

Proposal
City of Columbus Department of Technology
2013 Interactive Marketing Strategy

October 11, 2012



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COLUMBUS
THE BICENTENNIAL



cement marketing
<web. search. social. mobile. />

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5.2 Section Two: Competence

5.2.1 Company History/Facts

A woman owned and operated interactive marketing agency located right in the heart of downtown Columbus, Cement Marketing is entrenched in the central Ohio region with a passion for achieving results for its variety of clients.

Cement Marketing was founded in 2009 and has been incorporated since January 22, 2010. Our Principal and Chief Digital Strategist, Alaina Shearer, recognized that the Web was changing the marketing and advertising industry in a dramatic way. With years of broadcast journalism, interactive copywriting, and creative direction under her belt, Alaina knew that the industry would no longer be the same.

At Cement, our team lives in the interactive space. Not only do we produce actionable, measurable results for our clients, we also love what we do. We blog, tweet, and share our lives online, which means we also put ourselves in our audience's shoes.

Now in its third year of business, Cement has grown to five employees who specialize in interactive digital strategy and execution. We have applied our services to several industries, including public sector clients, hospitals, and Columbus-based enterprises and initiatives.

We are a full-service interactive marketing agency, and we offer the following services:

- **Social marketing**
 - Social media audits, consulting, and training
 - Facebook, Twitter, YouTube, Instagram content strategy
 - Facebook advertising
 - Social video production and photography
 - Social campaign creation and execution
 - Social media measurement and reporting
- **Search engine optimization**
 - SEO audits, consulting, and training
 - Keyword research
 - Meta copywriting
 - Link building
 - SEO copywriting
 - Search measurement and reporting
- **Paid search/search engine marketing (pay-per-click on Google, Bing, Yahoo)**
 - Keyword research
 - Competitive analysis
 - SEM copywriting
 - A/B multivariate testing
 - Goal/conversion tracking
 - Ad management and maintenance
 - Campaign optimization

- SEM measurement and reporting
- **Content marketing**
 - Content audits, consulting, and training
 - Copywriting
 - Blog editorial calendars
 - Infographics
 - Blog training for in-house teams
- **Media relations**
 - Digital press releases – writing, search optimization, submission
 - Relationship-building with local and regional members of media
 - Blogger outreach campaigns, measurement, and reporting
- **Website design and development**
 - Site audits
 - Usability and site architecture – WordPress, PHP, HTML5, CSS, Javascript
 - Mobile and mobile-responsive website development
 - Mobile app development (native and site-based)
 - E-commerce site development
- **Email marketing**
 - Copywriting
 - A/B multivariate headline testing
 - Measurement and reporting

Corporate ethics statement

Cement Marketing commits itself to promoting the highest standard of professional and ethical norms and values for its clients. These norms include avoiding harmful actions and omissions, fostering trust, and embracing values of honesty, responsibility, fairness, respect, transparency, and citizenship with integrity. As marketers, we recognize that we serve not only our clients but also act as stewards of society in creating, facilitating, and executing transactions as part of the greater American economy. We also recognize that as marketers, we are responsible toward multiple stakeholders, including customers, employees, investors, peers, regulators, and the community.

5.2.2 City of Columbus Contract Compliance

Cement Marketing is a female owned enterprise founded and led by Alaina Shearer, and we have a strong commitment to equal business opportunity. We are currently in the process of applying for Female/Minority Certification with the City of Columbus. We hold a current, valid City of Columbus Contract Compliance Number 381-06-3052.

5.2.3 Primary Business Focus

As an interactive marketing agency, Cement Marketing provides results-driven strategies for a variety of clients and industries seeking search engine optimization, search engine marketing, social media marketing, and website design and development. The industries we serve include:

Industry Served	NAICS Code	Client
Public administration	92	City of Columbus (Bike App), Athens County Economic Development Council
Community action service agencies	624190	Volunteers of America-Greater Ohio
Automobile dealers	441110	Honda Marysville, Performance Jeep Chrysler Dodge, Toyota Direct
Grocery stores	445110	Buehler's Fresh Foods
Restaurants, fast food	722513	Raising Cane's Ohio
Hospitals	622110	Nationwide Children's Hospital
Hospital equipment and supplies merchants	423450	Cardinal Health
Colleges, universities, and professional schools	6113	Antioch University
Real estate development	5222	Nationwide Realty Investors, Inc. (Arena District)
Architectural, engineering, and related services	541310	David Wince Architecture, MS Consultants
Professional employer organizations	561330	Premier Physician Services
Management consulting services	54161	Security Risk Management Consultants, Inc.

5.2.4 Qualifications

Cement Marketing was founded during the drastic shift in the marketing and advertising industry, when the Web began to rise as a major challenge to traditional mediums. To us, interactive marketing is not just an add-on to traditional marketing strategies; we approach it as a different medium that requires different strategies and tactics. Our focus centers on the need for compelling and engaging content, which drives search engine optimization and social marketing. Because we are a full service digital firm, we focus on clients' needs, not our own bottom line, to build communities and drive results.

We have years of experience in assessing opportunities, developing audiences, creating content, and leading teams. We start every project with competitive audits of social media channels, websites, and other interactive projects, which help us understand what has been done. We establish strategies with actionable tactics based on goals discussed with clients, and to support these strategies, we develop strong content plans to build audiences.

The work we produce is designed for humans, but optimized for search. This means that social components are interwoven into everything we do, from site architecture to reporting. Our paid search clients benefit from strong campaigns built to convert Web searchers into customers, with keyword research, client communication, and detailed reporting at the core of our work.

As bloggers ourselves, we know how to grow audiences, write content, and engage with the community. We help our clients determine which bloggers to reach out to, both locally and nationally, and we reach out to bloggers to spread awareness, build links, and provide exposure. But we work to help connect our clients with these bloggers for long-term relationships that can provide valuable return for both parties.

5.2.5 Organization Size

Cement Marketing has been in business since 2009, and we employ five people who specialize in digital strategy and content creation. As a small business, we utilize the resources of trusted contractors within related disciplines (design, development) on an as needed basis for projects.

We work with many types of clients and industries, providing them with full interactive marketing services. Our clients range from non-profit and public sector clients like Athens County Economic Development Council and Volunteers of America-Greater Ohio to corporations and institutions like Nationwide Children's Hospital and Nationwide Realty Investors.

5.2.6 Related Experience

We have included three relevant, successful Internet marketing campaigns executed within the last three years. For more examples of our work, please refer to Appendix A, which includes our full portfolio of work.

Nationwide Children's Hospital

Services: Digital Strategy • Blogger Relations • SEO • Paid Search • Social Marketing Strategy • Web Design and Development

Timeframe: January 2012–present

Budget: \$44,000 for services listed above, completed within budget

In advance of the new Nationwide Children's Hospital opening, Nationwide Children's Hospital approached Cement Marketing to create a digital strategy, which would increase social buzz and awareness of the new hospital. We answered with the Nationwide Children's Hospital Wishing Tree. The landing page allows visitors to leave a wish for children treated at the hospital. Each wish can include a photo and/or video and once complete, the wish giver can publicly share the wish across all social networks. Each wish also helps search traffic because each wish is a fresh piece of content. View the wishing tree at <http://wishingtree.nationwidechildrens.org/>.

Simultaneously, in advance of the opening, Cement Marketing conducted local parent blogger relations, culminating in an exclusive tour of the new hospital by central Ohio bloggers. The bloggers were also given an exclusive Q&A session with a panel of pediatric healthcare professionals. As a result, the event hash tag was the top trend on Twitter in Columbus that day. Please see pages 30-35 of the Portfolio Appendix for complete case study.

Our paid search marketing campaign for Nationwide Children's Hospital is now focused on bariatric pediatric surgery.

Trendsmap Columbus @TrendsColumbus 2 Jun
#everythingmatters is now trending in #Columbus
trendsmap.com/us/columbus
Expand

Nate And O's Mom @N8andOsMom 2 Jun
Nationwide Children's Hospital has an app called "My Children's."
Include info about what to bring/expect. #EverythingMatters
Expand

Children's Hospital @nationwidekids 2 Jun
Our experts answering parent blogger questions. #everythingmatters
[instragram.com/p/LYLdqMy_wC/](https://www.instagram.com/p/LYLdqMy_wC/)
View photo


Aaron Conrad @aaronconrad 2 Jun
Coo Coo Clock Tree in main lobby @nationwidekids is just brilliant.
#everythingmatters pic.twitter.com/eEttFNug
View photo

Erin Pope @epope 2 Jun
Tune in on our Google+ page (Nationwide Children's Hospital) for our
Hangout of the panel #everythingmatters
Expand

Rachel Tayse @racheltayse 2 Jun
@SelimaCat Good design all over the place. Public open house June
10, 11-4 #everythingmatters
View conversation

Nate Riggs @nateriggs 2 Jun
RT @nationwidekids: RT @sethgray: #everythingmatters google plus
hangout URL: youtu.be/ytnyL2DIBks (live now!)
View video

Aaron Conrad @AaronConrad 2 Jun
Actual car in the therapy room @nationwidekids had to airfift in
before walls built. #everythingmatters pic.twitter.com/yEUpkj8w
Hide photo Reply Retweet Favorite Buffer



powered by Photobucket Flag this media

4 RETWEETS

11:11 AM - 2 Jun 12 via Camera on iOS - Details



Arena District – Nationwide Realty Investors

Services: Digital Strategy • Blogger Relations • SEO • Paid Search • Social Marketing Strategy • Web Design and Development

Timeframe: November 2011–present

Budget: \$52,500 for services listed above, completed within budget

In November of 2011, Nationwide Realty Investors approached Cement Marketing for Facebook strategy and training for the Arena District. Our strategy led to the design, development and execution of the Hunt the District photo scavenger hunt for Facebook fans earning them 3500 new fans in just four weeks. Please see pages 37-38 of the Portfolio Appendix for complete case study.

