# WHAT TO EXPECT

PROCESSES, PARTNERSHIP, & PERFORMANCE

# Content

# INTRODUCTION

Thank you for choosing us as your marketing communication partner! Before we get started, you might have questions about how we work.

Our vision is to be the marketing firm known as an expert partner to businesses, the partner that helps them grow. That is carried throughout everything we do, from how we collaborate with your team to the services we provide and how we measure results and the return on your investment.

We hope this guide is a helpful tool for you to better understand the ways in which we work. If you have any questions not answered here, you're always welcome to reach out to us.

# COLLABORATION

Our goal is to be an extension of your team, someone you can always call and count on. Our dedicated Client Relations Specialist, **Hannah Ramsey**, is your primary point of contact. We uphold a 24-hour workweek response policy, so you're guaranteed a prompt response to your questions or requests. We continuously refer to your partner questionnaire to ensure that we're following your set preferences for how you would like to be communicated with. We're available regularly via phone or email, or you can even schedule a one-off meeting with Hannah **here** if something warrants a wider discussion.

In addition to regular, ongoing communication…

- You will have access to a **weekly update page** that our team updates every Wednesday. This page provides a hub for updates on our services, questions we have, and content that requires your feedback. Coordination is easy, as you can leave feedback right there as a comment on the page and see all past comments.

- Unless you've indicated a different preference, we will hold monthly meetings. These typically consist of:
    - A high-level look at performance from the last month, tied to your goals and objectives and utilizing data we've collected ourselves and from your team
    - Updates on current strategies our teams are collaborating on and any timely decisions that may be needed.
    - New ideas we're sharing for your review

We don't take a one-size-fits-all approach to collaboration with our partners, so we can always customize how we work with your team!

# MARKETING

Our first step is to develop an annual marketing strategy, AKA our guidebook or master plan for the year. This will include:

- Your business goals and objectives – the main focus
- Primary and secondary audiences
- Brand voice and message architecture
- Objectives that we'll measure against
- Strategies and tactics - implementation plans
- Annual campaign concepts

Once this is finalized, we will refer to this marketing strategy any time a new idea develops to ensure it aligns with the goals we've set forth.

Our team holds regular strategic meetings for our partners to brainstorm creative concepts based on performance, market trends, etc. During our monthly meetings with you, we'll present those concepts for your feedback, mostly in the form of creative briefs outlining the main idea of the campaign, the objectives, its key elements, what tactics we propose using, etc.

Once a campaign is complete, we produce and share post-campaign evaluations that measure the performance of the campaign against the objectives we set for it. These evaluations are important to review what went well and what can be improved to inform future efforts.

