



Social Marketing Proposal

May 2018 - May 2019

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Hello there.

Thank you for taking the time to review my proposal. As Austin Powers once famously said, "[Allow myself to introduce...myself.](#)" I am Hootsuite Platform Certified, Google Partner Search Certified and have five years of digital marketing experience with another three in journalism/content creation.

If chosen, I would take this on as a freelance position in addition to my current role as the Digital Marketing Coordinator for [Collins Supply](#). I highly recommend visiting the company website as one of my skill references - I designed and wrote it (using WIX platform). I was referred to apply for this position by Lisa Pizzello of The Beauty Crew - whom I am currently assisting with SEM content. While this proposal is naturally lengthy, please do not hesitate to reach out for any further mock-ups, current work or questions.

Thank you,
Jackie Olson



Executive Summary | Approach

I understand that your proposal request is broad in nature mostly due to the fact that this position is broad in scope. While one slow week might involve scheduling a few blogs and Facebook posts in Hootsuite, another week might involve heavy organic promoting, social media blasting, Instagramming, ad boosting, and running daily analytics for an Association event. It can't all be axe throwing, beer and chicken.

A mZ]fgh'ghYd would be to have a strategy workshop about current challenges and specific goals for the Six Corners Association. For example: Can I write your blog? Sure. I have a BA in Journalism, I was a copyright intern for Time Out Chicago and I've done previous freelance and content generation contract work. But what is the overall goal of your blog? Is it to promote local happenings? Well, strong email campaigns or scheduled social media

posts might be a better use of the limited contract hours. Is it to drive traffic to your website? If so, what do you expect visitors to do once they arrive on the blog page? Is the flow of your website blog designed to encourage that path? Do you have a Hootsuite RSS feed designed to live post all blog entries?

A mgYVt bX`ghYd` would be to familiarize myself with the current in-house marketing and analyze the analytics reports. Where is the current strategy acclng? Where could it use improvements? How is advertising currently being implemented into the budget?

A mh\]fX`ghYd` would be to create a comprehensive marketing plan and develop a reporting system to measure the performance of the goals from the strategy workshop. This report will most likely cover:

1. A brief summary report of performance and goals for the following month.
2. A Hootsuite analytics report measuring engagement, social performance and an upcoming scheduling calendar for posting.
3. Google Analytics website performance report (created in Google Data Studio) for the Six Corners Association website/blog. This report will help generate data for optimizing advertising and social media targeting.

After these steps, have another strategy workshop on member engagement (i.e. receiving member press releases/business photos, improving SEO for local businesses, unifying hashtag usage from members, etc). From there, develop a secondary timeline of promotional goals for member businesses. Not every business is as "Instagram Sexy" as Community Tavern, the historical facade of The Portage or Fischman's Bottle Shop. Discuss current inclusion strategies and develop content generation for neighborhood services.

Staffing - Independent Contractor

*While the duties listed on the scope of the RFP are within my wheelhouse, I do have professional contacts for personnel in photography, film production and graphic design depending the dates and scope of the event/project.

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Results-driven internet marketing professional with five years of digital marketing experience. Jackie is Google AdWords - Paid Search certified, Hootsuite Platform Certified for social media and has the ability to deliver highly effective and measurable digital marketing strategies to drive revenue growth, improve organic search engine rankings, foster community engagement and increase brand awareness for B2C and B2B businesses. She has a BA in Journalism with a Minor in Marketing from Columbia College Chicago.

Knowledge | Expertise | Experience

See references & recommendations on Page 6

See Hootsuite Instagram & Twitter Mockups on Pages 7-8

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My current responsibilities are to plan and execute all web content, SEO/SEM, email campaigns, digital advertising and display advertising campaigns. When I joined the team, I designed and launched a website re-vamp using Wix website development cloud software. Over the last year, my focus has been on paid search, A/B testing, and lead database management using Method software.

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As a marketer for a start-up company, my primary responsibilities included: writing press releases, developing contacts, SEM campaigns, strategic campaign planning for events, writing website content, managing online ticket sales and developing the branding language.

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Created content for company websites, blogs and white papers. I gained experience with SEO formatted writing, keyword placement and improving website performance. This position required the ability to master multiple projects on short deadline with little supervision. I was offered the opportunity to stay on full-time.

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Schedule and Timeline

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An approach is outlined on Page 1, please use this as a general reference.

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Before finalizing this bid, \Uj]b['U'ghfUH Y[mik cf_g\cd ']g'_Ym It would allow us to assess how the Six Corners Association is currently utilizing and managing their content generation, as well as discussing potential ad spend (Hootsuite Boosts, Facebook Event Ads, Google Retargeting, etc.). With that understanding, here is a very general budget breakdown based on the RFP. I would estimate the budget would need to increase by at least 10% each following year to maintain momentum.