In early 2012, we launched ArenaDistrict.com. Before the launch we conducted extensive keyword research on Columbus entertainment related terms, and used this keyword research to design the site. The site also launched with a blogger outreach strategy firmly in place. This strategy, still being deployed today, offers local bloggers with free tickets to events in the Arena District. In exchange, they are asked to blog on behalf of the Arena District. These blog posts are published on ArenaDistrict.com, creating an incredibly valuable stream of editorial content for both search engines and social networks. Cement Marketing also provides blogging and content optimization all year long for ArenaDistrict.com to ensure each piece of content is optimized for search.

Our paid search marketing for Arena District focuses on driving traffic to the site and testing keywords before pursuing them through organic search engine optimization.



Athens County Economic Development Council

Services: Digital Strategy • Media Relations • SEO • Paid Search • Social Marketing Strategy

Timeframe: March 2011–present

Budget: \$35,000 for services listed above, completed within budget

To attract more business and entrepreneurs to Athens County, Athens County Economic Development Council hired Cement marketing in early 2011 to provide digital strategy to their marketing team. With a small annual budget of \$35,000 for our services, we were able to conduct complete SEO, paid search, and social marketing strategy.

During 2012, this strategy has revolved around a campaign generated during our January content strategy development. This campaign, called Start It Up! Athens, offers a \$10,000 business grant to a start up or existing business willing to locate in Athens County in 2013 and up to \$5,000 in cash prizes to community members and Ohio University students who tell their Athens experience story through digital media. Social sharing is a key component to the competition.

To promote the competition we used paid search marketing, paid Facebook advertising and media and blogger relations. Our media relationships garnered citywide coverage of the competition and coverage in Columbus and central Ohio on major news outlets.

To view please visit <http://www.startitupathens.com> or see pages 39-40 of the Portfolio Appendix for complete case study.

START
IT↑UP
ATHENS

WHAT DOES
ATHENS
MEAN TO YOU?

Capture the **spirit** of Athens County.
Post it online. Share it with your friends.
And You Could Win \$5,000 In Cash

Or, Have a business idea?
You could win a \$10,000
business grant.

Find out more at StartItUpAthens.com

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Business
ATHENS COUNTY, OHIO

START
IT↑UP
ATHENS

5.2.7 Project Staff Information

Cement Marketing will assign three employees to the City of Columbus project. We will provide evidence of background checks for these employees. In the event that any employee is observed by the City to be unsatisfactory for serving the City's needs, we agree to withdraw any of the three employees on assignment to the City. In this instance, we agree to assign a replacement employee who is acceptable to the City as soon as possible. Any subcontractors used will be disclosed.

Below are the biographies and resumes of the three Cement Marketing employees assigned to the City project.

Principal and Chief Digital Strategist: Alaina Shearer



Alaina Shearer is a Columbus native and a Columbus entrepreneur. Without her "Little Big City," she wouldn't have made it this far. You'll often hear her pushing Columbus on all of her friends and family who don't already live here and to her 20,000 monthly blog readers.

Her marketing career began after her radio career for 610 WTVN and 97.9 WNCI ended in 2004. After she moved on to marketing, another passion of hers, and worked with MurphyEpson as a Marketing Coordinator. At MurphyEpson she worked closely with Kathleen Murphy on the Columbus Downtown Development Corporation's original marketing materials. In 2006, she moved back to her college town, Athens Ohio to spearhead the re-design of AthensOhio.com for the Athens County Convention and Visitors Bureau. Next, Alaina

went on to become the Senior Interactive Copywriter and Digital Strategist at Fahlgren where she worked on such accounts as OhioHealth, VISITFlorida, NAPA Auto Parts and Cooper Tire.

In 2010, Alaina founded Cement Marketing on the foundation that every website should be built with a plan and strategy to generate an audience through effective search marketing and social marketing. And, as the company quickly approaches its three-year anniversary, the client retention rate is still an exception to the industry at 98%. Her tireless effort to find the best solution for every client, regardless of budget, is why a majority of Cement's business has come from referrals alone and why existing clients aren't going anywhere. Alaina is also a proud mom blogger and authors MsSingleMama.com and BeautyandtheBiker.com, which both address issues facing single mothers and blended families.

City of Columbus Project Responsibilities:

- Content Strategy Development, oversight and big picture strategy
- Management and strategic insight on all other project elements
- Will present quarterly results and findings to City Team and be project creative and strategic director

Social Marketing Project Strategist: Jess Gambacurta



Jess Gambacurta is a force to be reckoned with. A social marketing whiz, she makes social strategy look easy and her clients never feel a bump between her strategy and project management.

She is the real deal and we are incredibly lucky to have her on our team. Prior to joining Cement, Jess worked with the Columbus Downtown Development Corporation and Capitol South where she maintained and grew client relationships.

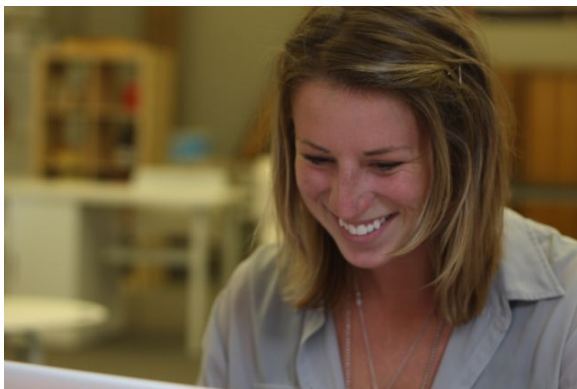
Jess also authors and designs a blog, CuratingStyle.com, where she delves into defining one's personal style, establishing beauty routines, and the best places to travel.

She leads project strategy for the current Cement Marketing clients: Arena District, Nationwide Children's Hospital, Athens Economic Development Council.

City of Columbus Project Responsibilities:

- Social Marketing Content Strategy
- Social Marketing Audit Components
- Social Marketing
- Social Media Marketing Manager Training
- Social Marketing Usage Policy Guidelines

Digital Project Strategist: Alison Momot



Alison Momot, our Google AdWords certified paid search marketing expert, has over six years of digital project management and strategy experience.

Her career in interactive began at Fahlgren as an Interactive Project Manager in 2008, which led her to an opportunity with an agency servicing Apple in San Francisco. In her position there, Alison led Apple email campaign projects and served as a lead producer for an Apple microsite

design and development.

Next Alison offered her services to Google's Small Business Development group by coordinating alignment of global CRM strategy and production for eight client marketing teams.

She leads project strategy for the current Cement Marketing clients: The Bluestone, Honda Marysville, Toyota Direct, Performance Chrysler Jeep Dodge, Sunny Street Café

City of Columbus Project Responsibilities:

- Search Marketing Content Strategy
- Paid Search Marketing Ad Structure, Launch and Maintenance Management
- Search Marketing Audit Components

ALAINA SHEARER

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Skills and Strengths

Digital Strategy

Everything we create as marketers must have a purpose. Today, even offline campaigns will likely end up online when consumers talk about them or post them to their social networks. It's why we must now consider the digital strategy or how something will play out online when creating any campaign. As a deeply entrenched early adopter of social media and search marketing with a background in traditional advertising, I have the unique ability to create campaigns that translate across all mediums.

Social Marketing

Communicating online, wherever it may be – on a blog, a social network, Twitter or even by leaving a product review – is social because we are sharing information and joining a conversation. I am constantly keeping up with and using the following social platforms and their ever-changing features: Twitter, Facebook, Flickr and YouTube.

My social marketing skill set includes:

- Seeding the launch of viral campaigns
- Twitter and Facebook grassroots marketing
- YouTube channel creation
- Blog creation, management, writing
- Blogger outreach and networking
- Badge and widget marketing and link building campaigns (see example)

Search Engine Optimization

No longer reserved only for static websites, search engine optimization (ranking highly for targeted keywords in search engine results) is an imperative consideration during all forms of online and even offline communication.

My SEO skill set includes:

- Keyword research and SEO strategy
- SEO copywriting and link building
- SEO analysis and maintenance

Public Speaking & Client Relations

Frequently tapped to speak on social marketing, most recently on a panel for the Central Ohio PRSA on blogger outreach and for the Central Ohio American Marketing Association on SEO strategy and social marketing.

Copywriting

I have been a writer, in one fashion or another, for over 10 years. My writing experience includes:

- Websites
- Brochures and marketing collateral
- Blogs & micro-blogging (Twitter)
- Social media pages
- Press releases and social media press releases
- E-mails and e-newsletters

Utility Player

I am a team-oriented utility player who has no issue with taking on whatever task needs to be done to get the job done. I am also incredibly passionate about what I do and often hear that my energy inspires my teammates.

