Marketing and Communications Proposal – City of Reedley

Caitlin Gipson, Gipson Consulting – 8/6/2013

The Problem

The City of Reedley suffers from a common problem facing organizations that serve diverse constituents with multiple products and services: a lack of clear and consistent messaging. As a result, the community's perception of the city has been shaped largely by external forces (privately-run social media, negative word-of-mouth, negative newspaper headlines, etc.), and that perception is often inaccurate.

The Proposed Solution

An overarching, unified Marketing and Communications Plan will enable the City of Reedley to proactively and strategically shape the perceptions of its key stakeholders and constituents.

Marketing and Communications Plan Deliverables

- ***Initial Consultation Meetings***
  - Preliminary meetings (as necessary) to brainstorm potential markets, past tactics employed, and client's direction for future priorities.

- ***Target Market Research and Identification Document***
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- ***Marketing and Communications Strategy Document***
  - An explanatory document outlining proposed overarching strategies for City of Reedley messaging, specific communication strategies for each target market, and recommended short-term and long-term tactics to achieve those strategies. Also will outline key performance indicators to define expectations and identify how results and success will be measured.

- ***Marketing and Communications Plan Spreadsheet*** (example below)
  - A visual representation of tactics connected to the calendar and budget (example below). Provided in Excel document form, this is a breathing document that serves as a guide for planning, budget allocation, and scheduling. After its initial creation, additional collaboration regarding priorities and budget will determine its final makeup.

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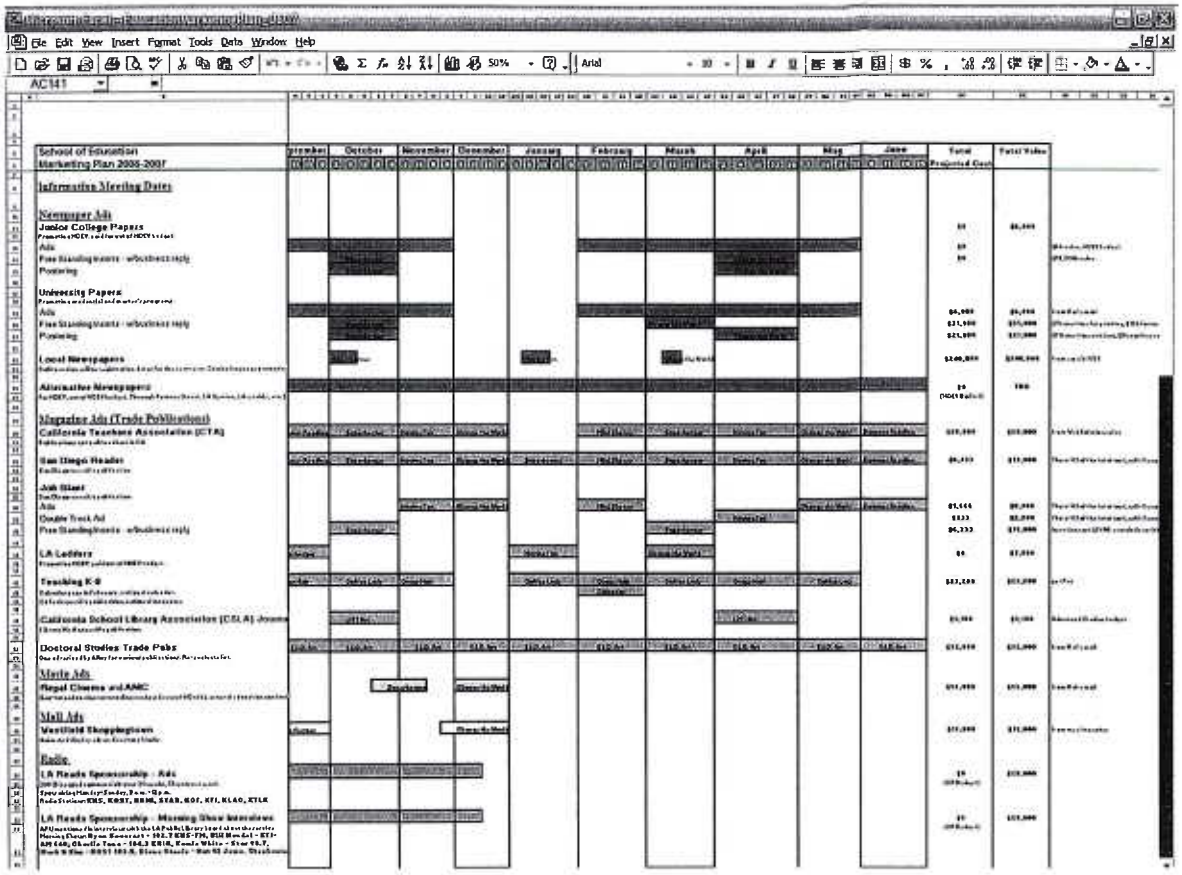

