



MEMO

To: Gregg Mandsager, City Administrator
From: Ky Cochran, CVB Director
Date: September 29, 2016
Re: CVB Marketing Proposal

Introduction:

To run our marketing campaign in the past, the Convention and Visitors Bureau (CVB) has placed media independently, signing individual advertising contracts with a variety of media outlets. Finding this method less than ideal, we began researching marketing agencies, using which would allow us to draw on the skills of tourism marketing experts and to create a more focused approach to marketing Muscatine to visitors.

Background:

In our search for agencies, we received three proposals: One from the Muscatine Journal, which proposed a monthly investment of \$2,555 in digital marketing over a nine-month campaign (a total campaign cost of \$22,995); one from Madden Media which proposed a \$23,000 four-month campaign in digital marketing; and one from McDaniels Marketing Agency, which proposed a \$22,607 nine-month campaign in digital marketing.

All plans were designed to be implemented during the remainder of the current fiscal year and all fit within our FY16 marketing budget, even leaving some funds open to be used in other ways.

Recommendation:

On Wednesday, September 14, the CVB board voted unanimously to recommend the marketing proposal from McDaniels Marketing. This was the CVB staff's recommendation, since their plan best fits our needs (length of campaign and cost particularly) and as they come highly

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recommended from the Quad Cities CVB, which we work with often. Their plan, which includes some optional elements we do not plan to utilize, is attached.

Please include this request to enter into the marketing proposal with McDaniels Marketing on the agenda for the October 6, 2016 City Council meeting.

Attachments:

McDaniels Marketing proposal.



Visit Muscatine Iowa Marketing Proposal

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Revised 9/14/2016



Marketing Proposal

WHY MCDANIELS MARKETING?

>> We are a full-service agency with over 50 years of experience, developing new ways to assure success, offering a holistic form of marketing communications.

>> Goals are the motivation for your marketing efforts, consequently goal setting is the starting point for our working partnership as we help you plan your path for the future.

>> Strategy is the means for reaching the end – how to get from here to there. We will work with you to develop customized, integrated, results-driven communication to accomplish your goals.

>> Image makes an impact. The way in which your destination is perceived can have a powerful effect on internal and external audiences. Crafting an appropriate image involves expert research compilation and analysis, marketing savvy, insight and creative expertise – and we offer all of that.

>> The right approach can make all the difference. Tactics are clearly stated and pursued on schedule, within your budget and executed in a meaningful manner. We ensure a true sense of achievement.

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Travel Trends

Environment and Opportunity

Trend #1: Impact of Millennials

Millennials are a much more ethnically diverse group than other generations and so are more interested in international travel.



Other characteristics of Millennials:

- They're more interested in urban than resort destinations.
- They're more likely to travel in pursuit of *favorite interests or activities*.
- They're more likely to travel with friends in *organized groups*. *Muscatine is strong in activity- based travel and is very group friendly*. We will emphasize these characteristics.

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Trend #2: Seniors are Unstoppable

This age group travels primarily for rest and relaxation on either short- or long-stay trips, and they favor quieter, less congested destinations.



- “Unstoppable elders” are estimated to comprise 1.3 billion to 1.6 billion people worldwide.
- Customer service is crucial to this group, and they “show higher levels of frustration that result in zero tolerance for poor service.”
- Seniors are not only the world’s wealthiest group; they are also the most demanding of travelers.

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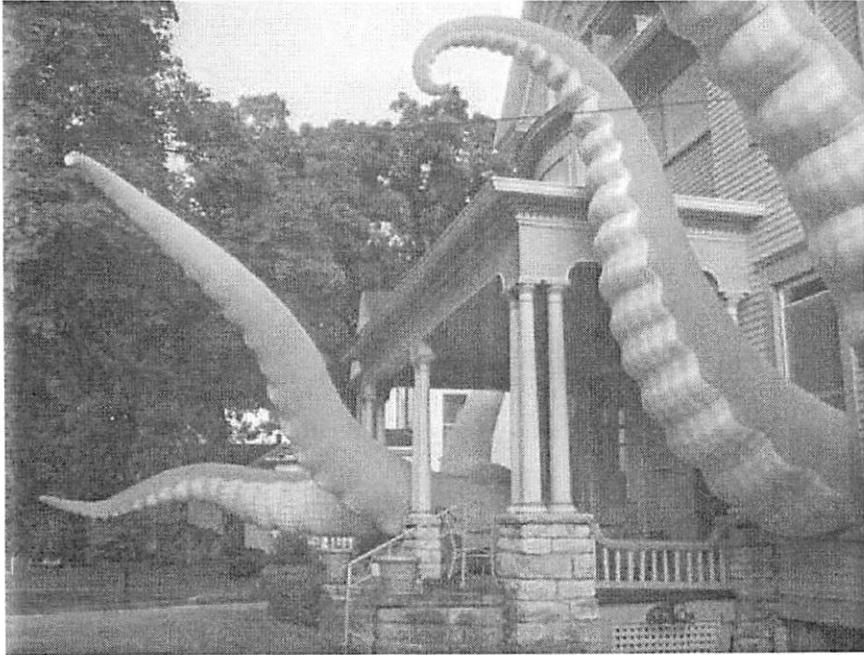


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Trend #3: Rise of Conspicuous Leisure

This term is defined as “the signaling of social status through consumption of experience rather than through consumer goods.”



Unique experiences, and not just for the affluent, are social currency. The preponderance of social media – and with it the widespread sharing of vacation photos with friends, families and colleagues – has fostered the trend.

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Trend #4: Growth of 'Creative Tourism'

Creative tourism is travel "directed toward an engaged and authentic experience. It's travel that provides a connection with those who reside in the destination.



The creative tourist differs from a cultural tourist in that he or she is active and interacts with the locals.

Your connection to the Chinese culture is a strength that falls right into play with this trend.

The development of videos and real photos will be key to our success. We must paint a canvas of what it is like to visit and interact with the people and attractions of Muscatine.