Experience

Blogger, Ms. Single Mama Inc.
October 2007 – present

Columbus, OH

- Create new content daily for MsSingleMama.com including blog posts, photos and video.
- Manage Twitter account with over 4,500 followers.
- Monitor web analytics to increase traffic through tested social marketing and search engine optimization strategy.
- Continuously update and maintain YouTube (over 70,000 video views), Facebook (over 800 friends and fans) and Flickr accounts.
- Also advise clients on social media tactics and execute social media campaigns

Digital Strategist, Fahlgren Advertising
June 2007 – June 2009

Columbus, OH

- Constantly tapped to meet with account teams in an advisor role on best practices for brands in the digital space.
- Brainstormed online campaigns, then assisted and managed team members in creation and execution of campaigns.
- Copywriter for all online campaigns, which included: websites, banner ads and marketing e-mails or e-newsletters.
- Spearheaded the creation of Fahlgren's first blog.

Communications Director, Athens Visitors Bureau
September 2006 - June 2007

Athens, OH

- Created the new AthensOhio.com which included rewriting the entire website. Site traffic jumped by 300% during the first year post-launch. AthensOhio.com was also awarded best travel website by the Ohio Division of Travel and Tourism in 2007.
- Managed website content; improved search engine rankings; created and implemented all online marketing campaigns and grassroots promotions.
- Wrote and edited the 60-page 2007 Athens County Visitors Guide.
- Managed annual advertising budget, executed all media buys.
- Orchestrated unprecedented cooperative billboard and newspaper media buys with area attraction and tourism partners.

Marketing Coordinator, MurphyEpson
May 2005 – June 2006

Columbus, OH

- Web writing included ColumbusLeadersForum.com, Build-Ohio.org and RealLiving.com.
- Other writing projects included; brochures and direct mail, magazine and newspaper ads, newsletters, speeches, invitations and publicity pieces for corporate and non-profit clients.
- Clients included; Honda of America, Mfg., Real Living, Build-Ohio, the Columbus Downtown Development Corporation, Step Up To Quality, Columbus Sports Network, Reading Recovery and Planned Parenthood of Central Ohio.

Education

- Ohio University, Graduated from E.W. Scripps School of Journalism in 2001. Bachelor's in Journalism. GPA - 3.4

- Charter member of OU's Global Learning Community, a highly selective team based learning program for communications students interested in international marketing communications.

References

Please feel free to contact any of my references:

- Stacey Elicker, former Interactive Creative Director, Fahlgren, (843) 724-9373
- Julia Bastaja, former Fahlgren Interactive Account Director, (614) 886-7674
- Paige Alost, Executive Director, Athens County Visitors Bureau, (740) 592-1819
- Kathleen Murphy, CEO, Murphy Epson, (614) 221-2885

JESSICA GAMBACURTA

100 E Gay St
Unit 407
Columbus, OH 43215

jess@cementmarketing.com

Experience

Social Marketing Strategist, Cement Marketing

Columbus, OH (Apr. 2012–present)

Clients: Arena District (Nationwide Realty Investors), Raising Cane's Ohio, Nationwide Children's Hospital, Buehler's Fresh Foods, Volunteers of America-Greater Ohio

- Develops and implements creative social media marketing strategies.
- Identifies and interprets social and search marketing trends.
- Creates and executes content marketing strategies to support social and search strategies.
- Oversees project management and client relationships with all social marketing clients.
- Creates wireframes and information architecture to support Facebook and website landing pages.
- Delegates web design and development work to appropriate colleagues and contractors.
- Led and executed social marketing campaign for quick service restaurant client with 12% in-store sales increases.

Blogger and Editor, Curating Style

Columbus, OH (Jan. 2012–present)

- Creates fresh written and visual content for blog on daily basis
- Designs and develops WordPress site and other collateral
- Collaborates with select brands and companies for strategic partnership, posts, and advertising
- Receives over 2,500 unique visitors and over 7,000 total page views monthly

Parking Coordinator, Columbus Downtown Development Corporation/Capitol South

Columbus, OH (Mar. 2011–Apr. 2012)

- Coordinated multimillion-dollar parking line of business and established strong relationships with major group clients.
- Analyzed revenue trends and other metrics in variety of formats, including numerical and narrative reports.
- Conducted research to identify parking trends, to make informed recommendations to C-level executives, and to market to potential group clients.
- Provided insight to variances among metrics for internal and stakeholder uses.
- Created marketing plan and sales forecast to attract and maintain new monthly parkers.
- Oversaw staffing, marketing, and revenue analysis of special event parking.
- In team environment, reduced aged receivables and past due balances by 70% in six months.
- Assisted general counsel in managing multimillion-dollar residential real estate loan portfolio.
- Through organic interactive marketing and strategic partnerships with Columbus-area organizations, effectively tripled number of Twitter followers and Facebook fans within three weeks in May 2011.

Project Coordinator, Center for Farmland Policy Innovation, The Ohio State University

Columbus, OH (Aug. 2010–Mar. 2011)

- Wrote state-level public grants; assisted in administration of USDA grant.
- Aided in budget revisions for USDA grant; wrote and submitted USDA quarterly fiscal report.
- Designed project evaluations for grant-funded projects at both local and state levels.
- Oversaw local food access projects in Columbus, Akron, and Morgan and Meigs Counties.
- Aided in curriculum development for undergraduate/graduate seminar in food systems planning.
- Provided local food leaders with social media training and marketing tools.

Leadership Experience

Digital Marketing Coordinator, Girls on the Run of Franklin County

Columbus, OH (Mar. 2012–present)

- Serves as community manager for Twitter and Facebook.
- Copywrites, formats, and releases all email marketing for internal and external audiences.
- Wireframes and designs print and digital advertisements.
- As a working board member, responsible for annual and long-range strategic planning.
- Collaborates on sponsorship, fundraising, and other advancement initiatives.

Alumni Interviewer

Columbus, OH (Aug. 2011–present)

- Interviews and assesses prospective student potential on behalf of alma mater admissions.
- Represents University at formal functions and events such as college fairs.

Education

University of Rochester

Rochester, NY (Sept. 2006–May 2010)

Bachelor of Arts with Highest Distinction in Religion, International Relations

- Genesee Scholarship recipient, awarded to top 2% of incoming class (2006–2010)
- Benjamin A. Gilman Scholarship recipient (awarded Spring 2009 for study abroad in Cairo, Egypt)
- Co-Editor-in-Chief, *Journal of Undergraduate Research* (May 2008–Aug. 2009)

ALISON L. MOMOT

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EXPERIENCE

Cement Marketing, Columbus, OH, *Search and Social Strategist* Sept. 2012 – present

Clients: The Bluestone, Sunny Street Café, Honda Marysville, Athens Business Remixed

- Managing client accounts and project workflow for small business search and social clients
- Coordinating blogger outreach and sustaining social media presence for select clients
- Building strategic and technical recommendations based on SEO research and usability
- Conducting ongoing online footprint evaluations using analytics and assessment tools
- Prioritizing high impact recommendations for clients against budgets and technical feasibility
- Implementing paid advertising campaigns, including Facebook Ads and Google PPC

SolutionSet, Mountain View, CA, *Account Supervisor/Program Manager* Aug. 2011 – May 2012

Clients: Google Small Business Marketing: Search, Mobile, Display Network and Agency Groups

- Coordinated alignment of global CRM strategy and production for 8 client marketing teams
- Achieved 160% of quarterly \$10M revenue goal for primary program
- Contributed strategic insight and workflow support for massive program scaling initiative
- Partnered with Google team to develop environment for personalized small business Agency hub
- Supervised production of hyper-targeted email campaigns, with 100+ deliverables monthly
- Developed turn-key creative content, contact strategy, and channel solutions for programs
- Managed workflow for 18-person team, with more than 15 day-to-day client contacts, spanning strategy, creative, production, development, product marketing, analytics and sales functions
- Maintained seamless communication between three internal offices and four client offices, including Dublin, Ireland and Singapore City, Singapore
- Key contributor for quarterly planning, segmentation analysis, creative application and reviews

Eleven, San Francisco, CA, *Account/Producer* Dec. 2009 – Aug. 2011

Clients: Apple – Retail, Online Store, Human Resources and Education Groups

- Led project and account management for Apple email campaigns and select seasonal campaigns for the Apple Online Store and Apple.com
- Served as lead producer for Apple internal microsite design and development projects
- Determined quarterly scope assessments and validated staff allocations against budgets
- Restructured internal workings to parallel updated client process and improve workflow

Fahlgren, Columbus, OH, *Interactive Project Manager* Mar. 2008 – Dec. 2009

Clients: Cooper Tire, McDonald's, OhioHealth, Big Brothers Big Sisters and Visit Florida

- Developed pilot analytics program to capture online user behavior for campaign optimization
- Handled development of digital projects, including websites and rich media banner campaigns

Bush Seyferth Kethledge & Paige PLLC, Troy, MI, *Marketing Director* May 2006 – Mar. 2008

Clients: Chrysler LLC, Pulte Homes and United Auto Group

- Developed two-year cost analysis for Chrysler LLC national airbag litigation account
- Engineered program design and launch for new line of business with Chrysler LLC

EDUCATION

University of Michigan, Ann Arbor, MI, *B.A., English* Sep. 2001 – Apr. 2005

- Office of Student Activities and Leadership, *Student Intern*
- Donald R. Shepherd 4-year academic scholarship, *Recipient*
- Women's Varsity Crew, *Athlete*
- Teach for America, *Campaign Manager and Teacher (Watts, CA)*

<http://www.linkedin.com/in/alisonmomot>

<http://www.alimo.tumblr.com>

<http://twitter.com/alimo>

5.3 Section Three: Quality and Feasibility

5.3.1 Proposed Services and Deliverables

In order to establish annual Internet campaign priorities, Cement Marketing will develop an interactive audit and content marketing strategy for the City of Columbus.

