



Social Marketing Proposal

May 2018 - May 2019

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Hello there.

Thank you for taking the time to review my proposal. As Austin Powers once famously said, [“Allow myself to introduce...myself.”](#) I am Hootsuite Platform Certified, Google Partner Search Certified and have five years of digital marketing experience with another three in journalism/content creation.

If chosen, I would take this on as a freelance position in addition to my current role as the Digital Marketing Coordinator for [Collins Supply](#). I highly recommend visiting the company website as one of my skill references - I designed and wrote it (using WIX platform). I was referred to apply for this position by Lisa Pizzello of The Beauty Crew - whom I am currently assisting with SEM content. While this proposal is naturally lengthy, please do not hesitate to reach out for any further mock-ups, current work or questions.

Thank you,
Jackie Olson



Executive Summary | Approach

I understand that your proposal request is broad in nature mostly due to the fact that this position is broad in scope. While one slow week might involve scheduling a few blogs and Facebook posts in Hootsuite, another week might involve heavy organic promoting, social media blasting, Instagramming, ad boosting, and running daily analytics for an Association event. It can't all be axe throwing, beer and chicken.

My first step would be to have a strategy workshop about current challenges and specific goals for the Six Corners Association. For example: Can I write your blog? Sure. I have a BA in Journalism, I was a copyright intern for Time Out Chicago and I've done previous freelance and content generation contract work. But what is the overall goal of your blog? Is it to promote local happenings? Well, strong email campaigns or scheduled social media

posts might be a better use of the limited contract hours. Is it to drive traffic to your website? If so, what do you expect visitors to do once they arrive on the blog page? Is the flow of your website blog designed to encourage that path? Do you have a Hootsuite RSS feed designed to live post all blog entries?

My second step would be to familiarize myself with the current in-house marketing and analyze the analytics reports. Where is the current strategy accling? Where could it use improvements? How is advertising currently being implemented into the budget?

My third step would be to create a comprehensive marketing plan and develop a reporting system to measure the performance of the goals from the strategy workshop. This report will most likely cover:

1. A brief summary report of performance and goals for the following month.
2. A Hootsuite analytics report measuring engagement, social performance and an upcoming scheduling calendar for posting.
3. Google Analytics website performance report (created in Google Data Studio) for the Six Corners Association website/blog. This report will help generate data for optimizing advertising and social media targeting.

After these steps, have another strategy workshop on member engagement (i.e. receiving member press releases/business photos, improving SEO for local businesses, unifying hashtag usage from members, etc). From there, develop a secondary timeline of promotional goals for member businesses. Not every business is as "Instagram Sexy" as Community Tavern, the historical facade of The Portage or Fischman's Bottle Shop. Discuss current inclusion strategies and develop content generation for neighborhood services.

Staffing - Independent Contractor

*While the duties listed on the scope of the RFP are within my wheelhouse, I do have professional contacts for personnel in photography, film production and graphic design depending the dates and scope of the event/project.

Jackie Olson

Results-driven internet marketing professional with five years of digital marketing experience. Jackie is Google AdWords - Paid Search certified, Hootsuite Platform Certified for social media and has the ability to deliver highly effective and measurable digital marketing strategies to drive revenue growth, improve organic search engine rankings, foster community engagement and increase brand awareness for B2C and B2B businesses. She has a BA in Journalism with a Minor in Marketing from Columbia College Chicago.

Knowledge | Expertise | Experience

See references & recommendations on Page 6

See Hootsuite Instagram & Twitter Mockups on Pages 7-8

- PPC planning, testing & optimization (Google Search certified)
- Hootsuite Platform Management (Hootsuite certified)
- Tracking performance in Google Analytics
- Display and Retargeting Paid Search Campaigns
- Copyediting & blog generation for SEO
- Paid/Organic Facebook Social Media Marketing
- Mailchimp Email Marketing, email A/B testing
- WIX website platform

Recent Experience

Digital Marketing Coordinator at Collins Supply | July 2013 - Present

My current responsibilities are to plan and execute all web content, SEO/SEM, email campaigns, digital advertising and display advertising campaigns. When I joined the team, I designed and launched a website re-vamp using Wix website development cloud software. Over the last year, my focus has been on paid search, A/B testing, and lead database management using Method software.

