



**City of Carlton
Carlton Volunteer Tourism Group Agenda
Tuesday, May 14, 2024, at 3 PM
City Hall, 945 W Grant Street, Carlton**

- A. Call to Order**
- B. Agenda Items**
 - a. RFP review and recommendation to Council

- C. Future Discussion/Planning Items**
 - a. RFP next steps
 - b. July 9th meeting cancellation

Exhibits: Social media Proposals from: S360, Soapbox Studio, Broadview, Coalvita Creative, and Servtec

Next Meeting date: September 10, 2024 @ 3 PM in the new Civic Center!!



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City of Carlton Tourism Committee

Social Media Support Services

STRATEGIES 360 OREGON

1001 SE Water Ave, Suite 350
Portland, OR 97214

Bobby Schueller
Senior Director of Public Affairs
C: 541-990-3446
bobbys@strategies360.com



The Challenge

A Winning Approach.

Strategies 360 is excited to offer our assistance in achieving a pivotal milestone for the City of Carlton, Oregon: the effective management and growth of its tourism social media program. We understand the importance of promoting tourism and engaging with the community, and our goal is to work closely with the city to develop a robust social media strategy that drives brand recognition, increases visitor awareness, and fosters new relationships and partnerships.

Recognizing the significance of maintaining an active social media presence, our team aims to deliver timely, engaging, and relevant content across platforms such as Facebook and Instagram. We will consistently provide daily, weekly, and monthly updates to showcase the attractions of Carlton and encourage tourism to the community.

Moreover, we will leverage these platforms to establish new relationships and engage both existing and potential audiences, ultimately driving traffic to the city's website and events. Additionally, we will assist in the development and maintenance of a comprehensive social media program strategy tailored to the goals of promoting Carlton's tourism.

With our expertise in strategic communication and community engagement, we are confident in our ability to support the city of Carlton in achieving its tourism objectives through a dynamic and effective social media program.

Our Approach

Collaborative. Thoughtful. Effective.

Strategies 360 is excited to propose our expertise in marketing and social media marketing to support the city of Carlton in advancing its tourism efforts, particularly through the management of the city's tourism social media program. With a wealth of experience in social media marketing across various sectors, including non-profit organizations, coalitions, state agencies, school districts, and local governments, our team is well-equipped to achieve a variety of goals tailored to Carlton's specific needs.

Our track record includes successful social media marketing campaigns for entities ranging from small businesses to minor league baseball franchises, driving increased awareness, engagement, and event attendance or sales. Leveraging our diverse experience, we will

develop a comprehensive strategy to promote Carlton's tourism offerings and enhance the city's online presence.

Additionally, we are proud to highlight our deep ties with the Oregon Wine industry, which will allow us to showcase Carlton's wineries and vineyards as part of the city's tourism initiatives. Through strategic partnerships and targeted outreach, we will amplify Carlton's message and attract visitors to explore the unique attractions that Carlton has to offer.

Recognizing the importance of effective social media marketing in today's digital landscape, our team is committed to delivering results that align with Carlton's tourism objectives. We look forward to collaborating with the city to elevate its marketing efforts and drive positive outcomes for the community.

Scope of Work

Facebook and Instagram Management:

- Strategically craft and schedule engaging posts on Facebook and Instagram, ensuring a balance of original content and curated material.
- Tailor posting schedules to peak engagement times, maximizing visibility and interaction with the target audience.
- Proactively engage with the community and local businesses to stay informed about events and opportunities for collaboration, fostering a sense of community involvement.
- Monitor platform activity closely, promptly responding to comments, messages, and inquiries to maintain a positive online presence.
- Adhere strictly to copyright regulations when sourcing and using visual content, prioritizing original imagery whenever possible to enhance brand authenticity.
- Participate in quarterly meetings with the Carlton Tourism committee to present detailed reports on social media performance, offering insights and recommendations for ongoing improvement.

Additional Service Options:

Alternative 1 - Harness the power of local social media influencers specializing in travel, tourism, and the Oregon wine industry to amplify the city's messaging, tapping into their established audiences and networks to extend reach and impact.

Alternative 2 - Develop and execute innovative digital ad campaigns aimed at driving heightened engagement and bolstering awareness of Carlton's unique tourism offerings, leveraging creative storytelling and interactive elements.

Pricing for both is flexible and based primarily on the city's desired reach, outcomes, ad spend, and length. We welcome further conversation on these ideas to create an opportunity with the city of Carlton to build a digital strategy that is budget-conscious, innovative, efficient, and effective.