Interactive Audit

The interactive audit is a necessary step preceding development of a feasible content marketing strategy and will provide us with a technical starting point and an overview of all digital properties. The audit includes:

- Compiling and analyzing existing analytics accounts for all City of Columbus websites, the MyColumbus mobile app, and all City social media profiles, as well as existing social media marketing strategy
- Providing competitive audits of various City sites and social media profiles and strategies
- Assessing existing websites to determine how we can improve each site's natural search engine optimization (e.g., are all page titles and meta descriptions optimized correctly)
- Reviewing existing websites to determine how we can improve usability and user experience (e.g., should the blog be featured more prominently on the home page)
- Conducting complete keyword research to be used in future content planning, including past keyword performance in both organic and paid search campaigns to identify which keywords have the highest search volume, lowest competition, and highest time on site
- Examining any existing goal tracking through Google Analytics and other analytics systems
- Creating a process on claiming and optimizing Google, Yahoo, and Bing local listings for City departments affected within this contract

Digital Content Marketing Strategy: Search and Social

When the interactive audit is complete, we move into the second phase of our annual planning—the development of a comprehensive content marketing strategy. The strategy is all encompassing and will be used as a guide for the remainder of 2013. The content marketing strategy includes:

- Developing and presenting recommendations for site content and search engine optimization
 - Using our keyword research as a guide, we will develop a complete content strategy design to increase traffic to the site through search engine optimization, link-building, and fresh and steady content creation
 - The search portion of the content strategy will include a City content editorial calendar to be used internally by City marketing and social media teams for blog posts, all scheduled or anticipated press releases, new website content, and event calendars
 - Providing the City with link-building development recommendations and tools

- Developing and presenting recommendations for the City’s social media strategy
 - Using our competitive assessment of the City’s existing social media outlets, other cities’ use of social media, and our extensive experience in social media marketing (see 5.2.6), we will create a complete social marketing strategy for the year including all socially viable networks (i.e. Facebook, Instagram, Twitter, and Google+)
 - The social portion of the content strategy will include a Facebook editorial calendar and content guide on voice and messaging for all social media managers
 - A Facebook copywriting guide for social media managers will be presented during a Facebook copywriting training session

Paid Search Services

Using the keyword research conducted during the interactive audit, we will assess the keywords versus existing paid campaigns and past paid campaigns conducted on behalf of the City through prior agency or by the City. We will ideally assume management of these campaigns and tweak for performance weekly and monthly. Our paid search marketing experience is extensive and leaves no stone unturned. See appendix pages 42-43 for complete case study of a search marketing campaign.

Paid search services will include:

- Keyword research to determine the most appropriate terms for bid (compared to old or existing campaigns)
- Competitive analysis to determine keyword bids of competitors
- Writing ad copy to drive qualified visitors
- Ad optimization to ensure that the most effective advertising message is presented
- Conversion code setup to track what keywords result in determined conversions
- A-B/multivariate split testing to determine most effective keyword, ad, and landing page combinations
- Bid management to keep campaign on budget while driving large volumes of qualified traffic
- Campaign optimization to consistently improve campaign performance
- Reporting and analysis to determine campaign effectiveness

Social Media Marketing Services

In order to maximize the City’s social media presence, we will use our social content strategy to guide the City’s social marketing strategy throughout 2013. Our team will meet in-person quarterly to assess and check in with City’s social media managers. At this time, we will provide reports showing our progress and the impact of social media on overall website traffic and the quality of that traffic. With this data, we will be able to determine quarterly what tactics or messages are resonating with our audience and which ones are not. Our social media marketing services will include:

- Conducting quarterly in-person meetings with the City social media managers

- Creating usage policies and guidelines for City of Columbus social media profiles
- Measuring the volume of consumer- and media-generated content relative to Columbus
- Measuring Columbus’ social media presence
- Analyzing audience profiles to include where audiences gather online
- Creating and managing branded profiles on top social networks
- Reaching out to and incentivizing reputable bloggers to increase buzz, spread the word, and increase inbound links to Web properties
- Reporting and analysis to determine effectiveness of social media marketing (see page 18 of Portfolio Appendix)

Online Public Relations Services

We will use our network of local, regional, and national journalists, reporters, and bloggers to share and spread press releases. Before sharing press releases, we will optimizing all press releases for search by including all necessary keywords and links back to the City’s own relevant content. Our public and media relations experience is strengthened by the fact that our Principal, Alaina Shearer, was a reporter for seven years. Please see 5.2.7 for further details.

5.3.2 Service Delivery Plan

Milestone	Deliverables Necessary to Complete	Date	Responsible	Mtg	City Provided Time
Kick off	Meeting to approve timeline and kick off; discussion on existing challenges and opportunities, introduce Cement to social media managers and content creators; we will walk you through our process and onboarding form necessary to complete audit.	12/3/12	City and Cement	Yes	2 hour meeting
Interactive Audit	Client onboarding form completed: includes passwords/access to analytics, Website CMS, and all other digital property.	12/12/12	City	No	Depends on internal organization of City passwords. Typically clients fill this onboarding form out in less than one hour. But may take a few hours to gather all passwords.
	Audit conducted	12/12-1/4/12	Cement	No	
	Audit completed and	1/11/13	City and	Yes	2 hour meeting

	presented		Cement		
Digital Content Marketing Strategy: Social and Search	Content Marketing Strategy developed	1/11-1/25/13	Cement	No	
	Content Marketing Strategy: Search and Social presented	1/28/13	City and Cement	Yes	2 hour meeting
	Revisions or recommendations to enhance content strategy must be sent to Cement after meeting in one, collective email from city contact.	2/1/13	City	No	Depends on internal organization and amount of stakeholders who must approve/provide feedback.
	Final, revised content strategy provided to City	2/8/13	Cement	No	None
	Content Marketing Strategy: Search and Social approved by key stakeholders within city; final approval received from the City.	2/15/13	City	No	Depends on internal organization and amount of stakeholders who must approve/provide feedback.
	Social media manager training using social content marketing strategy as guide	2/19/13	City and Cement	Yes	2-3 hours for training session. This is a very fun, creative meeting – usually held in our offices on Gay Street.
Paid Search Marketing	Kick off, internally at Cement. After our audit is completed, we will be ready to dive into paid search marketing. Note: Paid will start when content strategy is approved – because we will center advertising around key events and content pushes.	2/15/13	Cement	No	None
	New or revised paid search ads and ad structures provided to city for review and approval.	2/22/13	Cement	No	None, unless key stakeholder would like a walk through, but not necessary
	Ads launched and	Ongoing	Cement	No	None

	managed on a monthly basis.				
	First quarter paid search reporting and analysis provided during this meeting.	3/29/13	City and Cement	Yes	1 hour
	Second quarter paid search reporting and analysis provided during this meeting.	6/28/13	City and Cement	Yes	1 hour
	Third quarter paid search reporting and analysis provided during this meeting.	9/30/13	City and Cement	Yes	1 hour
	Fourth quarter paid search reporting and analysis provided during this meeting.	1/3/14	City and Cement	Yes	1 hour
Social Media Marketing Services	Create usage policy/guidelines for City social media profiles – meeting to discuss this with city communications leaders	2/22/13	City and Cement	Yes	1 hour
	Social Marketing usage policy draft sent to City for review	3/1/13	Cement	No	4 hours; depends on how many stakeholders need to approve
	Usage policy revisions sent to Cement	3/8/13	City	No	1 hours
	Final usage policy sent to City and approved by City	3/15/13	City	No	1 hour
	First quarterly social media meeting with social managers; reporting and analysis provided during this meeting	3/29/13	City and Cement	Yes	2 hours
	Second quarter social media meeting with reporting and analysis	6/28/13	City and Cement	Yes	2 hours
	Third quarter social media meeting with reporting and analysis	9/30/13	City and Cement	Yes	2 hours
	Fourth quarter social media meeting with reporting and analysis	1/3/14	City and Cement	Yes	2 hours

Blogger Outreach Campaign	Approved as part of the content strategy, the blogger outreach relations will be conducted and executed by Cement Marketing. Key details and dates are TBD, depending entirely on which events we choose to promote throughout the year.	TBD	Cement	TBD	TBD
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5.4 Section Four: Ability

5.4.1 Workload

Our proposed calendar for the City project is below. We have included dates in which we will be unavailable, dates for proposed meetings and trainings, dates for review, and dates for quarterly reporting and analytics meetings. We are flexible with our timing to meet the City's needs, and therefore the dates below are merely suggested.

2013

JANUARY						
M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

FEBRUARY						
M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

MARCH						
M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

APRIL						
M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

MAY						
M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

JUNE						
M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

JULY						
M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

AUGUST						
M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

SEPTEMBER						
M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

OCTOBER						
M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

NOVEMBER						
M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

DECEMBER						
M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Other Meeting Dates

- 12/03/12 Kick-off Meeting
- 12/12/12 Client Onboarding Process Complete
- 1/3/14 Fourth Quarter Reporting & Analysis Meeting

- Cement Unavailable
- Cement - Service/Deliverables, Meeting Needed
- Approval from City, No Meeting Required
- Quarterly Reporting & Analysis Meetings

5.4.2 Financial Responsibility

For documentation of financial responsibility, financial stability, and sufficient financial resources to provide the scope of services to the City in the volume projected and within the time frames required, please refer to Appendix B. Our letter of credit from a bank is included there.