- **Website and Social Media Strategy**
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    - A long-term plan for increasing websites' visibility among key stakeholders.
  - ***Current Search Engine Rankings Report*** (example below)
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	A	B	C	D	E	F	G
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3	nursing schools	160	www.apu.edu/nursing/	21	http://www.apu.edu/nursing/	158	http://www.apu.edu/nursing/about/
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5	nursing programs	115	www.apu.edu/nursing/	56	http://www.apu.edu/nursing/	25	http://www.apu.edu/nursing/
6	nursing university	57	www.apu.edu/nursing/	12	http://www.apu.edu/nursing/	11	http://www.apu.edu/nursing/
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12	university of nursing	39	www.apu.edu/nursing/	20	http://www.apu.edu/nursing/fa	36	http://www.apu.edu/nursing/
13	nursing m			67	http://www.apu.edu/caps/mbs		
14	nurse program						
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18	college nursing program						
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20	nurse schools	86	www.apu.edu/nursing/	104	http://www.apu.edu/nursing/		
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22	nurse college						
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25	nursing degrees						
26	online nursing degree						
27	nursing department						
28	nursing continuing education	65	www.apu.edu/nursing/conti	64	http://www.apu.edu/nursing/cc	106	http://www.apu.edu/nursing/continuing/
29	m to bsn	74	www.apu.edu/caps/mbsn/	48	http://www.apu.edu/caps/mbs		
30	m school						
31	bsn online	57	www.apu.edu/caps/mbsn/	12	http://www.apu.edu/caps/mbs	34	http://www.apu.edu/caps/mbsn/
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33	nurses college						
34	m college						
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36	top nursing schools						
37	department of nursing						
38	nursing school college						
39	nursing schools online						
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41	practical nursing school						
42	accelerated bsn						
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- ***Social Media Strategy Document***
  - A long-term plan for intentional connection and community-building via social media. This document will provide steps for a practical approach to social media, along with recommendations for the coordination of already-existing social media accounts.

Follow-Up Meetings/Conversations
As necessary to clarify the use of the plan, up to 5 hours.

Pricing:

- **Package Cost: $4200** ($1200 payable upon delivery of the Target Market Research and Identification Document, $1000 payable upon delivery of each remaining phase: Marketing and Communications Strategy Document, Marketing and Communications Plan Spreadsheet, and Website and Social Media Strategy documents.)

Additional Time/Meetings Billed At:
$50/hour (or retainer price may be agreed upon)

Timeline:
To be determined

Accepted:

Nicole Zieba, City Manager
City of Reedley

Caitlin Gipson, Consultant
Gipson Consulting

REEDLEY CITY COUNCIL

- [ ] Consent
- [x] Regular Item
- [ ] Workshop
- [ ] Closed Session
- [ ] Public Hearing

ITEM NO: 7

DATE: September 10, 2013

TITLE: APPROVE AGREEMENT WITH CAITLYN GIPSON FOR A MARKETING AND COMMUNICATIONS PLAN

SUBMITTED: Nicole R. Zieba
City Manager

RECOMMENDATION

That the City Council approve an agreement with Caitlyn Gipson for a comprehensive marketing and communications plan.