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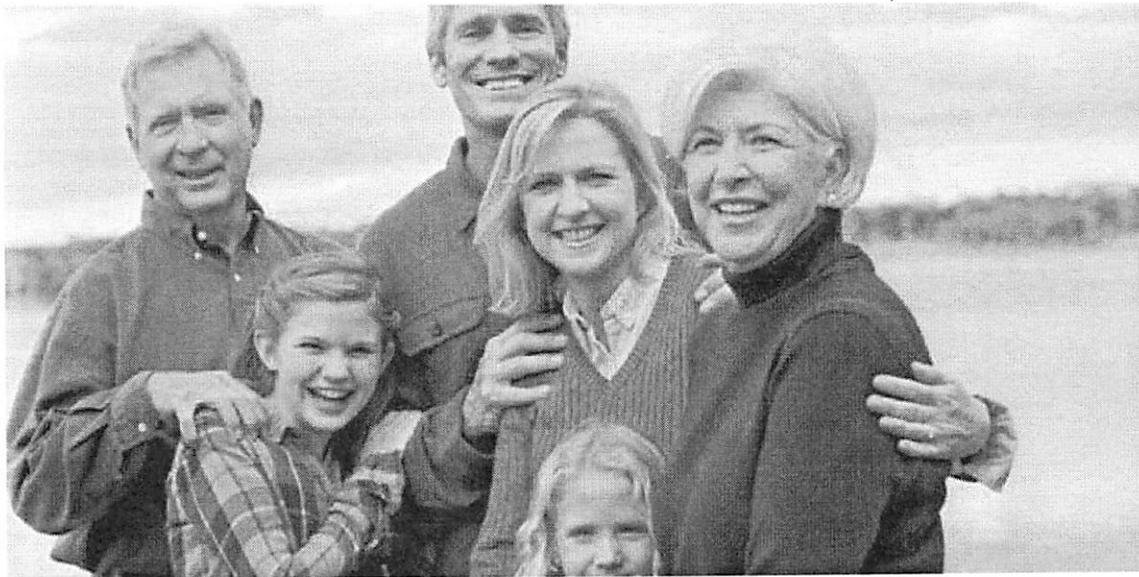


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Trend #5: More Multigenerational Travel

The older the Boomers become, the more family travel they're doing.



A lot of that travel is planned around **milestone events such as weddings and reunions**. This market is about trading **memories, convenience and value**. These are **keywords to build campaigns upon**. Muscatine is a place full of romantic, quaint spots and one-of-a kind attractions.

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Trend #6: Mobile is Here to Stay

Mobile visits are beginning to represent over 50% of all web traffic.



It is imperative that we invest in a substantial amount of mobile advertising to spark interest in attractions, lodging properties and events.

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Trend #7: The Rise of Solo Travel

30 million single American women now travel at least once a year.



Many of them repeat travel to the same destination as many as 20 times in their lifetime.

Your destination can cater to these women.

Develop packages that attract solo women specifically – hiking, meditation, yoga, and women's-only hotel floors.

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Goals:

Increase hotel/motel tax revenue and commerce in the area

We will boost visitor volume through targeted digital marketing that will reach the right potential visitors on multiple devices including mobile.

Diversifying your income base

We recommend converting to a partnership-based organization to help boost your funding and solidify relationships and buy-in from area tourism partners. We have provided two examples of these type of programs that offer partners varying levels of promotional value based on their financial commitment per year. This includes adding a mechanism on your website for banner ads that can produce traffic to partner websites!

Core audiences/targets:

- **Sports teams** who will utilize area outdoor sports complexes with an emphasis on soccer, softball and baseball.
- **Chinese tourists:** The Chinese premier visited Muscatine in 1985 and returned for a second visit. This has drawn more Chinese visitors, and we can build off of this base.
- **Leisure market** interested in the Mississippi River, vintage culture and other attractions.

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Geotargets:

Chicago metro
Des Moines, IA
Indianapolis, IN
Kansas City, MO
Omaha, NE
St. Louis, MO

Strengths:

Chinese Culture

- A new hotel/conference center is being built – partially funded through Chinese investment.
- This center will have 122 rooms and 12,000 feet of space including a ballroom and terrace for big events.
- A Chinese cultural center is also being built across the street from the hotel.

History

- Historic downtown district
- Historic homes and other structures
- Lock and Dam 16
- Muscatine Art Center
- History and Industry Center

Mississippi River

- Great River Road and running trail system
- Fish hatchery
- Mississippi Mist Fountain and Riverside Park
- Pearl Button Paddlewheel

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Other key attractions to emphasize (unique lure)

- Ardon Creek Winery
- Pine Creek Grist Mill
- Winters' Buffalo Farm
- Cedar Bluffs Recreation Area
- Deep Lakes Park
- Gedney Lake and other wildlife areas
- Wildcat Den State Park

Sports Facilities

- Kent-Stein Baseball and Softball Complex
- Muscatine Soccer Complex, which has been recognized by the Sports Turf Managers Association as "Best Soccer Facility"

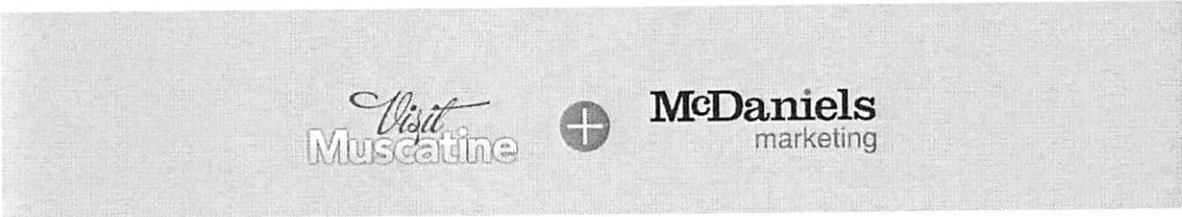
Weaknesses:

Lack of hotel rooms

This is being addressed through the new hotel and conference center.