5.5 Section Five: Past Performance

We have included in here three professional references to which we have delivered Internet marketing services. If further references are needed, we would be happy to provide.

Stephanie Cannon, Director of Web Communication and eBusiness
Nationwide Children's Hospital
700 Children's Drive
Columbus, OH 43205
Email: stephanie.cannon@nationwidechildrens.org
Phone: 614-355-0485
Fax: 614-355-0797

Contract:

- \$27,000 for Wishing Tree website
- \$10,000 for paid search marketing
- \$7,000 for blogger outreach
- Total contract cost: \$44,000

Carli Lanfersiek, Marketing Manager
Nationwide Realty Investors
375 N. Front Street, Suite 200
Columbus, OH 43215
Email: lanferc@nationwide.com
Phone: 614-221-5697
Fax: 614-857-2346

Contract:

- \$45,000 for website design and development
- \$6,000 for Hunt the District Facebook promotion
- \$1,500 monthly retainer for ongoing SEO and content marketing strategy
- Total contract cost: \$52,500

Sara Marrs, Director
Athens County Economic Development Council
340 West State Street, Unit 26
Athens, OH 45701
Email: sara@businessremixed.com
Phone: 740-597-1420
Fax: 740-597-1548

Contract:

- \$35,000 annual budget for digital content strategy, media relations, social marketing, email marketing, and paid search marketing

5.6 Section Six: Cost & Payment Terms

5.6.1 Cost

We have included our proposed fixed pricing. It is inclusive of all expenses, overhead, and profit with no variable charges for out-of-pocket or travel expenses.

Our all-inclusive monthly rate to deliver these services will be the total cost divided by the 12 months of the project period.

Project Deliverable	Hourly Rate	Hours	Cost
Interactive Audit	\$100	20	\$2,000
Content Marketing Strategy: Search and Social	\$150	70	\$10,500
Social Media Manager Training: prep and training session	\$150	20	\$3,000
Social Media Usage Guidelines	\$100	40	\$4,000
Paid Search Account Re-Structure or Set Up	\$125	20	\$2,500
\$800 Paid Search Monthly Budget for 10 months starting in March 2013 after ads are approved (see timeline)	N/A	N/A	\$8,000
Paid Search Monthly Management	\$75	30 (or 3 hours per month)	\$2,250
Quarterly Assessment and Review Meetings/Strategy Guidance: prep and full analysis every quarter of all online strategy performance (paid search, SEO, social)	\$150	15/quarter	\$9,000
Projected total cost of project			\$41,250.00
Project monthly rate of project			\$2,437.50

Due to the need for an interactive audit, content strategy, and City social media manager trainings that will occur and be implemented before February, we propose the following payment schedule.

The audit and content strategy are rolled into a payment in February 2013 and the remainder of the work and fees will be divided monthly, even though some of the services – such as the training and social media usage guideline work will have already been completed.

We are more than happy to work on a payment schedule the city prefers, if necessary. This seemed the most logical to avoid a huge lump payment up front. Again, this is necessary due to the heavy volume of work necessary at the start of this project. These payments include the monthly paid search marketing costs.

January 1, 2013	\$12,500
February 1, 2013	\$2,875

March 1, 2013	\$2,875
April 1, 2013	\$2,875
May 1, 2013	\$2,875
June 1, 2013	\$2,875
July 1, 2013	\$2,875
August 1, 2013	\$2,875
September 1, 2013	\$2,875
October 1, 2013	\$2,875
November 1, 2013	\$2,875

5.6.3 Payment Terms

We understand and agree to the City's standard terms for payment of monthly invoices. We will provide copies of reports to justify per-click payment rates. Cement Marketing will not institute late payment penalties upon the City, and we recognize and agree that the City's standard terms are net 30 days.

Appendix: Samples of Written Work, Samples of Reports and Analysis

Happy Birthday Columbus! From Cement Marketing

That's us holding the banner outside of our Gay Street office windows. This Website is the result. The virtual card allows the user to type a custom birthday message to Columbus and then share it with their friends. We built it in 24 hours. View at CementMarketing.com/200cbus/



Share Your Card Here:

Tweet 9

+1 +1'd this

Like Sara Bradley, Madeline Neumann and 12 others like this.

Celebrate Columbus' 200th Birthday

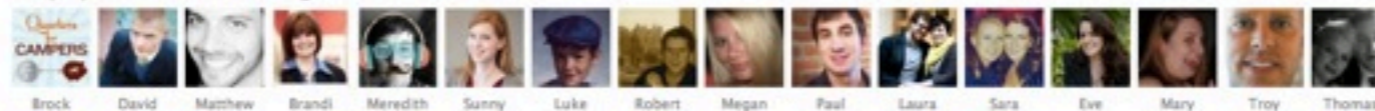
Write your own card to Columbus and then share it with your friends.

Type your Message:



Cement Marketing on Facebook
Like You like this.

436 people like Cement Marketing.



Nationwide Children's Hospital Wishing Tree

The Nationwide Children's Hospital Wishing Tree invites site visitors to leave wishes for patients, parents or hospital staff through butterflies, the same butterflies that now make up the heart of the new NCH brand. The Wishing Tree wishes are then re-shared with friends via social networks. In just the first few days the tree had over 100 wishes submitted and it continues to grow as focal point of NCH's new hospital opening marketing campaign. Visit online at <http://www.wishingtree.nationwidechildrens.org>



VIEW WISH

To: All Children

From: The Gray Family in Worthington, Ohio.



You are all precious angels and you are stronger than you know. You are so, so brave and we wish you lots and lots of happy thoughts. Believe in yourselves and in your hearts.

This is a picture we took a few weekends ago. Our daughter made fairy wings. Maybe you can make some, too, while you are in the hospital? There are lots of activities you can do from your beds... we hope this inspires and we hope you feel better soon.

SHARE THIS WISH.



Nationwide Children's Hospital Blogger Outreach

A first peek for parent bloggers and influencers.

On June 2, 2012, Cement Marketing, on behalf of Nationwide Children's Hospital, invited the region's most influential parents for a private tour of the new hospital. These powerful influencers came and brought their readers with them. Every step of the way, they shared their experience with their Facebook fans, Twitter followers and Instagram connections.

After the event, many blogged about the tour, making an even deeper connection with their readers. The blog posts will live on far past the tour and the relationship between NCH and the region's key influencers has been forged.



Nationwide Children's Hospital Blogger Outreach

The buzz. Who did we reach?

We connected with and invited 69 influential bloggers and social media influencers to tour the new Nationwide Children's Hospital. Thirteen attended and connections were made with those who could not attend. During the tour our attendees were incredibly engaged; here are numbers on the resulting content.

- ▶ 12 blog posts, written independently
- ▶ Over 150 tweets, including the #everythingmatters hashtag trending that day on Twitter
- ▶ Over 70 photos on Twitter and Instagram
- ▶ Invaluable conversation about the hospital's design, amenities, and services



Nationwide Children's Hospital Blogger Outreach

The buzz. #EverythingMatters.

The event hashtag, #everythingmatters, quickly became a trending topic on Twitter in Columbus. Which means, all Twitter users with a set "Columbus, OH" location saw the trending topic that day.

Trendsmap Columbus @TrendsColumbus 2 Jun
#everythingmatters is now trending in #Columbus
trendsmap.com/us/columbus
Expand

Nate And O's Mom @N8andOsMom 2 Jun
Nationwide Children's Hospital has an app called "My Children's."
Include info about what to bring/expect. #EverythingMatters
Expand

Children's Hospital @nationwidekids 2 Jun
Our experts answering parent blogger questions. #everythingmatters
[instagr.am/p/LYLdqMy_wC/](https://www.instagram.com/p/LYLdqMy_wC/)
View photo

Aaron Conrad @aaronconrad 2 Jun
Coo Coo Clock Tree in main lobby @nationwidekids is just brilliant.
#everythingmatters pic.twitter.com/eEttFNug
View photo

Erin Pope @epope 2 Jun
Tune in on our Google+ page (Nationwide Children's Hospital) for our
Hangout of the panel #everythingmatters
Expand

Rachel Tayse @racheltayse 2 Jun
@SelimaCat Good design all over the place. Public open house June
10, 11-4 #everythingmatters
View conversation

Nate Riggs @nateriggs 2 Jun
RT @nationwidekids: RT @sethgray: #everythingmatters google plus
hangout URL: youtu.be/ytnyL2DiBks (live now!)
View video

Aaron Conrad @aaronconrad 2 Jun
Actual car in the therapy room @nationwidekids had to airlift in
before walls built. #everythingmatters pic.twitter.com/yEUpkjBw
Hide photo Reply Retweet Favorite Buffer

powered by Photobucket Flag this media

4 RETWEETS

11:11 AM - 2 Jun 12 via Camera on iOS · Details

Nationwide Children's Hospital Blogger Outreach

The buzz. Blog posts and comments.

Everything matters at NCH

JUNE 9, 2012 BY LARA K • LEAVE A COMMENT



Tweet 5

+1 0

Share 5

Switch back to J

This Sunday, June 10, from 11 am to 4 pm, you and all our central Ohio neighbors have the opportunity to visit and tour the new **Nationwide Children's Hospital** in Columbus - one of the top pediatric healthcare institutions in the country. I highly recommend that you pack up the kids and make a morning or afternoon of it. I got to tour as part of a **special preview for bloggers** last Saturday, and I can't rave about it enough. This place is THAT amazing.