General Hourly Rate for Services - \$20/hour

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7cbhYbh'7fYUH]cb Writing blog content for RSS feed..... Local business outreach for content..... Manage incoming content submissions..... Creating social media content for events..... Developing concise promo campaigns..... Expanding database of usable images..... Creating promotional graphics..... Assigning hashtags/keywords to content..... Newsletter content generation.....	, ' < ci fgs) (i s
< cchgi]hY 'A cbh\ `m'7U`YbXUfs Content scheduling and promotion Updating and proofing scheduled content..... Managing social media engagement..... Fostering geo-targeted key influencers..... Monthly engagement assessment report.....) \ ci fgs	' ' i s
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8][]hU` 'A Uf_Yh]b['9l dYbgYgs Boosting social media posts for reach..... Freelance marketing graphics, video, etc.....	H68s	-s

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Current References

I. Ed Collins | Owner, Collins Supply

ecollins@collinssupply.com
(773)370-0104

II. Lisa Epling | Sales Manager, Collins Supply

leppling@collinssupply.com
(773)936-1231

III. Lisa Pizzello | Owner, The Beauty Crew

lpizzello@gmail.com
(312) 731-2626

Past Recommendations | LinkedIn

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- Kate Golembiewski, ETech360s

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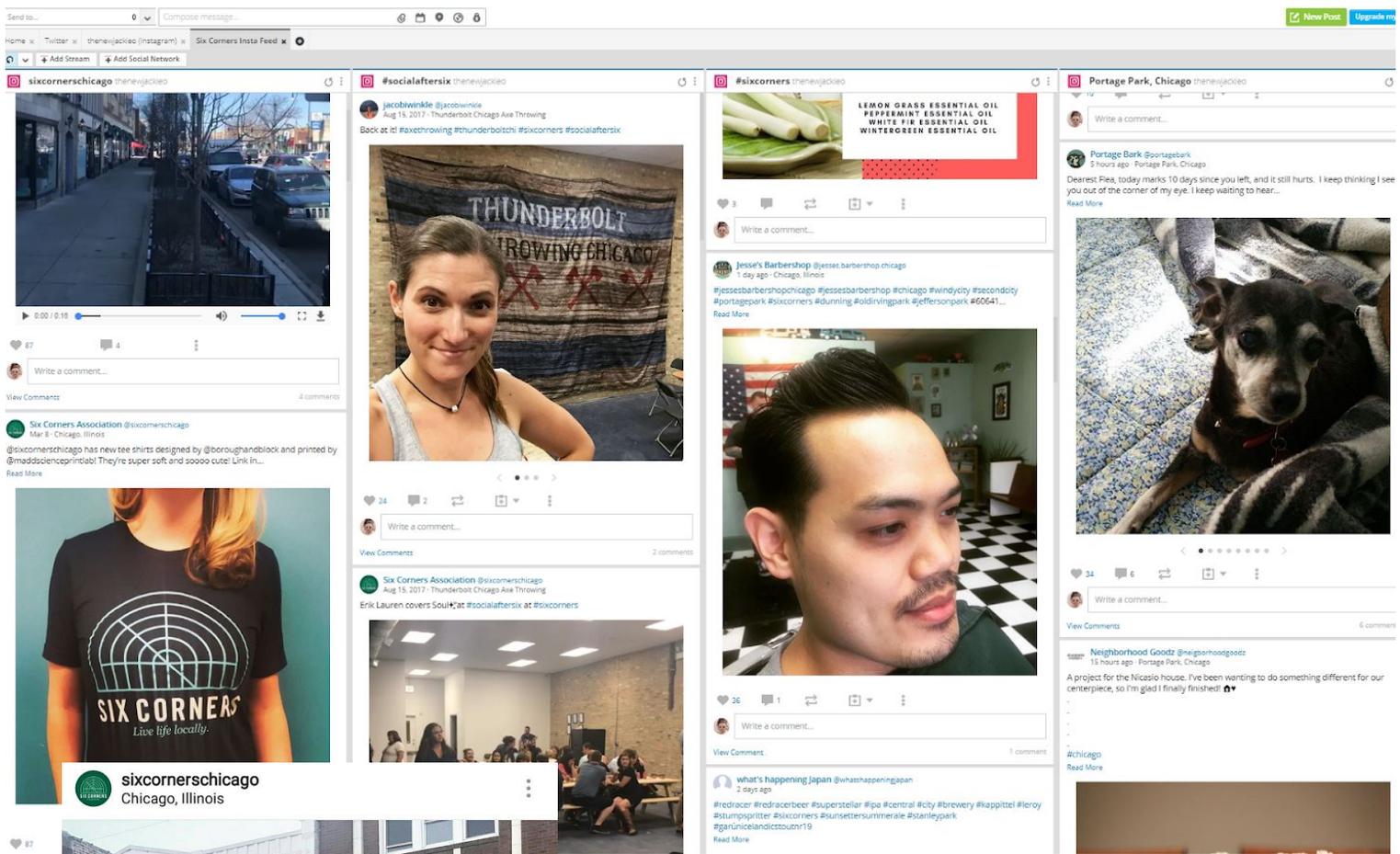
- Nicole Nicholson, ETech360s

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- Eric Dyson, ETech360

Instagram Hootsuite Mock-Up

for engagement, sharing and finding key influencers.



177 likes
sixcornerschicago @frunchroom opens this Saturday! In honor of all things brunch, show us what your weekend morning looks like with the hashtag **#SixCornersSunrise** for a chance to win a \$50 giftcard to frunchroom for you and your coffee crew. Contest ends 5/30. **#SixCorners #ChicagoBrunch #ChicagoEats**

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