Inconsistent and weak branding

We recommend that your organization adopt the same logo as the city is using. This will enable the visitor to connect with one brand that is stronger and more unified. The city logo has a nice tagline that helps establish where Muscatine is and highlights part of its famous past.





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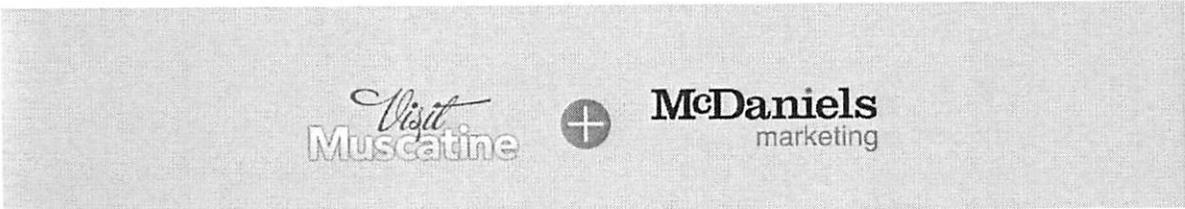
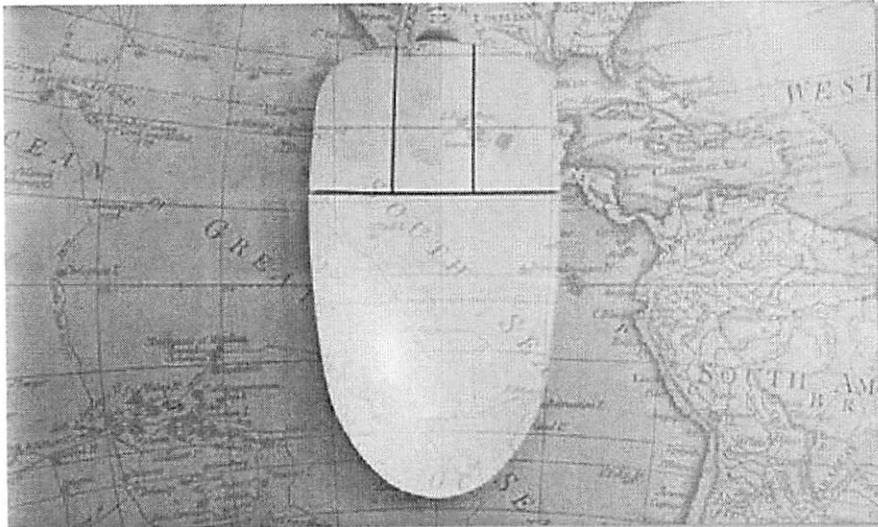
87 percent of travelers use the internet for the bulk of their travel planning.

Digital Advertising

This statistic is why it is so critical that Muscatine CVB invest in digital advertising to reach more people when they are researching and planning weekend stays and day trips. We will infuse measured media into your campaigns so you can experience a greater return on every dollar.

Your website is a valuable storehouse of trip planning information. We will make your website the driving force of your marketing efforts.

Therefore, we are proposing the use of two proven effective digital advertising platforms: Facebook and Google AdWords.





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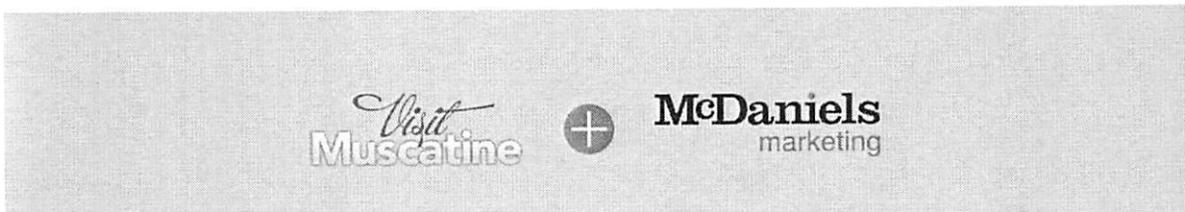
Search Engine Marketing Strategy

GOAL: To further the reach of VisitMuscatine.com in the digital landscape and to better connect with potential visitors via the most-used search engine.

TACTICS: Focused use of pay-per-click (PPC) advertising across the Midwest via Google AdWords (Search)

Geography:

- The following metro areas are primary focus targets:
 - Chicago, IL
 - Des Moines, IA
 - Indianapolis, IN
 - Kansas City, KS/MO
 - Omaha, NE
 - St. Louis, MO



Marketing Proposal

Google AdWords

Google AdWords

We Help You Target the Right People

We think about the demographics of the potential visitors you want to reach with your ads on the Google networks and select criteria based on what your audience is interested in.

We can target by:

- Location
- Age
- Keywords
- Device
- Language
- Interests (display only)
- Site Visitors (remarketing, display only)
- Audience Targeting (display only)
- Contextual (auto) Placements (display only)
- Specific Site Placements (display only)
- Topics (display only)



We Design an Engaging Ad

We will work with you to create effective ads for your targets and goals by:

- Using simple, eye-catching images that will grab the potential visitor's attention
- Developing ad copy that will help generate a high quality score from Google in relation to your landing pages and website
- Using high search volume keywords to create relevance to the search terms your target audience is using to search

We Help You Boost Your AdWords Quality Score

Your quality score is an estimate of how relevant your ads, keywords and landing pages are to a person seeing your ad on Google based on their search query. We review the topic, keywords, intent and audiences, then provide recommendations for your ads and landing page content.