Here are my top ten reasons why you and your family should visit and get to know the new Nationwide Children's Hospital during this weekend's **community grand opening**:



10. It makes sense to learn your way around the ER and the rest of the hospital now, before you ever need it. I feel comfortable knowing that I'm familiar with NCH and could find my way around if I needed to. Hope I never have to, but you just never know! The ER has an incredible over-sized, circular aquarium full of brightly colored fish to captivate little ones.

9. The new Magical Friends are so fun and adorable and playful, you won't ever want to leave. These are giant wooden animals carved by the brilliant artisans at Carousel Works in Mansfield, Ohio (I've blogged about these folks before - **Zoe and I love their carousels!**). The animal friends are located all throughout the hospital from the lobby to patient floors, and they are amazing. My favorites were the **frog, bunny and squirrel**.

8. It will give you so much reassurance as a parent to know the stellar quality of care, experts and resources available to our kids just in case, God forbid, the worst ever happened. While touring the facility, many of us bloggers said "This is the most amazing place I hope to never visit again!" and it's so true. Glad we have it in our community - hope never to need it.

Linz @ Itz Linz says:

June 9, 2012 at 8:50 AM



This made me cry! 😭 I'm glad that this facility is SO incredible, but it makes me sad to think of the kids who will have to spend time here. 😞😞 At least it is beautiful, functional, and will make kids' and families' time here a little better in what, probably, is not a great situation.

Linz @ Itz Linz recently posted..PB2 + At Home Circuit Workout

Reply

Amy @Ahealth eater says:

June 9, 2012 at 9:02 AM



I haven't been to Nationwide since they remodeled, but I remember going there for projects etc., during school and being impressed with it! It just seems like such a warm and caring place 😊

Amy @Ahealth eater recently posted..Celebratory Weekend

Reply

Lyndsay @ Thinspiration says:

June 9, 2012 at 12:15 PM



What a wonderful hospital to help ailing children. They did a absolutely wonderful job on it!! Thanks so much for sharing about your tour as it was very neat to see what more hospitals are doing to help nowadays.

Lyndsay @ Thinspiration recently posted..Food Menu - Day 1

Reply

Nationwide Children's Hospital
Blogger Outreach

The buzz. On Instagram.



Arena District Website and Social Marketing

Driven by mobile and social friendly content, visitors to ArenaDistrict.com can quickly find events and activities and share with their friends. The site is also mobile responsive to all devices.



Key stats: Kick off to launch - 16 weeks; CMS - Wordpress

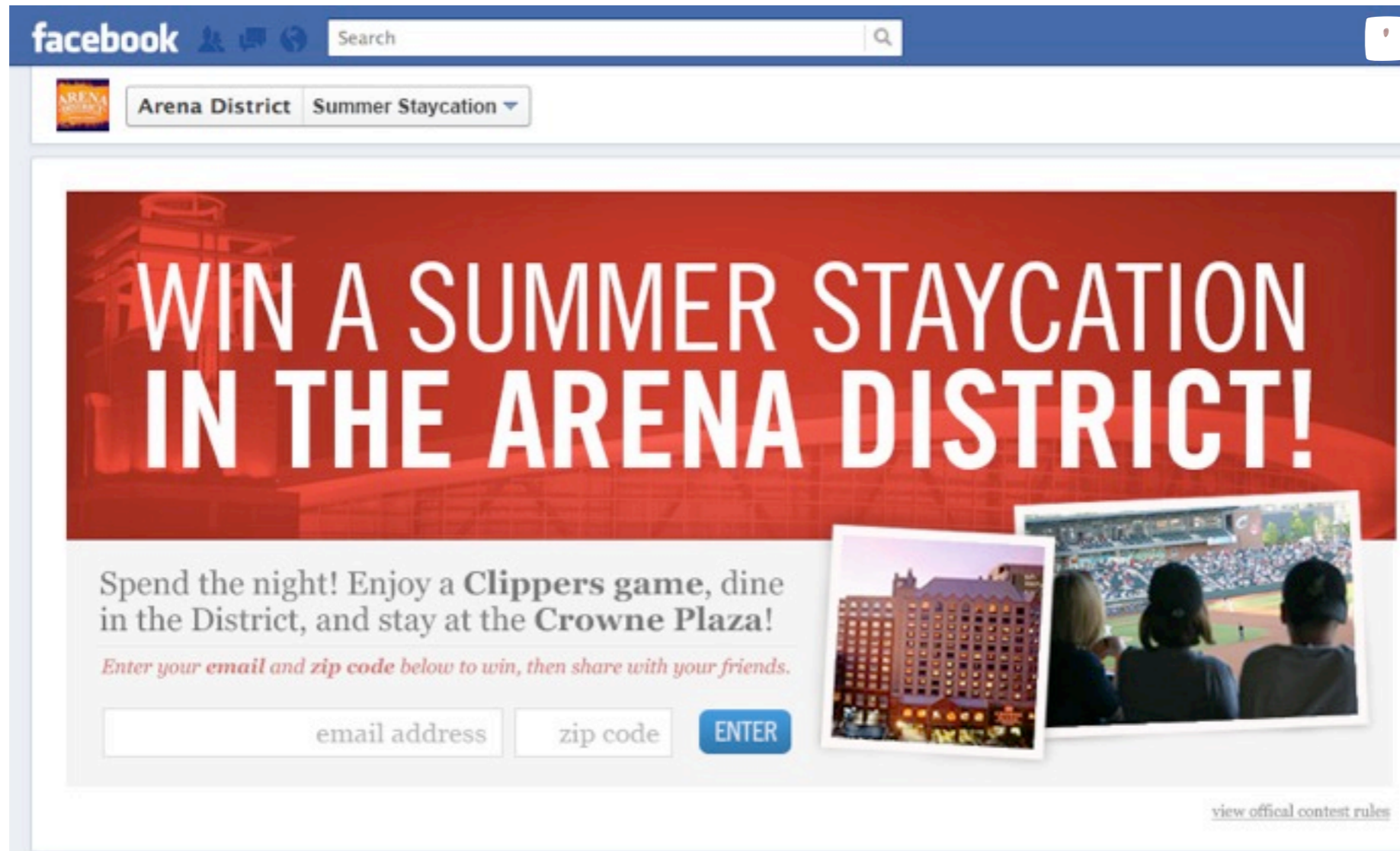
3500 fans in 4 weeks

In their Hunt the District campaign, the Arena District – a hip, urban neighborhood in Downtown Columbus, brought fans offline and into the Arena District to find objects in the district and then post photos of each object to Facebook. The campaign, supported by advertising earned 3500 fans in 4 weeks.



Facebook promotion

This Facebook promotion for Arena District drew hundreds of entries helping the Arena District to increase awareness to a targeted audience of central Ohio residents.



The image shows a Facebook post from the 'Arena District' page. The post features a large red banner with the text 'WIN A SUMMER STAYCATION IN THE ARENA DISTRICT!' in white. Below the banner, there is a text-based promotion: 'Spend the night! Enjoy a **Clippers** game, dine in the District, and stay at the **Crowne Plaza!**' followed by the instruction 'Enter your email and zip code below to win, then share with your friends.' There are two input fields: one for 'email address' and one for 'zip code', with a blue 'ENTER' button to the right. To the right of the text is a collage of three images: a night view of the Crowne Plaza hotel, a view of a baseball game from the stands, and a group of people watching the game. At the bottom right of the post, there is a link that says 'view official contest rules'.

Athens County Economic
Development Council: Digital
Content Strategy

The Start It Up! Athens Campaign is an unprecedented effort by the Athens County Economic Development Council (Athens Business Remixed) to simultaneously create thousands of pieces of online content about Athens County and attract businesses to the region. It's also the brain child of the Cement Marketing team.

START IT UP ATHENS



**WHAT DOES
ATHENS
MEAN TO YOU?**

Capture the **spirit** of Athens County.
Post it online. Share it with your friends.

And You Could Win \$5,000 In Cash

Or, Have a business idea?

You could win a **\$10,000
business grant.**

Find out more at StartItUpAthens.com

View at StartItUpAthens.com


Business *Remixed*
ATHENS COUNTY, OHIO

**START
IT  UP
ATHENS**

Athens County Economic Development Council: Digital Content Strategy

The Start It Up! Athens Campaign is an unprecedented effort by the Athens County Economic Development Council (Athens Business Remixed) to simultaneously create thousands of pieces of online content about Athens County and attract businesses to the region. It's also the brain child of the Cement Marketing team.

Business Remixed
ATHENS COUNTY, OHIO

Blog About Contact Us Search

Industry Stories People Lifestyle Stories Buildings & Sites Move To Athens Facts And Figures Infrastructure People & Places Training Transportation Workforce

START IT UP! ATHENS

CREATE. SHARE. START IT UP!
Business Remixed is awarding **\$15,000** in cash and grants for bringing creativity and business to Athens County.

Deadline to enter is November 10th, 2012. The earlier you enter, the greater your odds of winning.