A Record of Success

Strategies 360's Oregon team has a track record of success in securing voter approval and driving meaningful outcomes through strategic social media management. Our achievements include:

Tualatin Hills Parks and Recreation District:

- Crafting and implementing a targeted social media and paid digital advertising strategy resulted in exceptional performance metrics.
- Over a 3-month period, our campaign **surpassed social media benchmarks by 18%**, demonstrating our ability to engage and mobilize online audiences effectively.
- On Google search, our ads **outperformed benchmarks by 10x**, showcasing our proficiency in maximizing visibility and engagement across digital platforms.

Oregon Coalition of Affordable Prescriptions (OCAP):

- Developing and executing a comprehensive social media and paid digital advertising strategy for OCAP, aimed at engaging users, gathering testimony, and building coalition support.
- Over the last three years, our digital ads consistently surpassed benchmark metrics, demonstrating our ability to deliver exceptional results.
- In our 2024 campaign, our ads on **Meta platforms performed 3x above benchmark ads**, driving nearly **3,000 people to OCAP's event website within 2 weeks**.

Metro Parks Bond Campaign:

- Developed and executed a comprehensive social media and digital advertising plan to support Metro's parks bond initiative.

- Managed all aspects of the campaign, from creating and scheduling social media posts to running targeted digital ads.
- Played a crucial role in securing additional funding on the ballot for Metro's parks, showcasing our ability to effectively engage and mobilize online audiences in support of important initiatives.

While those examples are a few of our favorites, our team has also provided recent social media support to the following:

- Oregon Department of Transportation
- Banks School District
- Portland Community College
- Climate Protection Program (statewide coalition)
- Beaverton School District
- Jackson County Rural Fire District #5 (Talent, OR)
- Strategies 360 (yes, our Oregon team also runs our corporate social media!)
- Oregon Education Association
- As well as a host of candidates, non-profits, and other organizations!

These successes highlight our team's expertise in leveraging social media to achieve strategic objectives, whether it's mobilizing support for ballot measures, engaging communities, or building coalitions around important issues. We bring a proven track record of delivering impactful results through innovative social media management strategies.

Budget

We propose a base retainer of \$4,500 per month. This fee includes all of the work necessary to deliver on the above-mentioned scope, including creative and graphic design, social media management platforms (i.e. Buffer), social media scanning subscriptions (i.e. Muckrack), strategy, oversight, and management.

S360 does not typically work on an hourly-rate basis.

Other additional costs could include:

- Digital advertising, Post-boosting, Influencer fees

Equity

The Strategies 360 team is known for providing strategic counsel and delivering wins for our clients and leading with our values. We strongly believe in building effective and diverse coalitions, elevating the voices of those most impacted by policy, and centering leaders and community members of color whenever possible. Simply put, leading with racial equity is critical to our outcomes and central to our ethos. Traditionally marginalized communities are often the most affected by policy outcomes; therefore, our commitment to diversity, equity, and inclusion in government relations and public affairs is reflected in our client roster as well as participating coalitions.

Our Team

Strategies 360 Oregon offers the best qualities of both a large firm and a boutique agency. With any of our state offices, we can provide the attention, accessibility, and personalized service of a small shop. Our team of more than 120 professionals outside our Oregon office allows us to tap into a range of experience and resources befitting a national firm.

The scope of work outlined in this proposal will be led by Bobby Schueller, with support from Jessica McBride and BethAnne Darby.

Bobby Schueller

Senior Director of Public Affairs, Oregon



Bobby's robust experience in social media stems from managing and advising his brother's social media accounts since its inception in 2007, starting out as an early-adopter YouTube "vlogger" account and blossoming into a full brand for LGBTQIA+ lifestyle & travel, including a podcast, blog, and social media reach of over 750,000 followers. Over the course of his career, Bobby has managed the social media strategy and content creation for elected officials, government agencies, non-profits, small businesses, and the Salem-Keizer Volcanoes. [Full Bio here.](#)

Jessica McBride

Director of Communications, Oregon



Jessica's expertise in digital communication and public education lends itself to her adept ability to blend effective public outreach with critical public priorities. Prior to joining Strategies 360, Jessica worked as a digital strategist at Mandate Media, where she led the way on digital fundraising, mobilization, organic social media, and paid digital advertising for clients in Oregon and beyond. Her work included the entire lifecycle of digital mobilization, from planning and writing to producing and reporting. [Full Bio here.](#)