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We Work with Your Budget

We determine best options for your budget including:

- **Budget Recommendations:** We recommend a starting budget that will allow you to get started in PPC and reach your target audience. We make ongoing recommendations based on campaign results and needs.
- **CPC vs. CPM:** We determine if you should pay on a cost-per-click (CPC) or cost-per-impression (CPM) basis.
- **Daily Budget:** We set the maximum amount you want to pay each day and monitor to determine if a higher or lower budget is needed over time to meet your goals and PPC best practices.
- **Bid Price:** Bid prices fluctuate often. We set bid rates and monitor your average CPC often to determine when a bid rate needs to change or if a budget change is needed for the campaign.

We Review and Improve Campaign Performance

We manage your ad account to effectively reach your target audience by checking your campaign performance, ads and targeting and adjust continually throughout each month.

- Provide you with detailed website stat metrics and reports from your Google Analytics and AdWords accounts.
- Deliver basic data about your ad results, including impressions and clicks.
- Review specific time periods to learn how your ad performance has evolved and when your ad performs best and make adjustments accordingly.
- Identify ads with the highest performance and review their target audiences to determine which segments are most receptive to your message.
- Determine if budget increases or decreases are needed.
- Determine if additional targeting methods are needed to best meet your goals.
- Review search terms and placements that generated ad views and determine if any keyword changes are needed, including adding negative keywords to reduce unrelated searches that may affect your bounce rate and click costs.

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Marketing Proposal

Potential Topics for Google AdWords

- Winery/Vineyard, Bison (Buffalo) Farm, Art Museums, Mississippi River
- Future: Chinese cultural center and new hotel/conference center

Estimated Monthly Performance

(Based upon initial core list of topics chosen and proposed daily budget)

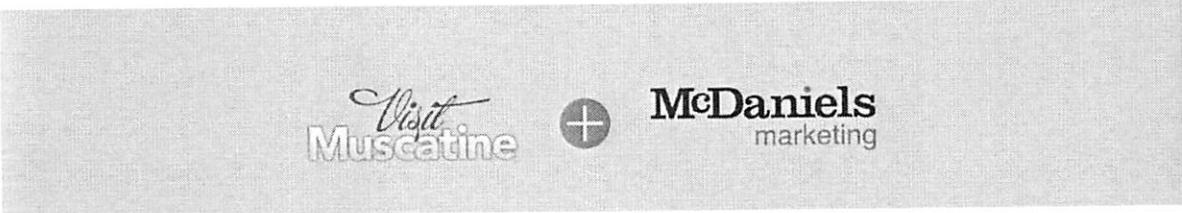
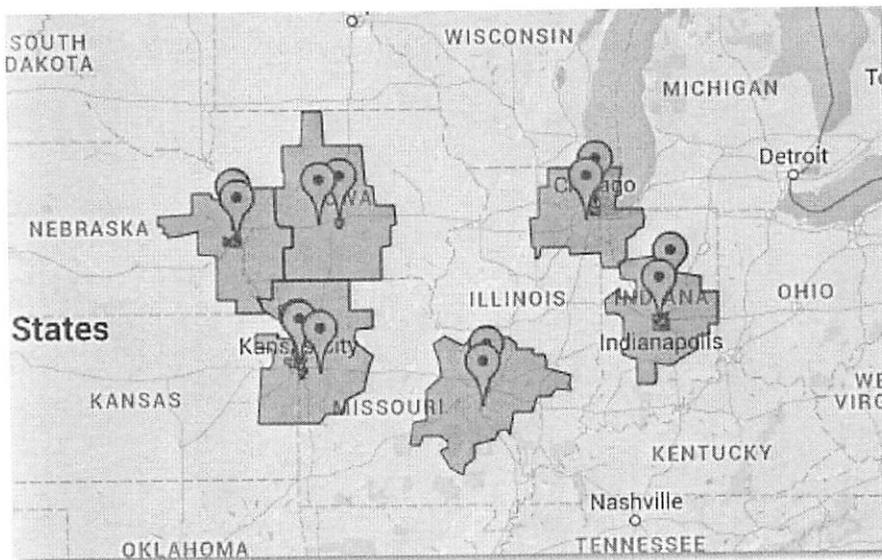
Search (Maximum of 3 campaigns)

- Estimated Impressions: 87,750 – 106,500
- Estimated Clicks: 1,670 – 1,911

Display (Maximum of 3 campaigns)

- Estimated Impressions: 375,000 – 700,000
- Estimated Clicks: 13,176

Projected Ad Target Locations



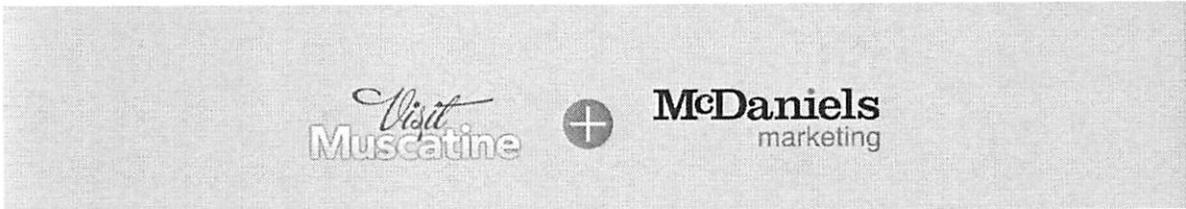


Marketing Proposal

Proposed AdWords 9-Month Budget: October 2016 – June, 2017

AdWords Campaign and Ad Group Setup\$1,950

- Consultation and Initial Plan Development - including budget recommendations
- Set Up Access to AdWords Account*
- Confirm and Assist with Setup of Funding Source and Billing Options*
 - Includes Budget Setup for Ad Groups, etc.
- General Targeting*
 - Ad Rotation Scheduling
 - Site Links
 - Location Extensions
- Campaign Topic Setups
 - Determine Ad Groups Needed
 - Competitor Analysis for Topic, including keywords and competition levels
 - Ad Group Setups (*qty. varies per topic*)
 - Research and Select (as needed)*
 - Keywords, Specific Site Placements
 - Interests, Geographies, Demographics
 - Negative Keywords, Negative Placements
 - Landing Page Review
 - Bid Rate Determinations for Each Targeting Method
 - Determine Goal of the Program with Client and Provide Realistic Estimates of Search Clicks and Possible Audience Levels in Budget Ranges with Global Variables
 - Design and Copywriting of Campaign Ads (*quantity varies depending on topic*)*
 - Display Ads
 - Search Network Text Ads
 - WAP Text Ads (for Google mobile networks, as needed)





