the event itself.

In 10 days, we reached 32,344 people through paid campaigns, received 365 early event registrations, and spent \$492.42 (that's a \$1.35 cost per event response). Overall, we saw roughly 1,500 attendees to the event from our promotion, and many repeat visitors following the Easter event.

Goals and measurable KPIs: Increase attendance to a specific event, geotargeted within the greater Tampa area. Measurable KPIs included campaign engagement, brand mentions and awareness, and ultimately attendees, as well as return visits to the organization after the Easter event ended.

Role within project: Burg & Co. Marketing was hired as an outside resource to Centerpoint's internal marketing team. We managed all organic and paid social media content for this specific event, as well as all reporting and website landing page management, including event registration and answering all comments/questions on social media. We provided weekly reporting and budget analysis to the Centerpoint team, and also ran A/B tests for paid social ads to best optimize conversions for the lowest budget.

Individuals on the project:

**Kelly Burgess, Chief
Executive Officer**

Responsible for social media campaign creation, organic and paid ad content, A/B testing and conversion analysis

**Haley Burgess, Chief
Operations Officer**

Responsible for oversight of strategy implementation, as well as resource allocation and staffing management to meet project requirements

**April Austin, Brand Manager
and Editor**

Responsible for editing all content prior to launch and maintaining a brand style guide per ongoing client feedback to ensure consistency in messaging

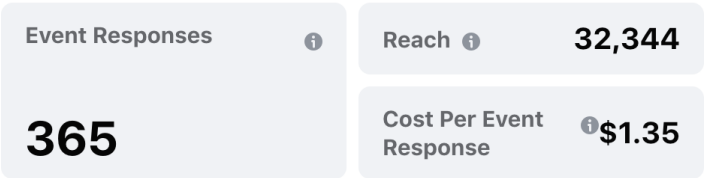
Project Reference:

Bryant Golden, Lead Pastor
E: bgolden@centerpointfl.org P: 813.846.4428
www.centerpointfl.org

Examples of Results:

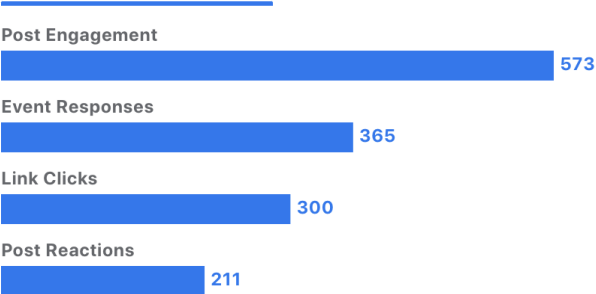
Performance

\$492.42 spent over 10 days.



Activity on Facebook

Activity on Your Website



Section VII: Hourly Rates and Fees

Objective			
<i>Gain market insights and clear objectives to develop marketing strategy and campaign strategy.</i>			
Activities	Deliverables	Client Responsibility Key West Seaport Historic District	Agency Responsibility Burg & Co Marketing
Discovery Session 1-2 day in-person interactive working session with key stakeholders to gain insights about current market challenges, goals, and opportunities. To be held in Key West or at a client's designated location. One time cost of \$5,000 <i>(Not including travel expenses)</i>	Marketing strategy document outlining new marketing avenues, revenue opportunities, and brand awareness tactics and creative brief to inform key messaging	<ul style="list-style-type: none"> • Provide access to key stakeholders for 1-2 day meeting • Provide access and introduction local business owners in historic district • Access to previous market data or campaign metrics 	<ul style="list-style-type: none"> • Travel to client as requested • Prepare materials in advance and provide for client review. • Summarize notes from workshop in formatted document • Utilize input from meeting to create brand analysis document
Qualitative Research (Focus Groups) If the discovery phase reveals a need for market research, we recommend small focus groups to uncover insights about the target demographic, key messaging preferences, media consumption, etc.	Research analysis and report detailing target audience insights about key messaging, media usage, and behavior.	<ul style="list-style-type: none"> • Access to interview business owners and tourists for market insights • Provide access and introduction local business owners in historic district 	<ul style="list-style-type: none"> • Travel to client as requested • Prepare materials in advance and provide for client review. • Summarize insights from focus group in formatted document • Utilize input from meeting to create recommendations for three 1-year marketing and campaign strategy documents