Digital Marketing Manager at 27 Live | Oct 2012 - July 2013 (10 months, contract)

As a marketer for a start-up company, my primary responsibilities included: writing press releases, developing contacts, SEM campaigns, strategic campaign planning for events, writing website content, managing online ticket sales and developing the branding language.

SEO Content Writer (Temp/Contract Position) at ETech360 | May - Oct 2012 (6 months)

Created content for company websites, blogs and white papers. I gained experience with SEO formatted writing, keyword placement and improving website performance. This position required the ability to master multiple projects on short deadline with little supervision. I was offered the opportunity to stay on full-time.

Full Resume Available on LinkedIn www.linkedin.com/in/JaclynOlson

Schedule and Timeline

DISCLAIMER: I will be on vacation in Europe May 12th-May 26th. I'll have my laptop and ample free time for email and Hootsuite projects, but I will not be available for in-house meetings.

An approach is outlined on Page 1, please use this as a general reference.

What	Description
Social Media Schedule	All content creation will be done off-site, communicated by email or phone and scheduled into a monthly calendar via Hootsuite. Communication with members for blog/social content will be discussed during strategy workshop.
Event Schedule	Can attend "Social Media Friendly" events that need photographs, live video, and up-to-the-minute content. This will count against other weekly hours, unless otherwise agreed upon/compensated.
Timeline	After hammering out an initial strategy meeting, monthly goals, current practices and historical data - a game plan can be developed. I can't effectively offer a timeline that I'm confident in delivering before that step.
Association Meetings	Attended as necessary. Marketing presentations as needed.
Deliverables:	
Content Calendar	Created in Hootsuite, this calendar will outline all upcoming daily Facebook, Instagram, Twitter and blog posts. Depending on how far in advance staff and business content is generally sent in, this calendar can be submitted on a monthly or bi-weekly basis. Key data posts that need review can be submitted on a weekly basis or as needed.
Monthly Marketing Outline	This will be an overview sheet submitted on a monthly basis on the 3rd week of every month outlining goals, strategy to achieving them and a report on how the previous month's goals performed.
Monthly Social Analytics Report	Report highlighting social media metrics from Hootsuite/Google Analytics on reach, likes, website views, comments, ad performance and recommendations.
On-Site Social Media Content	Gathering photos and business information for marketing database as needed. Photographers, videographers and graphic design freelancers available by contract depending on quality needed. Freelancers billed separately.

The Bid

Never trust a mechanic who gives you an estimate without looking under the hood.

Before finalizing this bid, **having a strategy workshop is key**. It would allow us to assess how the Six Corners Association is currently utilizing and managing their content generation, as well as discussing potential ad spend (Hootsuite Boosts, Facebook Event Ads, Google Retargeting, etc.). With that understanding, here is a very general budget breakdown based on the RFP. I would estimate the budget would need to increase by at least 10% each following year to maintain momentum.

General Hourly Rate for Services - \$20/hour

Budget Category	Estimated Hours/Week	Percentage of Total
Content Creation Writing blog content for RSS feed..... Local business outreach for content..... Manage incoming content submissions..... Creating social media content for events..... Developing concise promo campaigns..... Expanding database of usable images..... Creating promotional graphics..... Assigning hashtags/keywords to content..... Newsletter content generation.....	8 Hours	54%
Hootsuite Monthly Calendar Content scheduling and promotion Updating and proofing scheduled content..... Managing social media engagement..... Fostering geo-targeted key influencers..... Monthly engagement assessment report.....	5 hours	33%
Onsite Engagement Live updates from exciting events..... Onsite photos for Association members..... General meetings & community events..... One-on-one strategy development for local businesses in the Association.....	2 hours	13%
Digital Marketing Expenses Boosting social media posts for reach..... Freelance marketing graphics, video, etc.....	TBD	-
		\$15,600