Marketing Proposal

Monthly Administration & Reporting..... (\$500/month) \$4,500

- Monthly PPC Stats Report
- Website Content Recommendations (as needed, related to ad performance)
- Budget Recommendations (as needed)
- Keyword Adjustments for Search Campaigns
- Bid Adjustments Related to Keywords, Competition, Positioning, Impression Share, etc.
- Ad Copy Adjustments
- Negative Placement and Keyword Adjustments (as needed)
- Google Accounts Review Related to AdWords Program

Recommended Google Click Budget(approx. \$758/month) \$6,822

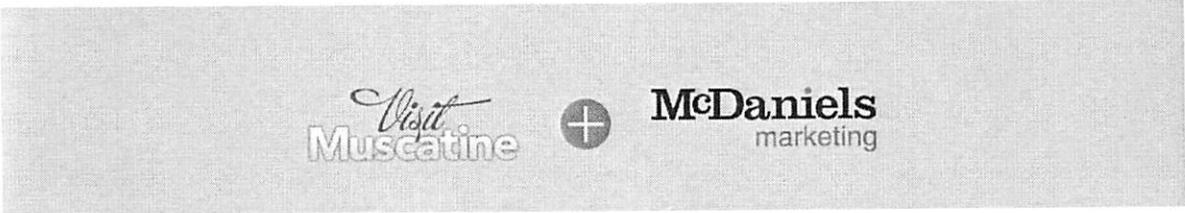
Billed direct-to-Google
Based on a Search/Display balance of 40%/60%

Total Budget for 9-month Google AdWords Program \$13,272

*Credit Card Required.

Other costs:

Additional Ad Development as Needed\$100/hour





Facebook Advertising

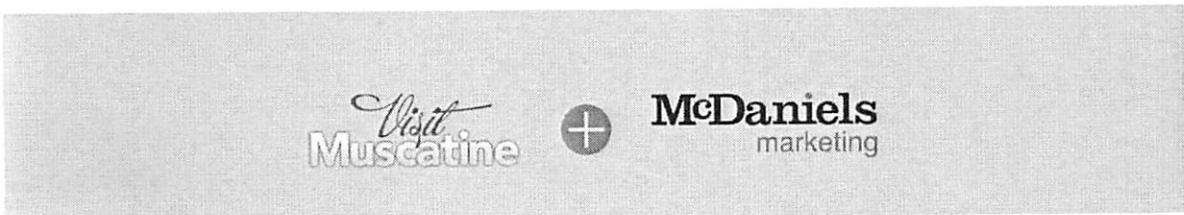
GOAL: To further the reach of visitmuscatine.com in the digital landscape and to better enable the destination partners to connect with travelers via the most-used social media platform.

TACTICS: Focused use of PPC advertising in the Midwest via Facebook newsfeed ads

GEOGRAPHY: Chicago metro; Des Moines, IA; Indianapolis, IN; Kansas City, MO; Omaha, NE; St. Louis, MO

PROPOSED RUN DATES: October 1, 2016 – June 30, 2017 (skipping January and February)

DESTINATION URL: <http://www.visitmuscatine.com/>



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Facebook Advertising

One of the best things about Facebook is its unbeatable potential for exposure. If used consistently and strategically, it will noticeably increase your interactivity with potential new visitors. Facebook now has over 1.06 billion active users. Now is the time to tap into this population like never before to promote:



- Tourism
- Sports, Aquatics, Festivals
- River Activities (Boating, Fishing, etc.)

In building your Facebook campaign, we will focus our efforts on targeting the right prospective visitors. We think about the profiles of the people you want to reach with your ads and select criteria based on what your audience is interested in.

We can target by:

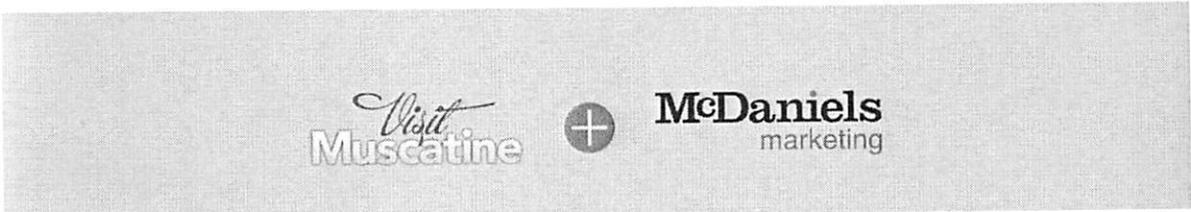
- Location
- Language
- Education
- Work
- Age
- Gender
- Birthday
- Relationship Status
- Likes & Interests
- Connection



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We keep an eye on your ad's estimated reach. And adjust your criteria to target a relevant audience while keeping estimated impressions large enough to capture your best potential audience.

(Sample Facebook Ad)





Facebook Management

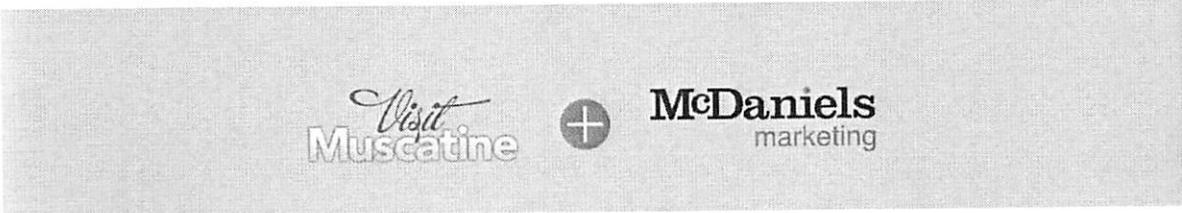
The benefit of working with McDaniels Interactive is that we manage the ad program for you.