One time cost of \$5,000 <i>(Not including travel expenses)</i>			
Qualitative Research If discovery phase uncovers need for market research, we recommend a survey of your target audience to uncover insights into the demographics, psychographics, and preferences One time cost of \$5,000 <i>(Not including travel expenses)</i>	Report of market insights including brand awareness, preference, and purchasing decisions	<ul style="list-style-type: none"> Review survey questionnaire and provide feedback within 48 hours Provide availability for reporting meeting 	<ul style="list-style-type: none"> Prepare survey questionnaire(s) for client review. Analyze and summarize data from survey in formatted report Present findings to client in a meeting Utilize input from meeting to create recommendations for three 1-year marketing and campaign strategy documents
Objective	<i>Develop effective marketing strategy to increase tourism to Key West Historic Seaport District</i>		
Activities	Deliverables	Client Responsibility Key West Seaport Historic District	Agency Responsibility Burg & Co Marketing
Brand Strategy One time cost of \$10,000 <i>(Not including travel expenses)</i>	<ul style="list-style-type: none"> 3 stylescapes to illustrate brand style New Logo for Key West Historic Seaport Brand style guide design with key messaging, logo usage, photography recommendations, iconography, patterns, ad 	<ul style="list-style-type: none"> Provide access to existing market research and brand assets Provide one point of contact for feedback and revisions 	<ul style="list-style-type: none"> Analyze new or existing market research data to copywrite key messaging and campaign concepts Utilize findings from discovery workshop and research to formulate marketing strategy and tactical recommendations Explore new marketing opportunities not previously utilized (digital, video, social media, user-generated content, connected content, etc.) Design creative style scapes to present to client illustrating

	mockups		campaign concepts <ul style="list-style-type: none"> • Present ideas to key stakeholders for buy-in and approval
Objective	<i>Position Key West Historic Seaport as a premier tourist destination through media, communications, events, and programs</i>		
Activities	Deliverables	Client Responsibility Key West Seaport Historic District	Agency Responsibility Burg & Co Marketing
Graphic Design Hourly rate: \$175	Creative brand collateral, signage, social media artwork, etc.	<ul style="list-style-type: none"> • Provide one point of contact for feedback and revisions • Reasonable timelines (minimum one-week turnaround time) • Access to existing approved images, logos, graphics • Access to existing brand guidelines 	<ul style="list-style-type: none"> • Creative Direction • Project management • Logo development • Collateral design • Signage design • Out-of-home design for billboards, banners, vehicle wraps, etc. • Proofreading • Social media channel art design
Public Relations, Strategic Communications, and Copywriting Hourly rate: \$200	<ul style="list-style-type: none"> • Media training • Press releases • Media coverage • Communication memos for internal stakeholders 	<ul style="list-style-type: none"> • Access to key stakeholders • Timely feedback on press releases, communication documents 	<ul style="list-style-type: none"> • In-person or video conference media training of key stakeholders • Writing and copy editing press releases • Outreach to media contacts • Drafting communication memos for internal stakeholders

<p>Paid Search Engine Marketing (SEM)</p> <p>Hourly rate: \$225</p>	<p>Google Ads and remarketing campaigns</p>	<ul style="list-style-type: none"> • Access to client payment (credit card on file) for advanced media purchases 	<ul style="list-style-type: none"> • Paid ad content copywriting, • Design of images and videos or repurpose of existing content • A/B testing for optimal conversion rate • Weekly reporting
<p>Video Production</p> <p>Rate: \$3,500 per 30-second video</p>	<ul style="list-style-type: none"> • 30-second videos • 60-second videos 	<ul style="list-style-type: none"> • Access and clearance for local venues for video shooting • Access to existing raw video footage from webcams, previous campaigns 	<ul style="list-style-type: none"> • On-location video filming • Video editing and voice-overs • Branding, graphics and script creation, as needed • Release documentation for video usage
<p>Media planning and buying</p> <p>Hourly rate: \$250 or 15% of media spend</p>	<ul style="list-style-type: none"> • TV, OTT, Out-of-home, print, and direct mail 		<ul style="list-style-type: none"> • Identify media opportunities with TV, OTT, Out-of-home, print publications, and direct mail • Negotiate optimal rates • Coordinate agreements with media and Key West Historic Seaport District
<p>Organic social media marketing</p> <p>Hourly rate: \$250</p>	<ul style="list-style-type: none"> • Monthly content calendar • Daily social media posts • Audience engagement 	<ul style="list-style-type: none"> • Admin access to social media account pages (Facebook, Instagram, TikTok, Twitter, LinkedIn, etc.) 	<ul style="list-style-type: none"> • Content calendar creation • Graphic design of posts • Posting content • Engagement management and comment answering • Collaboration with community partners to feature local businesses and venues

