

**THE CITY OF COLUMBUS**  
**2017 SCOPE OF WORK: Digital Brand Management**  
**11/1/16**

**Search Engine Optimization Services**

- Utilize Google Premier Partner Status to obtain recommendations directly from BS&D Google representative
- Provide Team of nine (9) Digital and Website Developers to make recommendations
- Conduct quarterly in-person meetings with City for recommendations and reporting
- Provide Digital version of reporting in timely manner
- Provide recommendations for City Website improvements
- Develop and present recommendations for site content and search engine optimization
- Provide recommendations to improve SEO on City Website
- Report on Google Analytics on the City website and Department Websites

**Paid Search Services**

- Utilize Google Premier Partner Status to obtain recommendations directly from BS&D Google representative
- Provide Team of five (5) Digital and Social Media experts
- Conduct quarterly in-person meetings with City for recommendations and reporting
- Determine Online Campaigns with which to focus
  - Promotional Campaigns
  - Grassroots Marketing Campaigns
  - Community Promotions
- Conduct keyword research to determine the most appropriate terms for bids
- Conduct competitive analysis to determine keyword bids of competitors, when possible
- Write ad copy to drive qualified visitors to Facebook pages and City Websites
- Install ad optimization to ensure that the most effective advertising message is presented
- Provide recommendations for adding Conversion code to track what keywords result in determined conversions, as necessary
- Provide A-B / multivariate testing to determine the most effective keyword, ad and landing page combinations, as necessary

- Conduct bid management to keep campaigns on budget while driving a large volume of qualified traffic
- Optimize campaigns daily
- Provide reporting and analysis to determine the effectiveness of the campaigns upon completion of campaign

#### **Social Media Marketing Services**

- Utilize direct contact with BS&D Facebook representative
  - For Social Media emergencies
  - For daily optimization
- Conduct quarterly in-person meetings with City for recommendations and reporting
- Create Usage Policy for City of Columbus social media platforms
- Create and execute launch plan for Social Media Policy
- Measure the volume of consumer and media generated content relative to Columbus
- Develop and present recommendations for the City's social media strategy
- Measure Columbus' social media presence
- Analyze audience profiles
- Analyze and report on effectiveness of social media marketing
- Leverage content across social channels

#### **Online Public Relations Services**

- Conduct quarterly in-person meetings with City for recommendations and reporting
- Write, optimize and submit press releases to major online news outlets, as needed
- Engage directly with selected media when necessary
- Reaching out to and incentivizing reputable bloggers to help spread the word
- Ensure that major outlets are backlinking to the City's online resources, achieving additional search engine optimization benefits

#### **Budget Management**

- Provide Budget Allocation for specific services provided, to include line items for each, not to exceed approved Contracted amount
- Provide Budget Management of approved Contracted amount
- Provide recommendations to Budget Allocation
- Provide Cost Estimate for approval on necessary items

**Pricing**

- Please see the attached “City of Columbus - 2017 Monthly Allocation” the proposed pricing from Beyond Spots & Dots, including Fixed Monthly Rate (per section 3.1.2.1).
- Please see below for the proposed Pay-Per-Click Rate (per section 3.1.2.2). All proposed budgets are subject to change upon further Discovery meetings between The City of Columbus and Beyond Spots & Dots.

The example below is based on Google’s current suggested bid for the keyword “Columbus Ohio.” Suggested bids and pay-per-click rates, like the below, are constantly changing in relation to the market. Beyond Spots & Dots’ Interactive Team assigned to The City of Columbus’ account will monitor and place appropriate bids daily. Our Company currently has Google Premier Partner Status, and each team member is individually Google Certified and are experts at developing, implementing, managing, optimizing and analyzing online/social media campaigns for maximum effectiveness, according to best practices. Our team will be responsible for keyword research, bidding, and optimization. In addition, under direction of the Internal Account Executive, the Interactive Team will be responsible to keep campaigns on budget while driving a large volume of qualified traffic to The City of Columbus website.