BethAnne Darby

Senior Vice President, Oregon



BethAnne is a passionate advocate supporting organizations to achieve their missions. A champion for strong public policy to support the greater good, BethAnne's extensive experience includes renewable energy, transportation, public education, government agencies, healthcare, and labor. Clients benefit from BethAnne's big picture problem solving using detailed analysis, strong communication, and effective advocacy. BethAnne has served in non-profits, private businesses, and government institutions alike. [Full Bio here.](#)

Next Steps

Thank you for your consideration of this proposal. Please feel free to contact Bobby at 541-990-3446 or bobbys@strategies360.com with any questions or concerns.

About Strategies 360

Our Calling is to Drive Lasting Positive Change.

At Strategies 360 we shape business, politics, and culture through collaboration, innovation, and an entrepreneurial spirit. Our full-service model offers public affairs, communications,

research, marketing and strategy all under one roof. We provide an integrated and collaborative approach for our clients' most important projects bringing together local expertise with top tier creative and strategic talent. No matter where we're working, we get the win.

Our Strategies 360 team brings decades of experience and results that help clients advance their goals. With experts drawn from the worlds of government, politics, the news media, quantitative and qualitative research, advertising, marketing, and design, we provide a wide range of services and sharp strategic thinking that gets results.

- **Government Relations:** State, Federal, and Local Strategy, Policy and Lobbying
- **Communications:** Strategic communications, media relations, crisis communications, spokesperson training
- **Public Affairs & Advocacy:** Initiatives & campaigns, coalition building, bonds & levies, siting & permitting
- **Marketing & Advertising:** Brand & creative strategy, advertising and marketing, videography, graphic design, copywriting, media buying
- **Web & Digital:** Website design & development, digital marketing, social media, online reputation management
- **Multicultural Engagement:** Diversity, equity and inclusion (DEI) community outreach, strategy, communications and implementation, Spanish translation, and contextual research

Learn more about our work and teams at www.strategies360.com



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Request for Proposal Response

CARLTON SOCIAL MEDIA SUPPORT SERVICES



Hello!

I'm Nikki Carlson

and the face behind Soapbox Studio, your go-to partner for all things social media marketing. I am a former corporate social media manager turned entrepreneur who started my own agency to share the wealth of social media knowledge I've accumulated with small businesses to help them be heard on social media. With 10+ years of experience in social media and marketing, I've mastered the art of driving awareness and growth for businesses, both large and small. My success is grounded in a set of core values that drive my commitment to my clients and my passion for innovation.

Those values include:

- Client-Centric Approach: I prioritize my clients' success and satisfaction above all else, focusing on their goals and needs.
- Innovation: I continuously seek creative and innovative solutions to help my clients stand out in the ever-changing social media landscape.
- Transparency and Integrity: I believe in open and honest communication, maintaining high ethical standards in all my interactions.
- Results-Driven: My commitment is to deliver tangible results, measuring our success by the growth and success of my clients.

These values define who I am and how I operate. I'm not just a social media manager; I'm your partner in navigating the world of social media and achieving the success you deserve.





How I Help You:

Content Strategy, Social Media Management, Content Creation, Community Management, Analytics Reporting, Paid Social Media Advertising

Location:

Beaverton, Oregon but serving clients nation wide!

Organization Size:

As a one-woman team, I pour my dedication, extensive social media expertise, and genuine passion for this industry into serving each of my clients working tirelessly to deliver top-notch results.

Previous Clients:

In the past 5 years I have worked with: GIA (Gemological Institute of America), GIA Alumni Collective, BIJC (Black in Jewelry Coalition), Alex Sand Real Estate, Phoebe Shang, Emily Afton, Sunn Health Bar and more

💰 600.00 per month

Requested Social Media Management

Essential Social Media Package: Covering All the Basics — Designed to meet the fundamental requirements outlined in your RFP, this package includes posting photos only at the most optimal times for engagement. We ensure regular interaction with your community, keeping your audience connected and engaged with your brand.



