



WEBBED MARKETING

Internet Marketing with Real Results

JUNE 20, 2011

Internet Marketing Plan for

# CITY OF COLUMBUS, OHIO

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Webbed Marketing

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## Internet Marketing Plan for City of Columbus

Director Gary R. Cavin  
Director and Chief Information Officer  
Department of Technology  
City of Columbus  
1111 E. Broad St.  
Columbus, OH 43205

Dear Director Cavin,

Thank you again for the opportunity to present the following plan for an integrated Internet marketing program for the City of Columbus. We feel that a comprehensive plan including Social Media Marketing, Online Public Relations, Paid Search Advertising and a Brand Audit will provide the best opportunity to connect residents and businesses of Columbus with the City's key initiatives.

We have identified the following goals for your Internet marketing program:

### My Neighborhood and Mobile App Goals:

- Utilize social media, blogger outreach and online PR to raise awareness and create excitement around the new My Neighborhood website and My Columbus mobile app

### Paid Search Goals:

- Grab attention of businesses and residences seeking the "Green Spot Certification" and promote Mayor Coleman's "Green Initiative" by increasing the residential and business subscription base through paid search

### Social Media Goals:

- Execute targeted social media marketing campaigns, raising awareness and building excitement about City of Columbus initiatives
- Measure and benchmark all City of Columbus social media sites

### Branding Goals:

- Provide an audit of the City of Columbus' online presence (all department websites and social media sites) to understand logos, colors, fonts, language and messaging
- Develop branding guidelines and policy to ensure a unified online presence for the City of Columbus

Based on our previous experience and knowledge of the City of Columbus, we believe we are in the best position to successfully help the City connect with residents and businesses to maximize participation in these initiatives.

We look forward to talking with you soon.

Thanks,

Bill



## *Paid Search Advertising (SEM) Services*

### **Online advertising campaigns on social media and search engine platforms**

Google, Yahoo! and Bing are usually the first places Columbus residents and professionals go when searching for information about everything from green business certification to information about neighborhood bike paths. These search engines will post sponsored advertisements which relate to the keywords that were searched. When someone searches for keywords which relate to a City of Columbus initiative, an advertisement highlighting that program and linking to that website will appear with the results of the search.

In addition, Columbus residents turn to social networks like Facebook, LinkedIn and Twitter to learn more about specific businesses and organizations offering green services and advice. These networks also offer advertisements that can be targeted by location, job title, age, interests and other specific information that leads to highly targeted ads and higher conversions.

Webbed Marketing will analyze your site and create campaigns on relevant platforms. We will bid on your most important keywords, based on an analysis of the most searched terms relevant to your industry, carefully monitor campaigns and write compelling, targeted ad copy promoting the City of Columbus.

### ***Paid Search Campaign includes:***

- **Keyword Research** – Determine the most appropriate terms to bid on.
- **Competitive Analysis** – Determine what keywords your competition is bidding on.
- **Writing Ad copy** – Create compelling ads to drive qualified visitors.
- **Ad Optimization** – Ensure that the most effective advertising message is presented.
- **Conversion Code Setup** – Track what keywords result in determined conversions.
- **A-B / Multivariate Testing** – Determine the most effective keyword, ad and landing page combinations.
- **Bid Management** – Keep a campaign on budget while driving a large volume of qualified traffic.
- **Campaign Optimization** – Focus on consistently improving campaign performance.
- **Reporting and Analysis** – Determine the effectiveness of the program.



## Social Media Marketing Services

### Creating excitement and awareness in online communities and networks

Social media networks and communities are quickly becoming the most reliable and effective way to reach and interact with Columbus residents, businesses and organizations. In fact, people spend more of their daily Internet time on social sites like Facebook than they spend on search engines like Google: three times more.

Marketing a community service on these networks is about more than simply communicating the program's message to consumers. It's about using word of mouth marketing techniques to create excitement and awareness in the community. It's about blogger outreach – first we find influencers who are knowledgeable and passionate about green businesses, or Columbus neighborhoods; then we earn their support and then leverage their influence to reach the Columbus online community.

#### **Social Media Analysis and Planning includes:**

- Measuring the volume of consumer and media generated content relative to Columbus
- Measuring Columbus' social media presence.
- Analyzing audience profiles, including determining where your audience gathers.
- Analyzing the social media presence of up to two other cities.
- Providing social media best practices from a legal and ethical perspective.
- Continuing to refine the City of Columbus' social media plan complete with recommended tools, channels, audience targets and clear next steps.

#### **Social Media Marketing Campaign Includes:**

- **Creating/Managing Profiles** – Our social media experts will create/manage branded profiles on the top social networks, for various City of Columbus sites as required.
- **Blogger Outreach** – We will search for reputable bloggers who are already talking about pertinent issues in the City of Columbus. We will initiate a conversation with them.
- **Providing Incentive** – Webbed Marketing will create incentives for these influencers to help spread the word.
- **Expanding your Network** – Our team will use every resource available to expand your network of followers and fans that are excited about these community programs and who want to tell others.
- **Synchronization** – Our social media team will work to steer the conversation about the City of Columbus and its community resources and integrate it with your existing marketing efforts, turning excitement and buzz into registrations and sign-ups.



## Internet Marketing Plan for City of Columbus

- **Reporting and Analysis** – Instead of “smoke and mirrors,” Webbed Marketing provides detailed analysis and success related reporting metrics, showing you exactly where and how your investment is working.

### *Online Public Relations Services*

#### **Providing your latest news and information to the online media**

Today’s journalists, reporters, editors, and analysts start their search for the latest news on the Internet. Google News, Yahoo! News, industry blogs and other online media wires provide detailed, up-to-the-minute headlines that are categorized by industry. By issuing topical and relevant press releases, the City of Columbus can dominate Columbus residents’ searches for neighborhood information, “green” resources or other City initiatives that are “in the news.”

Additionally, a new link is created back to your website each time a news outlet picks up your press release. The result is thousands of new inbound links to your site, coming from highly credible news outlets recognized as such by Google, Bing and Yahoo. This will help boost Google PageRank for the City of Columbus website, providing supplemental SEO benefits.

Webbed Marketing will write, optimize and submit press releases to every major online news outlet. We will also contact selected members of the media directly, with whom we have established a relationship providing interesting and relevant news and information.

### *Additional e-Government Services*

#### **Ensuring the City of Columbus has a strong e-Government strategy to interact with residents and businesses in new and exciting ways**

Throughout the course of this 12 month contract, Webbed Marketing may assist the City of Columbus in the strategy and execution of other e-Government initiatives, such as a foursquare scavenger hunt, texting campaigns, QR codes, etc.



Internet Marketing Plan for **City of Columbus**

*Plan Summary*

Webbed Marketing will engage in a 12 month Internet marketing program, including Social Media Marketing, Online Public Relations, Paid Search Advertising and Online Branding, aimed at increasing quality traffic to the program websites, increasing awareness about programs/initiatives in social communities and networks, and creating a cohesive online presence for the City of Columbus.

<b>Investment</b>	
<b>12 Month Internet Marketing Plan.....</b>	<b>\$2,900/month fixed</b>
<b>Pay Per click costs.....</b>	<b>Not to Exceed \$400/month</b>
<b>Total.....</b>	<b>Not to Exceed \$39,600</b>

*Limitation of Liability*

Webbed Marketing will not be held liable for any negative claim made by the City of Columbus or its affiliates associated with this project.

*Closing*

Thank you again for the opportunity to work with you on this project. Upon acceptance, please sign and return contract to:

Webbed Marketing  
1465 Northwest Blvd  
Columbus, OH 43212