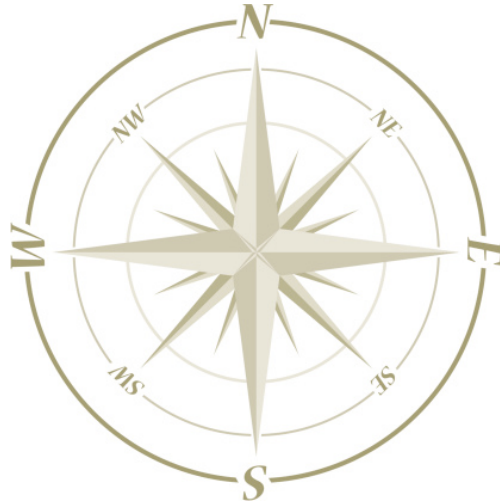


# WHERE DO WE GO FROM HERE?



## Mendocino County Agency SOW Outline

3.6.18

# ROUGH SOW OUTLINE

- Brand Management
- Perform Research
- Develop Creative
- Build Awareness
- Calibrate Website
- Website Maintenance



# Brand Management

- TheorySF will manage the Visit Mendocino County Brand
  - Be on call for VMC for meetings and conference calls
  - Explore new brand opportunities and partnerships
  - Guide other VMC partners in the use of the brand style guide
  - Manage awareness studies

# Research

- TheorySF will manage research and trend forecasting
  - We'll partner with VMC to determine research needs
    - Primary
      - Focus groups
      - Intercepts
    - Secondary
      - Secure cost effective secondary market research
    - Online
    - Creative testing

# Develop Creative

Explore and develop new creative concepts for

- Website, Print opportunities, Offline advertising, Online advertising, Retargeting, Social, Direct, Promotions, Festivals (Crab, mushroom ,etc.)

# Build Awareness

- TheorySF will build awareness for VMC
  - Explore new ways to find and connect with prospects
  - Create more shareable assets (video app/other)
  - Develop and help manage promotions (The Great key Hunt)
  - Manage offline marketing efforts
  - Develop and manage media planning/buying/reporting
  - Create more web videos (i.e., people, places, things)
  - Manage online demand generation marketing efforts
  - Develop campaign creative for every tactic and media type

# Calibrate Website

- Review website analytics monthly
- CRO optimization: Recommend tests and tactics to increase interactivity, sharing and conversion
- Update website creative for “freshness”
- Create and launch retargeting campaign

# Website Maintenance

TheorySF will maintain the perfect working order of the site

- Ongoing support as needed, typically resolved within 24-48 hours of request except for weekends and holidays
- Periodical software updates and backup/upgrade/security consulting with internal staff as needed
- Email & Phone support
- Training



**THANK YOU**