BACKGROUND

The City of Reedley provides many different services to multiple constituencies. One of the areas frequently discussed in Council meetings and in staff meetings is how to reach each of the City's vital constituencies with important information. The City has tried various means throughout the years such as the City's website, Blackboard connect (telephone call out system), town halls, and quarterly newsletter through utility bills. Depending upon the message that needs to be conveys, these may or may or may not be the best methods of communicating with constituencies. Based upon comments received from Council members and members of the public over the past few years about the need for better communication about City issues, staff is requesting that the City hire a specialist in the communications field to help define the constituencies, determine the best method for reaching these constituencies, and create a specific plan to reach each of these constituencies, along with a well-defined calendar for these messages.

Caitlyn Gipson is a Reedley resident who runs her own consulting firm specializing in marketing and communications planning. She has worked with entities such as Sierra View Homes, Azusa Pacific University, and other large entities to help create outcome-based communications plans.

FISCAL IMPACT

The cost for services under this agreement is $4,000. This cost will be split amongst each department and absorbed into current budget allocations. No new budget appropriations are needed at this time.

ATTACHMENTS

Proposal – Marketing and Communications Plan

Motion:_____
Second:_____

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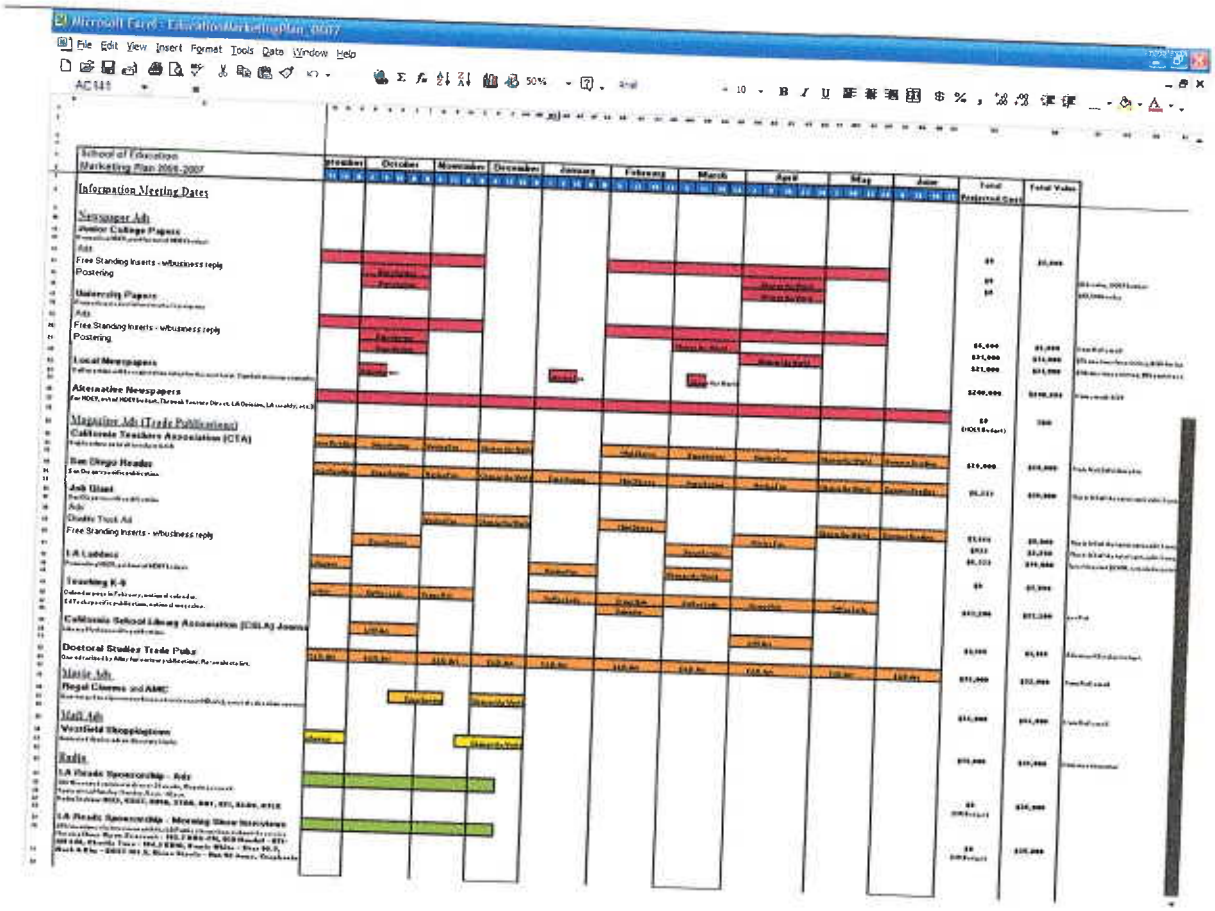