Current References

- I. Ed Collins | Owner, Collins Supply
ecollins@collinssupply.com
(773)370-0104
 - II. Lisa Eppling | Sales Manager, Collins Supply
leppling@collinssupply.com
(773)936-1231
 - III. Lisa Pizzello | Owner, The Beauty Crew
lpizzello@gmail.com
(312) 731-2626
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Past Recommendations | LinkedIn

Jaclyn is a talented writer who brings fresh ideas to any project she works on. She produces excellent content under tight deadlines, and her writing style is at once lively and professional. Her creativity, sense of humor, and dedication to excellence made her an asset to the team we worked on together.

- *Kate Golembiewski, ETech360*

Jaclyn was one of the top writers on our team. Right from the start she came in with ideas on how to improve our system and streamline our tasks. She has a wealth of SEO knowledge and continued to stay up-to-date with the new trends. Jaclyn is a talented writer and an intuitive marketer. She would be a great addition to any marketing team.

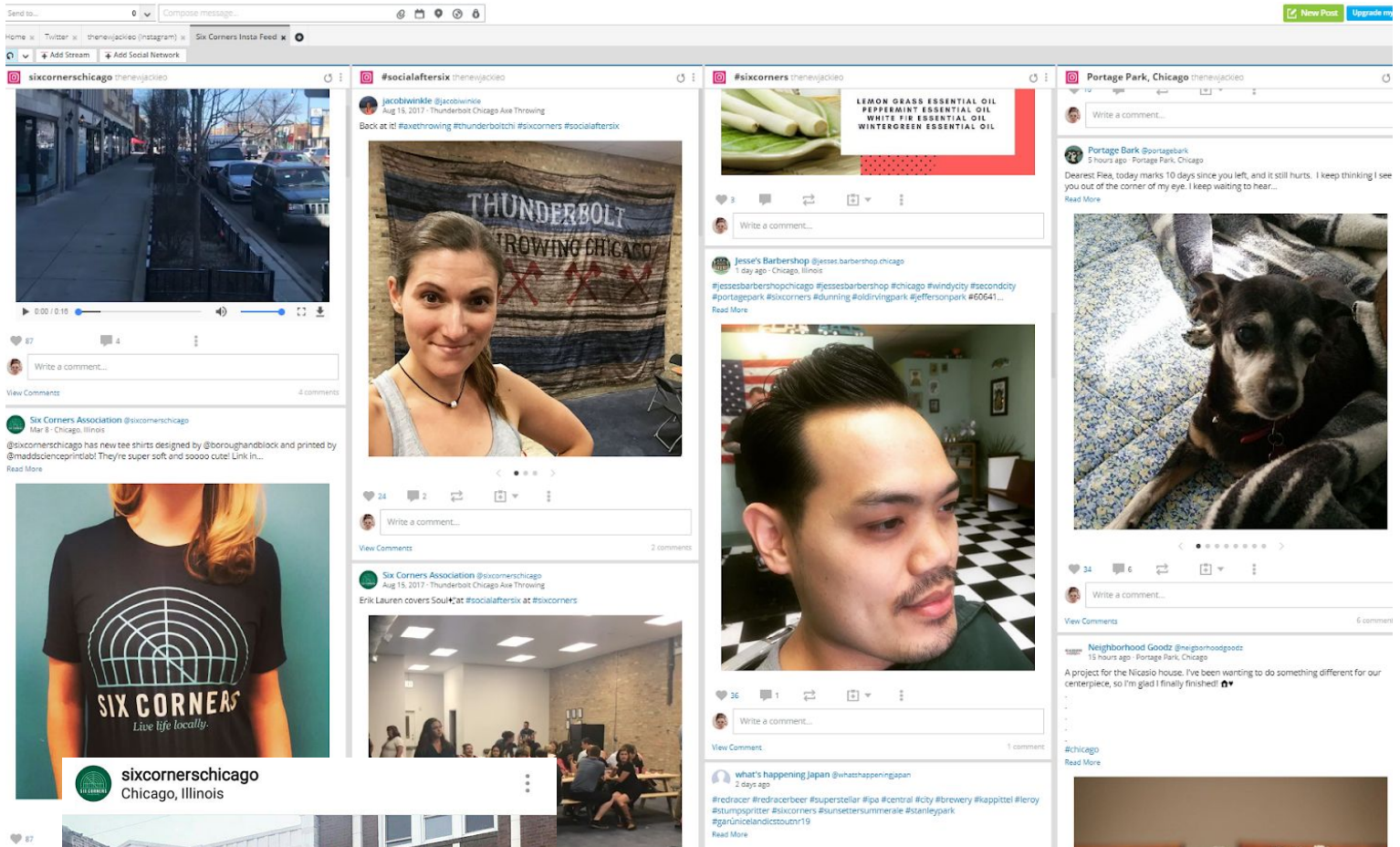
- *Nicole Nicholson, ETech360*

Jaclyn Olson is a great writer, a dedicated employee, and she has a knack for innovative marketing techniques and ideas. I had the immense pleasure of working with her, I learned so much from her insights I can never thank her enough. I believe that she would be a major assets to any company that she works for in the future.

- *Eric Dyson, ETech360*

Instagram Hootsuite Mock-Up

for engagement, sharing and finding key influencers.



Top, Center: Fostering community engagement starts with small, daily interactions: commenting, liking and re-grams. Drive new followers to site, help drive certain hashtag usage. Encourage event attendance by showing just how fun Six Corners can be.

Bottom, Right: Social Media Contests are an inexpensive way to encourage users to spread hashtags and community events. For example, be entered to win two tickets to County Fair Chicago by sharing the Facebook event on their profiles with the hashtag #sixcorners.