<p>Paid social media marketing</p> <p>Hourly rate: \$250 Ad spend (recommended): \$2,000/month</p>		<ul style="list-style-type: none"> • Admin access to social media account 	<ul style="list-style-type: none"> • Paid ad content, including images and videos (may reuse already created videos) • A/B testing for optimal conversion rate • Weekly reporting
<p>Organic content and SEO</p> <p>Hourly rate: \$225</p>	<ul style="list-style-type: none"> • Engaging blog articles posted to Key West Historic Seaport website • Listicles 	<ul style="list-style-type: none"> • Admin access to social media account • Availability for monthly performance meetings 	<ul style="list-style-type: none"> • Keyword research • SEO Strategy • Engaging content creation • Monthly performance reporting on Search Engine Results Page (SERP) performance • Backlinking strategy
<p>Website Design & Maintenance</p> <p>Hourly rate: \$250</p>	<ul style="list-style-type: none"> • Updated website design • New Landing pages • Website updates 	<ul style="list-style-type: none"> • Admin access to website domain host, server, and existing CMS 	<ul style="list-style-type: none"> • Create organized blog section on the travel website • Building landing pages specific to the marketing campaigns and target demographics • Uploading all monthly content and updating all meta tags and descriptions for SEO optimization

Section VIII: **Workload Capacity and Experience**

We are currently staffed to take on an additional 120 hours per month, while still staying at 80% capacity. We recently expanded our contractors' hours, thereby freeing up our employees' time for upcoming opportunities.

We are prepared to expand our team as the scope of work accelerates on this contract. We are anticipating increasing our full-time team by two to three people in Q1 of 2022, in addition to increasing our contracts with our subcontractor team.

Section IX: **Facilities and Availability**

Burg & Co. Marketing maintains brick-and-mortar locations in Tampa, FL, and Nashville, TN, with remote employees throughout Florida, Tennessee, Virginia, Texas, Illinois and Wisconsin. We have remote contractors located throughout Florida; these contractors have partnered with us for years and have proven their reliability.

We solely utilize U.S.-based workers, and are available 8am -6pm Monday-Friday. Should we be awarded this opportunity, you will be assigned a dedicated account manager, so you will have one point of contact for all marketing efforts. You will also have access to each team member via email, and the direct line of our CEO, Kelly Burgess.

Section X: Subcontractor Tasks and Responsibilities

Heart & Hustle Brands will be responsible for the branding, market research, graphic design, PR and communications portion of this project. These tasks include qualitative and quantitative market research such as focus groups, questionnaire development, survey distribution and analysis. In addition, brand strategy development, logo development, key message development, graphic design, press releases, and media relations.

As founder and CEO of Heart & Hustle Brands, Stacey Harrison will be available as the key contact for any questions regarding these responsibilities.

Section XI: Local Business and Market Proposition

Our goal is to bring an incredible amount of value to the businesses in the historic district through **complimentary marketing workshops** to help them increase their customer base, while simultaneously drawing them into our overall marketing strategy through a series of **cross-promotion opportunities**.

We are implementing the rising tide mentality:: If each business succeeds individually, the whole of the historic district will succeed. Therefore, we are recommending the following services to be offered to each business in the historic district, **complimentary**:

Monthly/quarterly marketing workshops

Each period, we will meet with local businesses, either in person at one location or via Zoom, to workshop different aspects of marketing that can help the businesses see a quick increase in revenue. These workshops may include identifying target audience demographics and creating campaigns specific to each customer persona, in addition to pulling together specific offers and discount packages to drive tourism. We can help businesses utilize QR codes to announce specials and events and also pull together holiday-specific merchandising options that can be mailed alongside our “Wish You Were Here” campaign.

Complimentary branding and social media workshop

This complimentary workshop will be offered once, and will last two to four hours. All businesses in the historic district can attend. We will discuss best practices for social media engagement, help businesses spruce up their brands, and teach them how to leverage social media for upcoming seasons, holidays and events to drive more people to their businesses.

Organizing event calendars in the historic square

We can help organize and promote weekly events in the historic district square, including holiday crafts festival, a key lime pie baking competition, etc. We can use each event to promote the vendors on social media and as a PR push to local magazines and digital publications, as well as local news and radio sources.

Corporate PR and affiliate programs

We will build an affiliate network of Airbnbs, VRBOs and B&Bs to create the premier tourist destination experience for all people visiting upcoming events. We can help businesses offer corporate discounts for group travel to Key West destinations, as well as cross-promote businesses in the historic district on third-party websites that list upcoming Key West events. We can also work with local businesses to offer affiliate discounts for people who register for events through these third-party event sites. We will seek digital publication, TV, and local radio spots to promote upcoming events and draw in more tourists to the area.

Section XII: Required Attachments