- ✓ 2 posts a week (Facebook)+ 1 post and 1 story (Instagram)
- ✓ Content and Copy Creation
- ✓ Outline of the month's content strategy to enhance posting frequency

Also included in this package:

Unique Content Strategy

Monthly Analytic Reports

Monthly Meetings

Community Engagement

Content Scheduling

Recommended allocated amount for boosting posts: \$100 p/m

💰 1,444.00 per month

Alternative 1

Boost Your Social Media Presence with Our Alternative Package: Achieve sustainable growth by posting at least four times a week to optimize for social media algorithms. This package ensures consistent engagement through active community management and diverse content creation, including video production. Elevate your brand with a dynamic mix of Reels, carousel posts, and static images, tailored to keep your audience engaged and growing.



- ✓ 4 posts a week (Facebook)+ 5 posts and 2 stories (Instagram)
- ✓ Content and Copy Creation , this includes video editing if needed
- ✓ Outline of the month's content strategy to enhance posting frequency

Also included in this package:

Unique Content Strategy

Monthly Analytic Reports

Monthly Meetings

Community Engagement

Content Scheduling

Recommended allocated amount for boosting posts: \$100-250 p/m

💰 2,222.00 per month

Alternative 2

Expand Your Reach with Our Enhanced Social Media Package: Now manage your brand presence across three distinct platforms with tailored strategies for each demographic. This comprehensive package not only includes dynamic video content but also offers a mix of engaging carousels and striking static image posts, ensuring maximum visibility and interaction on every channel.



- ✓ 5 posts a week (FB)+ 7 posts and 3 stories (IG) + 3 (TikToks)
- ✓ Content and Copy Creation , this includes video editing if needed
- ✓ Outline of the month's content strategy to enhance posting frequency
- ✓

Also included in this package:

Unique Content Strategy

Monthly Analytic Reports

Biweekly

Community Engagement

Content Scheduling

Recommended allocated amount for boosting posts: \$100-250 p/m



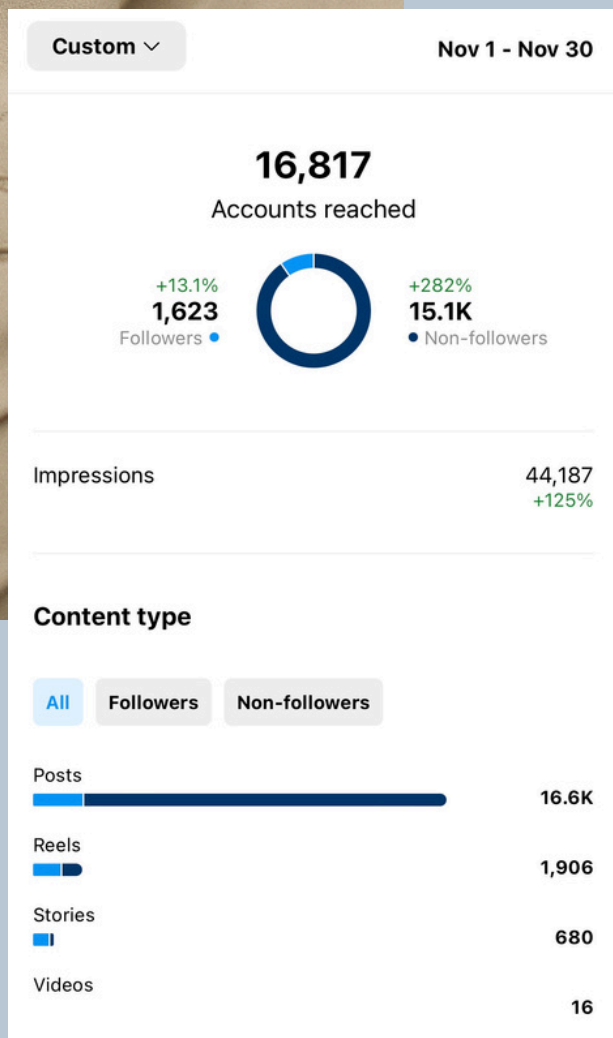
Process + Approach

Each social media marketing plan is comprehensive and data-driven, ensuring that each post is tailored to meet the unique needs of our clients. For municipal engagements, we begin with a thorough assessment of the current social media landscape and audience analysis. Our work product typically includes:

- A detailed social media strategy document outlining targeted audiences, content pillars, and hashtag and keyword research
- Monthly content calendars that align with content pillars and strategies
- Monthly reports on metrics, including wins, losses and opportunities for the month as well as tracking with main KPIs
- Creative assets, including graphics and video content, tailored to each platform

Case Study - Client 1

Client 1 approached Soapbox Studio in search of strategic solutions to target their ideal audience. Their primary goal was to engage with influential figures within their industry, and we decided to experiment with collaborative posts to amplify their reach and enhance brand awareness. In November, they entrusted me with the task of promoting an upcoming event and driving sales traffic. We collaborated with key members in the industry that would be attending the event. Through meticulous planning and effective collaborations, we achieved great results. Not only did we successfully sell out the event, but we also had a waitlist of eager attendees clamoring for a spot. Our partnership with Client 1 exemplifies the power of strategic promotion and the impact it can have on achieving business objectives. We are proud to have played a pivotal role in their success and look forward to continuing our fruitful collaboration in the future.