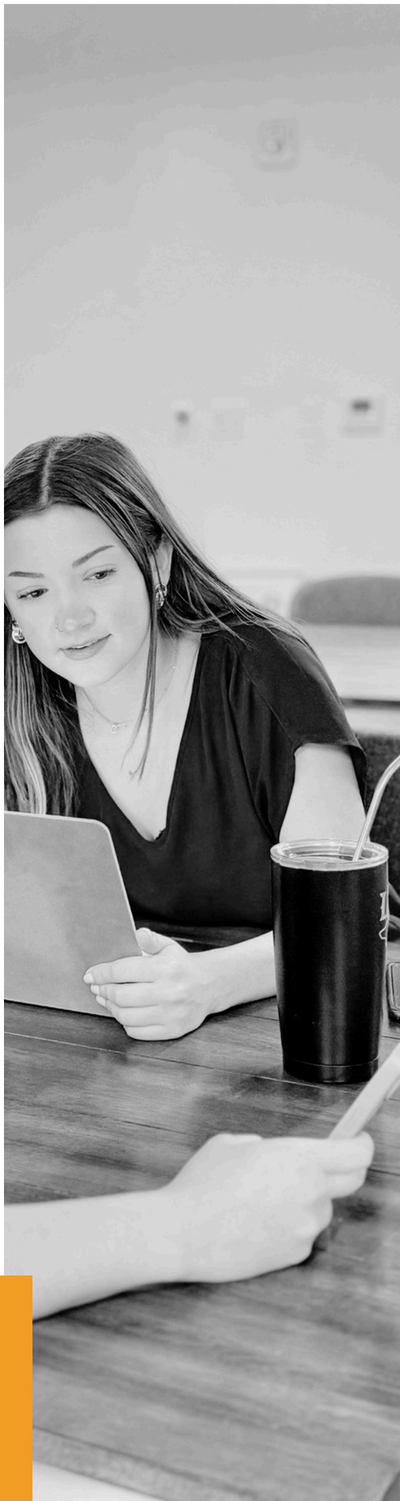
# SOCIAL MEDIA

*Setting up for Success*

- We start by gaining access to or creating all your channels. We'll walk you through the process for each. You always retain access and ownership.
- Once we have access, we work on a baseline report and two months of initial social media content. If we're running paid ads, we also create an initial plan for those, including the topics, budget, audience targeting, etc.
    - You review *everything* before it is ever published. You will receive a convenient link to view all organic posts and a PDF document outlining all paid ads. You let us know what revisions are needed, and we'll make any edits necessary before scheduling to publish.
        - These first two months of content are when we get to know your brand, tone, topics, etc. Please provide as much feedback as possible; we want to represent your brand well, and having this feedback now will help us improve future efforts!

*On a Monthly Basis*

- At the beginning of each month, you'll receive a link to review all organic posts planned for the following month, the paid ad plan, if applicable, and a deadline for feedback.
    - Our team works ahead on social media content; we recognize your business might not plan that way, but we ask as much as you can to remember this and give us a heads up if something should be included!
- We continuously monitor your channels and ads throughout the month, responding to comments and messages, engaging with relevant posts from others, tweaking ads as necessary based on performance, etc.
- On or by the 10th of each month, you'll receive a link to a report detailing how the previous month performed. We use this measurement to help glean actionable insights for continuous improvement of the content we produce.



# EMAIL MARKETING

*Setting up for Success*

- We start by gaining access to your email marketing platform (or creating it). We are a Constant Contact partner and recommend utilizing it over others, though we have experience in MailChimp, Campaign Monitor, etc.

- Once we have access, we will review your current lists and recent distributions.
  - If your lists need some cleaning up, we conduct data validation to remove any inactive or incorrect emails.
  - We also help segment your lists if needed, categorizing emails based on your desired customer journeys. We may also develop drip campaigns to help with this segmentation, which is a series of emails that are sent based on actions a user takes.
  - Based on current performance, goals, and best practices, we develop an initial plan, including how often emails should be distributed to your audiences and at what intervals.

*On a Monthly Basis*

- We follow an established plan, developing emails as outlined based on campaigns and focuses.
  - You will review and approve all emails before they are distributed.

- We continuously monitor performance and trends and collaborate with your team to identify any new opportunities or recommend changes to the plan.

- We maintain your lists and segments, removing bounces and monitoring activity in the drip campaigns.

- On or by the 10th of each month, you'll receive a link to a report detailing how the previous month performed.

# PUBLIC RELATIONS

*Setting up for Success*

- We start by developing a custom media list, performing editorial calendar research (what publications are planning to focus on each month), writing a boilerplate (the standard ending paragraph for news releases about your company), researching award opportunities (as applicable) and creating an initial master public relations plan.
  - You will review the boilerplate and plan to ensure their accuracy and alignment with your brand and goals, and we will make any adjustments necessary.
  - You will receive the annual PR plan with pitching, stories, and other elements for your review.
  - *The media landscape is always changing, so the plan is flexible, but this will give us a general roadmap to follow.*

*On a Monthly Basis*

- We follow the approved plan, developing news releases, pitches, awards submissions, etc., as outlined.
  - You will review all news releases before they are distributed to the media.
  - We will coordinate any media requests for photos, interviews, etc.

- We continuously monitor trends and topics in the media and collaborate with your team to identify any new opportunities.

- We monitor media coverage in real time. On or by the 10th of each month, you'll receive a link to a report detailing the news coverage earned in the previous month.

# REPUTATION MANAGEMENT

*Getting Onboarded*

- We start by gaining access to or creating online reputation management channels like Google, Yelp, TripAdvisor, etc. If industry-specific channels apply to your business (like OpenTable for restaurants, for example), we'll also take care of those.

- We'll develop a baseline by noting the number of reviews and the current rating of each channel to see where they're starting from.

- We'll establish a response protocol that outlines what responses to negative, neutral, and positive reviews should sound like. This protocol will also determine whether our team has permission to respond to reviews independently or if your team will review all responses before they're published.
    - We will always share a review with you if it's particularly negative or if we feel more background is needed before replying. Don't worry; we'll share positive ones, too!

*On a Monthly Basis*

- We track, manage, and respond to online reviews of your business across the claimed channels according to the protocol.

- In your performance report, we'll include a breakdown of the reviews received that month and the current standings of each channel.

If your channels don't naturally receive many reviews, we can also help develop a multi-channel review development campaign to encourage your customers to start providing feedback.

# THANK YOU

HAVE QUESTIONS? REACH OUT ANYTIME.