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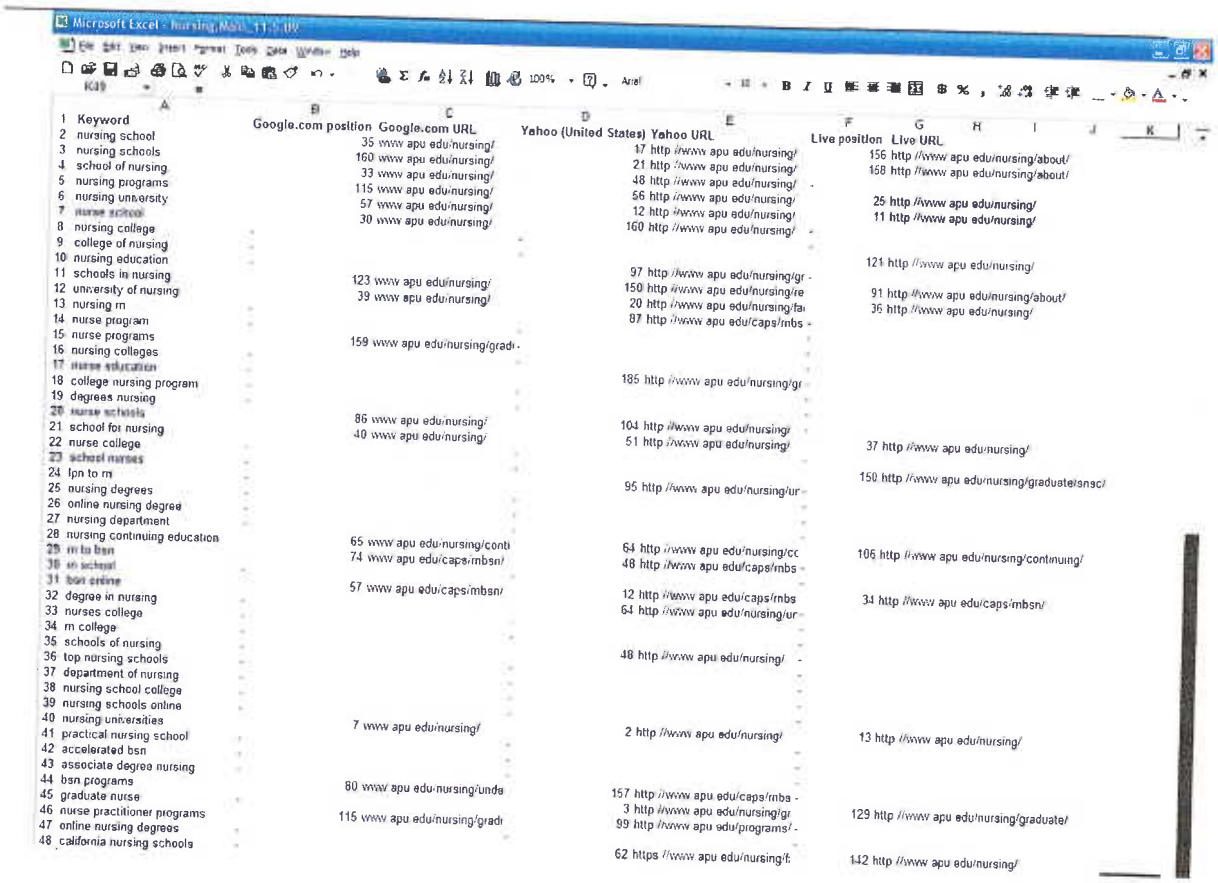

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