Businesses or start ups: Win \$10,000

Sell us and your audience on an idea, and you could be the recipient of a \$10,000 business grant. [Show Me How](#)

Athens residents, students or former residents: \$5,000 in cash prizes

Tell the Athens story anywhere online with video, photos, or your own words, and you could win \$3,000, \$1250 or \$750 in cash prizes. [Show Me How](#)

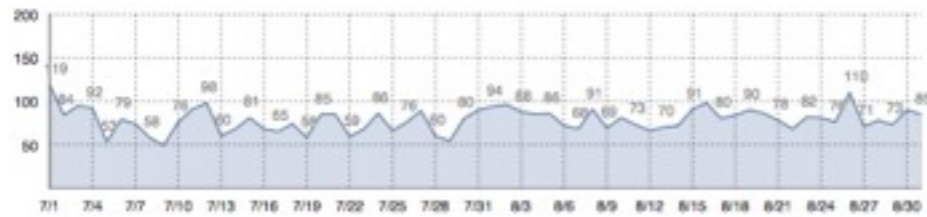
View at StartItUpAthens.com

Reporting and Analysis

The City would receive comprehensive reports and analysis from Cement Marketing, including site traffic analytics from SEO, social marketing, and paid search efforts. This is just a sample of the types of information we're able to provide.

Search Engine Traffic

7/1/2012 - 8/31/2012
Organic search

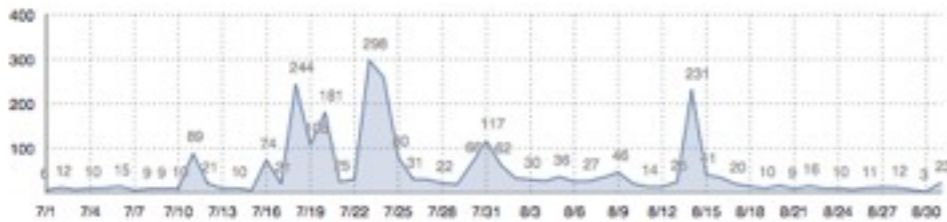


4,872 Visits
17,905 Page Views
3.68 Pages/Visit

24.86% Bounce Rate
1:16 Average Time on Site

Referring Sites Traffic

7/1/2012 - 8/31/2012



2,722 Visits
7,526 Page Views
2.76 Pages/Visit

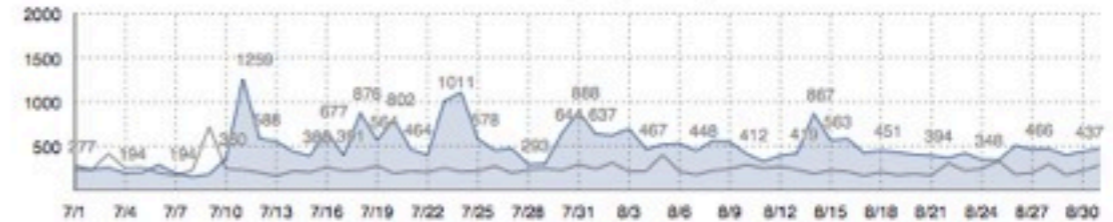
31.81% Bounce Rate
1:02 Average Time on Site

50 Top Referrers

Referring Site	%	Visits
facebook.com	59.3%	1,613
m.facebook.com	13.2%	359
urbanspoon.com	5.6%	152
l.co	4.9%	134
google.com	3.1%	85
searchmobileonline.com	1.8%	50
en.wikipedia.org	1.8%	49
erickatz.com	1.6%	43

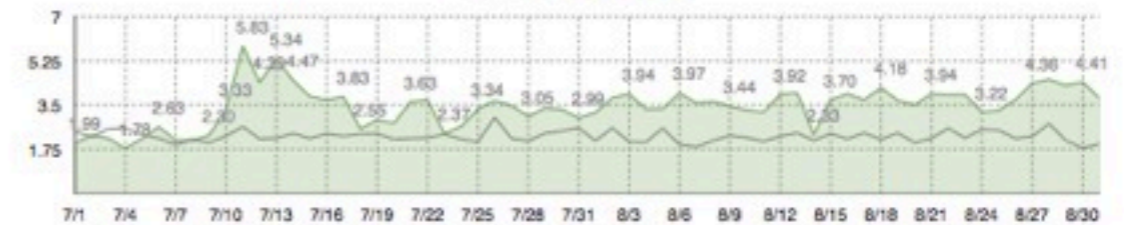
30,387 Total Page Views

Previous: 14,912 (+103.78%)



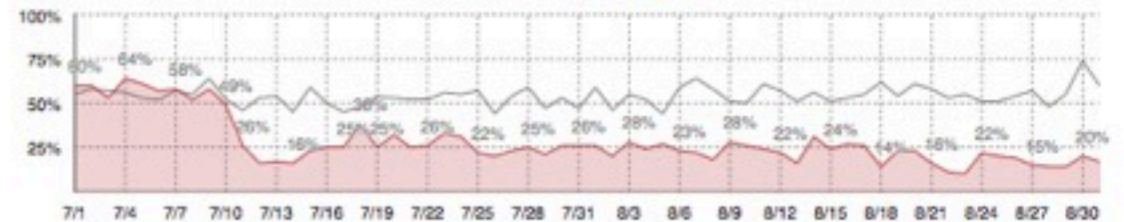
3.34 Average Pages/Visit

Previous: 2.26 (+47.79%)



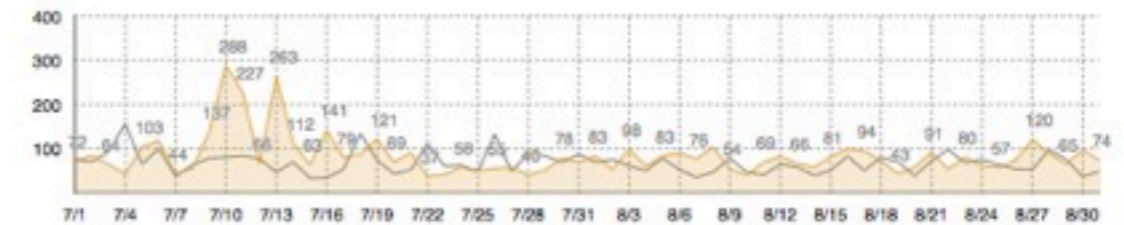
28.25% Average Bounce Rate

Previous: 54.53% (-48.19%)

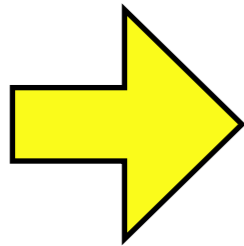


1:22 Average Time on Site

Previous: 1:08 (+20.59%)



Honda Marysville: AdWords/Pay-Per-Click



Ads related to honda 2012 columbus ⓘ

New Honda Columbus 1 (888) 481 1560
www.hondamarysville.com/New-Honda
Browse our range of **2012 Hondas** online. 0.9% APR Finance Available.

Germain Honda of Dublin | GermainHondaofDublin.com
www.germainhondaofdublin.com/
Your Trusted Dublin **Honda** Dealer View Our Huge **Honda** Inventory Now.
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2012 Honda Civic LX Col...	2012 Honda Accord 2.4 S...
\$17890.00	\$19888.00
Web2Carz.c...	Web2Carz.c...

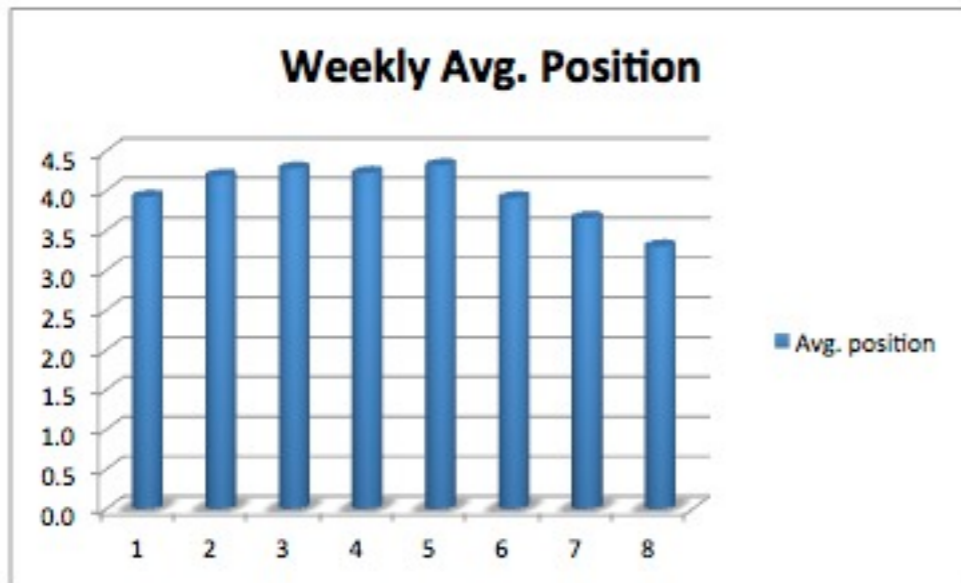
Results after one month of PPC management:

- Reduced week on week spend by 30%
- Increased leads by 54% from 98 per week to 178 per week
- Decreased CPL (cost per lead) from \$15.58 to \$6.02
- PPC traffic engagement also jumped on site:
 - Average time on site up from 2.15 to 2.56 minutes
 - Pages/visit up from 4.05 to 5.94
 - Bounce rate down from 47.15% to 33.63%

PPC analysis

The City would receive full PPC reports on a regular basis - to be determined on the City's reporting needs - for PPC spends and results. This is just a sample of what Cement will be able to provide to the City.