We manage your program by:

- Defining your target audience
- Setting your budget(s) and making recommendations
- Determining appropriate bid ranges
- Reviewing and adjusting your campaign settings and ad settings throughout the month
- Reviewing your statistics
- Utilizing the reporting tools provided by Facebook
- Providing monthly custom reports
 - Report CTR, page likes, impressions and clicks
 - Learn about your audience's age, gender and location at an aggregate level
 - View specific time periods to learn how your ad performance has evolved
 - Identify ads with the highest performance and review their target audiences to determine which segments are most receptive to your message
 - And much more as needed for the campaign

Projected Reach by Program

- Estimated Audience: 4,200,000 users
- Estimated Daily Audience: 1,100 – 3,000 users





Marketing Proposal

7-Month Facebook Advertising Proposed Budget:

Administration & Facebook Campaign Development Setup (one-time fee)\$1,500

- Initial Plan Development
- Initial Budget Recommendations
- Set Up Facebook Advertising Account (*req. Facebook user account from company*)
- Set Up Funding Source and Billing Options
- Campaign Setup
- Writing and Ad Creation (Up to 6 ads – a new ad every two months)
- Ad Targeting
- Landing Page Content Recommendations (as needed)

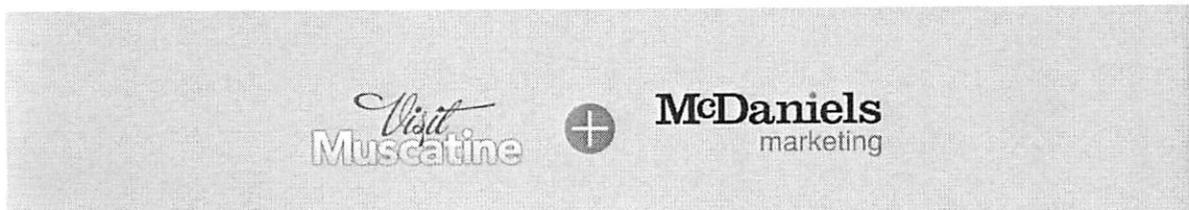
Monthly Administration (\$280/month) \$1,960

- Account Review & Campaign Adjustments
- Monthly Performance Reporting
- Landing Page Content Recommendations (as needed)
- Ad Targeting Adjustments
- Ad Rotation Scheduling

Monthly Campaign Ad Costs (Click Costs)..... (\$625/month) \$4,375

- Billed direct to Facebook
- Based on Pay-per-Clicks
- Can be adjusted at any time as new campaigns are added

Total 9-Month Facebook Advertising Campaign \$7,835.00



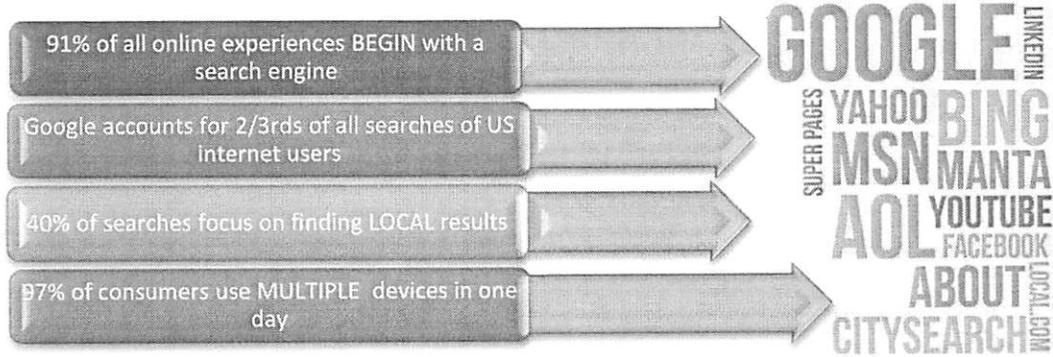


Marketing Proposal

Search Engine Optimization/Content Marketing

Why Invest in SEO Now?

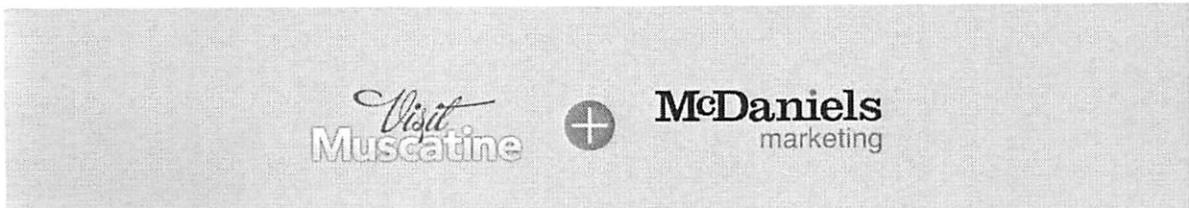
With the competitive nature of the tourism industry, a strong web presence is paramount. And, being



on the web not only means providing a functional website but also staying current with the latest programming techniques and content marketing to ensure your website is easily found.

As people search, they expect to find the most relevant material on the first page of a search engine. In order to achieve a position on the first page of an organic search and to achieve greater website traffic, you will need to do more than simply keep your current website up to date.

An SEO program is not an end destination but an ongoing, ever-changing process. It's a long-term strategy of continual content/keyword evaluation and utilization, as well as constant monitoring of complex search engine algorithms. It looks at the big picture of all interactive elements and ensures these pieces are functioning at their maximum potential, thus driving the right traffic to your site.



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Why is it important to rank high in search engines?

Think about the last time you made a major purchase. If you are like the majority, the process probably began on the internet, more specifically with a search engine. The phrase “Google it” is popular for a reason, over 33 million searches occur daily on Google! People are increasingly looking to the internet as a purchasing guide. And, of those searches, 75% of individuals never scroll past the first page of results.