177 likes

sixcornerschicago @frunchroom opens this Saturday! In honor of all things brunch, show us what your weekend morning looks like with the hashtag **#SixCornersSunrise** for a chance to win a \$50 giftcard to frunchroom for you and your coffee crew. Contest ends 5/30. **#SixCorners #ChicagoBrunch #ChicagoEats**

Twitter Hootsuite Mock-Up

geo-targeting feed to cut through the chatter

The mock-up displays a Twitter Hootsuite interface with a geo-targeted feed. The top navigation bar includes a 'Send to...' dropdown, a 'Compose message...' button, and social media icons. Below the navigation bar, there are three columns of tweets. The first column shows tweets from 'Six Corners' geotagged with coordinates 41.9884, -87.8014, 25km. The second column shows tweets from 'SCA List' and 'Fischman Bottle Shop'. The third column shows tweets from 'portagepark' and 'TATAS TACOS'. Each tweet includes a profile picture, name, handle, text, and a timestamp. Some tweets include images, such as a street view of Six Corners, a display of beer bottles, a bouquet of yellow flowers, and a taco.

Monitor association members, posts, likes, retweets hashtags and more in on spot. Tweet blog posts, events, retweet local business posts. See key posts from the area using geo-tagging. Schedule every post for round-the-clock presence.

*Monthly Event Blog RoundUps Idea

10 Things to Do in Six Corners for May

This would be released on the blog the last week of every month to promote upcoming events, business promotions and Association meet-ups. It's also the perfect spot for timely business recommendations (*i.e. Time to Get Beach Body Ready? Need a Little Spring Cleaning?*). These blog posts would be circulated on Hootsuite through RSS live updates to social channels, email marketing newsletter and corresponding Instagram promotion.