Week	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position	Exact Match IS	Pages/Visit	Av Visit Duration	% New Visits	Bounce Rate
Week 8	10	78	12.82%	£0.19	£1.92	1.0	100.00%	4.64	4.17	57.14%	42.86%
Week 8	222	6,846	3.24%	£0.94	£209.27	4.3	46.02%	2.71	1.17	87.64%	61.05%
Week 8	114	5,574	2.05%	£2.20	£251.00	4.6	53.55%	2.28	0.52	85.39%	61.19%
Week 8	112	1,334	8.40%	£0.92	£102.53	2.3	100.00%	2.6	0.44	78.57%	59.52%
Week 8	157	1,269	12.37%	£0.68	£107.15	1.4	96.72%	2.45	0.57	78.15%	62.18%
Week 8	114	2,088	5.46%	£1.26	£143.35	1.3	68.62%	2.8	1.02	67.72%	65.19%
Week 8	41	1,166	3.52%	£0.95	£39.03	5.2	59.79%	2.45	0.41	89.17%	50.83%
Week 8	47	1,241	3.79%	£1.00	£46.92	1.2	89.15%	2.71	0.52	80.00%	48.89%
Week 8	62	912	6.80%	£0.75	£46.23	2.6	100.00%	2.89	0.34	86.67%	60.00%
Week 8	265	18,419	1.44%	£1.32	£349.05	3.0	50.35%	3	1.52	79.69%	64.06%
Week 8	10	1,496	0.67%	£1.18	£11.75	4.9	46.09%	8.36	3.06	90.91%	18.18%
Week 8	2	194	1.03%	£0.60	£1.20	6.2	< 10%	2	0.09	100.00%	50.00%
Week 8	55	1,240	4.44%	£0.75	£41.40	3.9	89.08%	2.26	0.41	85.48%	56.45%
	1,211	41,857	2.89%	£1.12	£1,350.80	3.3	74.95%	3.17	2.00	82.0%	53.88%

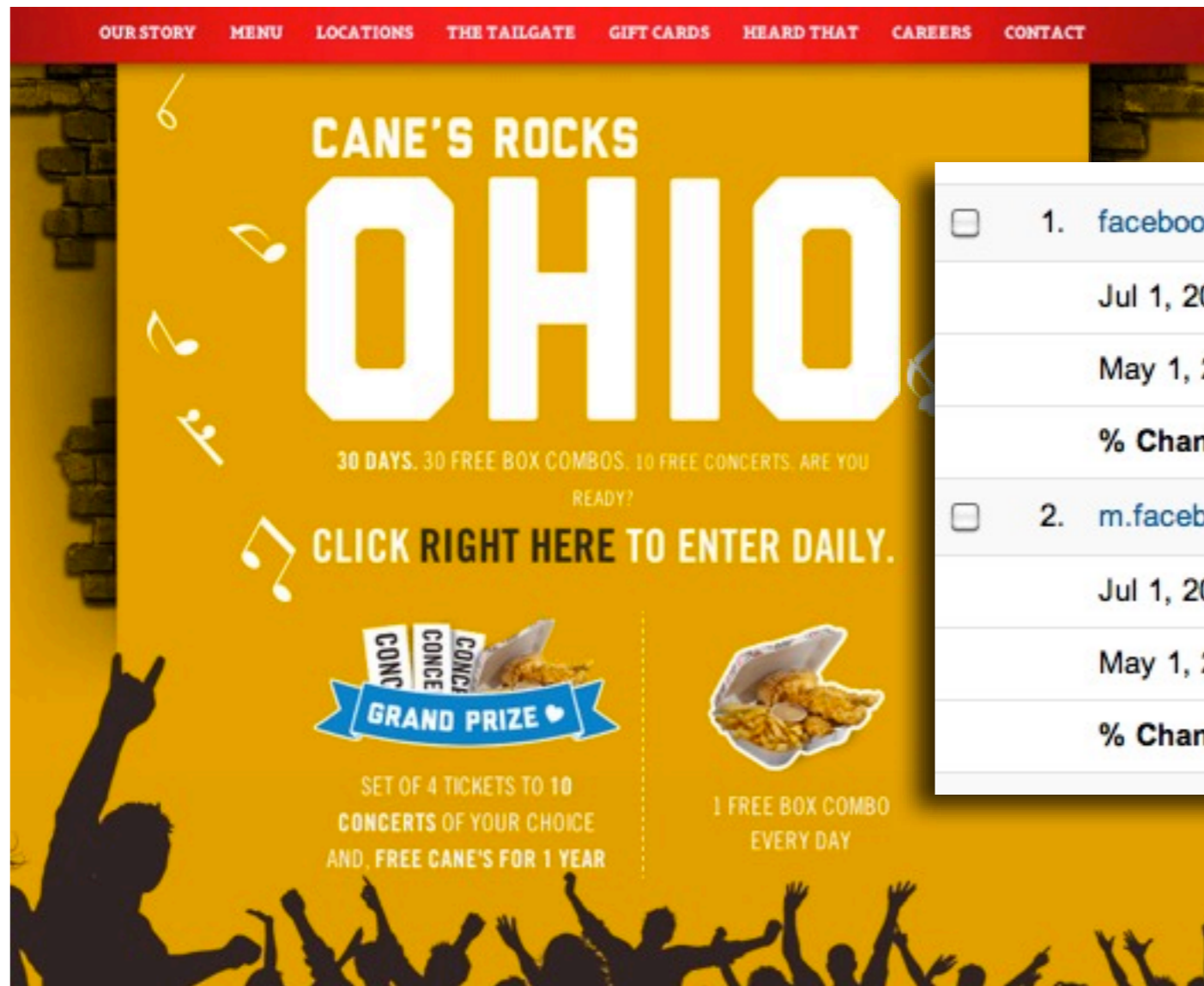


Additional Work Samples

View complete portfolio online at www.CementMarketing.com/Portfolio

Social Promotion: Cane's Rocks Ohio

Same store sales up 12% during promotion (no joke).



<input type="checkbox"/>	1. facebook.com	
	Jul 1, 2012 - Aug 28, 2012	1,592
	May 1, 2012 - Jun 28, 2012	179
	% Change	789.39%
<input type="checkbox"/>	2. m.facebook.com	
	Jul 1, 2012 - Aug 28, 2012	357
	May 1, 2012 - Jun 28, 2012	80
	% Change	346.25%

This sweepstakes created for Raising Canes of Ohio encourages multiple entries - through Facebook, Twitter and Foursquare. Daily prizes are awarded and one grand prize at the end of the summer. The contest can be seen live at CanesRocksOhio.com. Enter! And you'll see how it is designed to go viral.

125% spike in sales

After 6 months with another SEO firm, FootSourceMD.com turned to Cement Marketing due to lackluster results. Within one month the site's sales had increased by 125%.

The screenshot shows the homepage of FootSourceMD.com. At the top, there is a navigation bar with links for 'About', 'News & Resources', 'Contact Us', 'Log In', and 'FootSourceMD at My Practice'. Below this is a blue header with the company logo, a 'FREE SHIPPING*' badge, and a customer service phone number '(877) 308-0817'. A secondary navigation bar includes a welcome message, login/sign-up buttons, and a search bar. The main content area features a large blue banner with an image of a shoe and sock, and the text 'GIVING YOU ACCESS TO INSIGHTS, EXPERTISE AND PRODUCTS FROM LEADING PHYSICIANS.' with a 'LEARN MORE' button. Below the banner is a horizontal carousel of various shoe types. On the left, there are two vertical navigation menus: 'Browse by Products' and 'Browse by Condition'. At the bottom left, there is a 'sole SCIENCE' logo and a section titled 'STRENGTHENING KEY MUSCLES' with a 'Read More' link. At the bottom right, there are two promotional boxes: one for 'FOR PHYSICIANS' with the text 'SEE HOW FOOTSOURCEMD.COM CAN BENEFIT YOUR PRACTICE.' and another for 'NOW AVAILABLE - ORTHAHEEL' with the text 'FULLY ADJUSTABLE. ABSOLUTELY STYLISH.' and an image of a red sandal.

SEO and social

Built in Wordpress and launched with Cement Marketing's full SEO and social marketing services in 2010, Schottenstein Real Estate jumped from 574 visits a month via Google to over 1,700 per month. Qualified leads spiked from 10 per month to 250.

The screenshot shows the homepage of the Schottenstein Real Estate Group website. The header features the company name 'SCHOTTENSTEIN REAL ESTATE GROUP' in white on a dark green background. To the right of the name are navigation links for 'Reputation', 'Locations', 'Brokerage', 'Blog', and 'Contact', along with social media icons for Facebook, Twitter, and RSS. Below the header is a navigation bar with three tabs: 'CONDOMINIUMS' (blue), 'APARTMENTS' (grey), and 'COMMERCIAL' (red). The main content area has a background image of a modern building at night with a 'SHORT NORTH' sign. The text reads: 'Reputation. Integrity. Trust.' followed by a paragraph: 'For more than 35 years, the Schottenstein Real Estate Group has lived up to our reputation of offering outstanding development, marketing and management by creating only the finest projects and communities with the highest standards.' and a link 'Read more about our reputation.' Below this is a search bar with the text 'Interested? Find your new space.' and a 'Search' button. To the right of the search bar are three logos: 'ENERGY STAR PARTNER', 'BIA DEVELOPER of the year', and 'BBB { A+ Rating }'. At the bottom right is a framed graphic that says 'What's Next? Find out on the SRE blog.' The footer contains contact information: 'Columbus, Ohio - Telephone: 614.418.8900 | West Palm Beach, Florida - Telephone: 454.458.9900 | Log In'.