It is for this reason that employing an SEO strategy is imperative to driving the right traffic to your site. Our SEO process is comprehensive in that we focus our efforts on 6 areas of emphasis:

- Content
- Programming Structure
- Social Integration
- Overall Site Usability
- Linking
- Directories

In a McDaniels Interactive SEO program, we work to:

1. Boost your site rankings by leveraging the use of relevant keywords
2. Focus on user optimization – make your site visitor-friendly in terms of overall site design, usability and efficiency.
3. Make sure Hummingbird standards are being met for page layout
4. Keyword optimization
5. Create internal and external web-linking to support other SEO efforts
6. Run detailed statistics and analytics to measure results
7. Evaluate how objectives are being met based on reported results
8. Verify that coding and SEO techniques are correctly applied to each search engine
9. Write proper tags (Title, Meta, <H>, Image Alt)
10. Correctly register and format Google directory listings
11. Review content quality in terms of length, application, depth, etc.

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The New SEO Landscape

Hummingbird & Its Effect on Your Website Traffic

Google introduced a new algorithm in 2013 called Hummingbird. This algorithm has changed the entire landscape of SEO. Hummingbird is Google's first major new search engine platform since 2001. Up to this rollout, SEO search focus for Google was based on keyword richness. It has now switched to a **semantic search** that focuses on analyzing user search queries to determine the intent, purpose, goal of the user and matching that with the best content to meet that need, **which is usually an answer to a question** or info on how to buy something.

So, what does that mean for your website? It means that we will review your pages for Hummingbird compliance. We will work with you to **identify 5-10 key pages** on your site. From there we will **analyze the pages** to ensure they are constructed in an informational manner rather than a brochure layout. Website content for today and beyond needs to fundamentally answer the question that brought visitors to your site; if it does not do that, you will not achieve high page rankings from Google.



Content Development

In conjunction with our Hummingbird analysis, we provide content development services. It is important not to overlook the **benefit** content marketing provides to your SEO plans. Consistent review and edits to your page content help improve your quality score with Google, thus increasing your standing in search results and, if combined with a PPC program, helps drive down overall CPCs. We propose a partnership with McDaniels Interactive to keep the content of site fresh, alive and motivating. This will include ongoing ideas for content marketing on and off the site. We will also work across many interactive tools to create comprehensive content marketing approaches for our clients which includes videos, blogs and email marketing.

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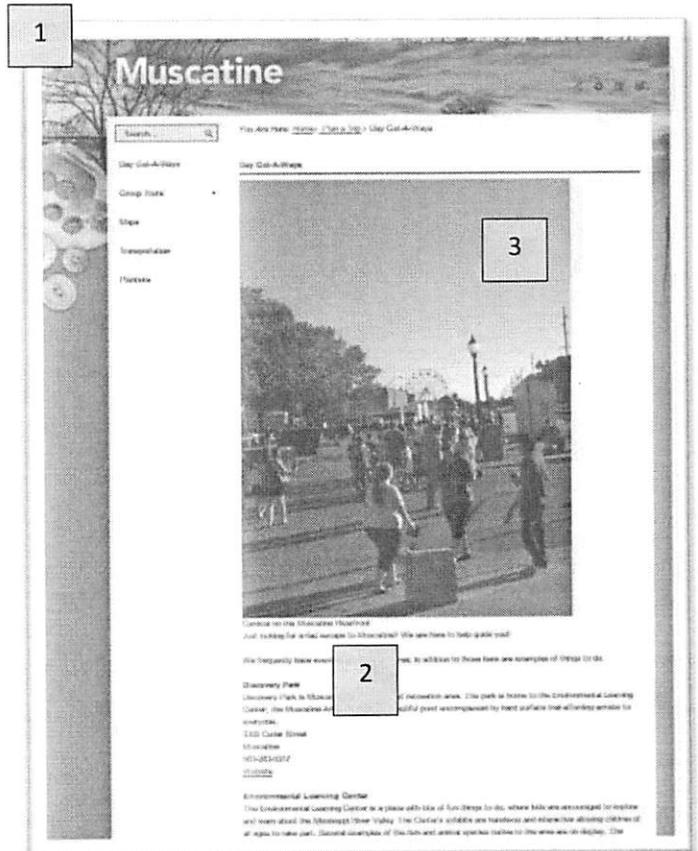
Snapshot SEO Audit

We have completed a snapshot audit of your Day Get-A-Ways page. Here are three areas that can be improved through a McDaniels SEO program.

1. This page is currently **missing a meta description tag**. These cannot be seen on the actual page but are found in your code. Properly written meta description tags are extremely important to successful SEO programs. These tags tell Google what your page is about. They need to be written in the parameters defined by Google and use keywords that will be found throughout the page.
<meta name="description" content="">

2. **<H> tags do not appear to be defined**. These tags work in conjunction with the meta description tag to further communicate to Google the main topics within your page. These also need to utilize keywords.

3. **Images not properly formatted**. Large images can affect load times for your users. Additionally, images not laid out correctly give site visitors a poor experience, thus lessening their time on your page. Low on-page times can also negatively affect your SEO.



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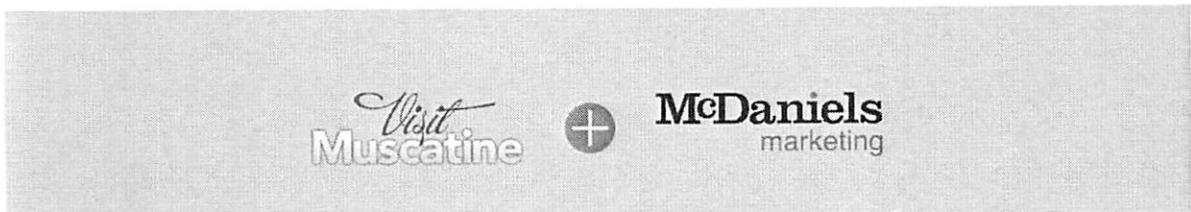
INVESTMENT

Initial SEO Analysis and Goal Setting\$1,000

SEARCH ENGINE OPTIMIZATION \$650/mo.

- Identifying, Monitoring and Improving 5-10 Key Landing Pages on Your Site
- Hummingbird Page Layout and Reformatting, where necessary
- Keyword Phrase Improvement
- Tagging for Title, Meta, Image Alt, and <H>
- Webmaster Tools Analysis
- Directory Submission & Review for Google Plus Pages
- New Content Identification
- Link Sharing Tools-Like/Follow Buttons
- Link Building
- Quarterly Google Analytics, Performance and Recommendation Report

Total Package: \$8,800



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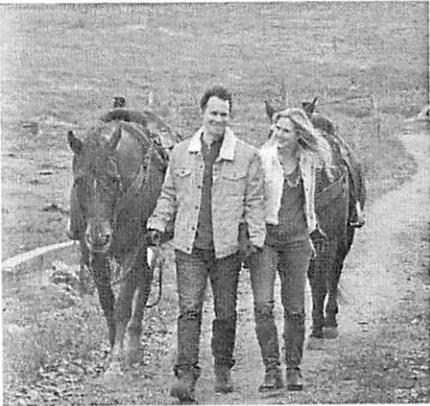
Visitors Guide Development

Upon reviewing your current visitors guide, we definitely recommend a substantial amount of content and design enhancement to convert the publication to a more advertorial style. Our talented team can make a difference in building the readership of this publication. We propose that we develop a fresh design and creative direction for the guide. Our firm is poised to provide turnkey development, ad sales and printing of the 2017 guide.

Budget: TBD

Photography – telling your story through great images.

Oftentimes, a campaign, visitors guide or website is only as strong as the photography that helps to sell the experience. Here is an estimate to capture some signature images for your destination:



1-Day Professional Photography Shoot (4 – 5 signature shots)

Photographer: FishEye Photography out of Cedar Rapids

Agency shoot coordination: \$600

1-day photo shoot: \$1,500

File fees: \$180

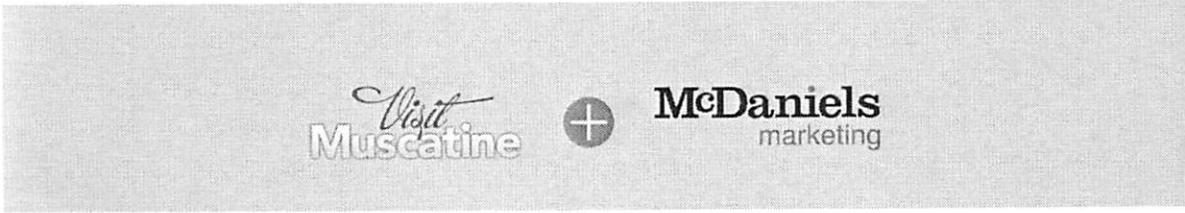
Agency direction: \$1,200

(4) professional models from SK Modeling Agency: \$1,750

Each model would be in two shots: 1/2 day per couple

Travel and lodging: \$250 – 350

Total Budget: \$5,530

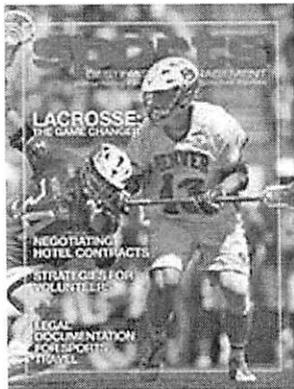


Marketing Proposal

Sports Marketing Strategy

When kids and adults come to play and stay, they spend money. It's a proven fact. Muscatine has some excellent sports venues for baseball, softball and soccer tournaments. We recommend marketing these facilities to the leadership of tournaments, leagues, clubs and teams.

There are a number of media that serve this market both in magazine and online format including:



Sports Destination Management Magazine:

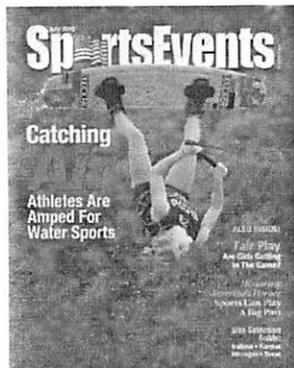
3X program – Nov/Dec 16 (Midwest regional focus issue; Materials Due: 9/27); Jan/Feb 17; Mar/Apr 17. 1/3 page 4/C ad (4.5" x 4.75")

\$1,630/ad = \$4,890 total.

Online ad option: 300 x 250 box on Home and Channel pages; 6-month min. run; **\$2,353 for 6 months total exposure.**

Online Directory option: Annual Directory Enhanced Listing; 300-character description plus logo and group contact info. **\$1,295/year.**

Creative ad development: **\$850 (1/3 page ad)**



Sports Events Magazine:

1X program - Dec 16 (Focused Directory - Annual Planners Guide to Sports Commissions and Sports-Friendly CVBs.)

1/3 page 4/C ad (4.625" x 5"); 1X = \$2,090 total.

Includes complimentary reference guide listing; plus hyperlinked ad in digital edition for full year, print & online listing w/QR code; social media links & more.

Visit
Muscatine



McDaniels
marketing



Marketing Budget Summary:

Consulting and Planning: \$1,500

Digital Advertising: \$21,107 (Facebook and Google)

Total: \$22,607

Optional Items:

SEO Package: \$8,800

Photography shoot: \$5,530

Approval _____ Date _____

*Each activity is limited to a set number of hours. When the hours are reached, additional work will be quoted at that time. This cost estimate does NOT include costs associated with client changes made after final approval of specifications. McDaniels Marketing reserves the right to review and submit a new quote 30 days past the submittal date of original proposal.