Deliverables:

- Brand Awareness
- Strategic Collaborations
- Event Promotion
- Content Creation and Copy

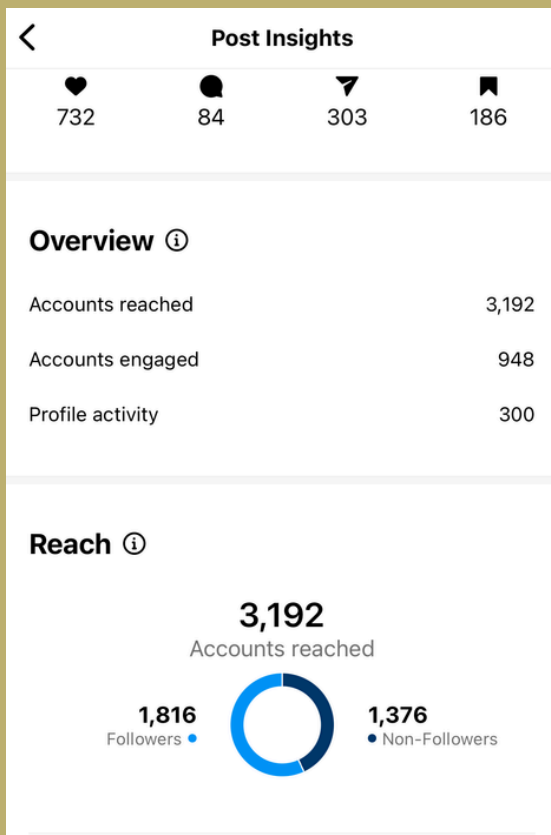
Profile activity ⓘ vs Oct 2 - Oct 31

- Profile visits 2,150
+138%
- External link taps 209
+30.6%

“

Since bringing on Nikki's expertise, she has brought fresh ideas to the team, found solutions to streamline our current process and makes my job easier.

Nellie Barnett
Communications Chair



Case Study - Client 2

Client 2 aimed to boost engagement and attract new members by launching a captivating series on their social media platforms. The creativity showcased in their posts not only aligned perfectly with their brand identity but also struck a chord with their target audience. Remarkably, this particular campaign was responsible for attracting 54% of their new followers that month and resulted in 8 new sign-ups for their membership programs which was 8x their normal monthly signups.

Deliverables:

Target Market Content Series

Graphic Design

Increase Engagement

Content Creation and Copy

Profile activity ⓘ

300

Profile visits

236

Follows

53

External link taps

11

“

Once Nikki took over my social media I saw an immediate change in my business. Customers were engaging, business picked up and people really interacted. I have more free time to focus on the other areas in my business.

Heidi Hawkinson
Store Owner



Familiarity With Social Media Systems

I am proficient in a wide range of social media systems, including but not limited to:

- Social Media Management Tools include Hootsuite, Sprout Social, and Later for content scheduling
- Analytics and Reporting Tools include Google Analytics, Facebook and Instagram Insights, Later Analytics and Meta Business Manager.
- Content Creation and Editing Software include Adobe Creative Suite, Canva, and CapCut
- Social Media Platforms include Instagram, Facebook, LinkedIn, TikTok, YouTube, and Pinterest

I regularly update these tools to ensure we are leveraging the most advanced and efficient resources available.

Experience with Social Media Marketing and Governmental Clients

My agency brings a wealth of experience in devising social media marketing strategies that are customized to meet the unique goals and audiences of each client. While I have not directly worked within a governmental agency, my collaborative projects with organizations like PACT and the Association for Women in Energy and Extractives in Kenya, while with GIA and BIJC, and notably in the nonprofit sphere, have equipped me with critical insights. These partnerships have enhanced my understanding of copyright laws, usage rights, and the development of robust crisis management systems.



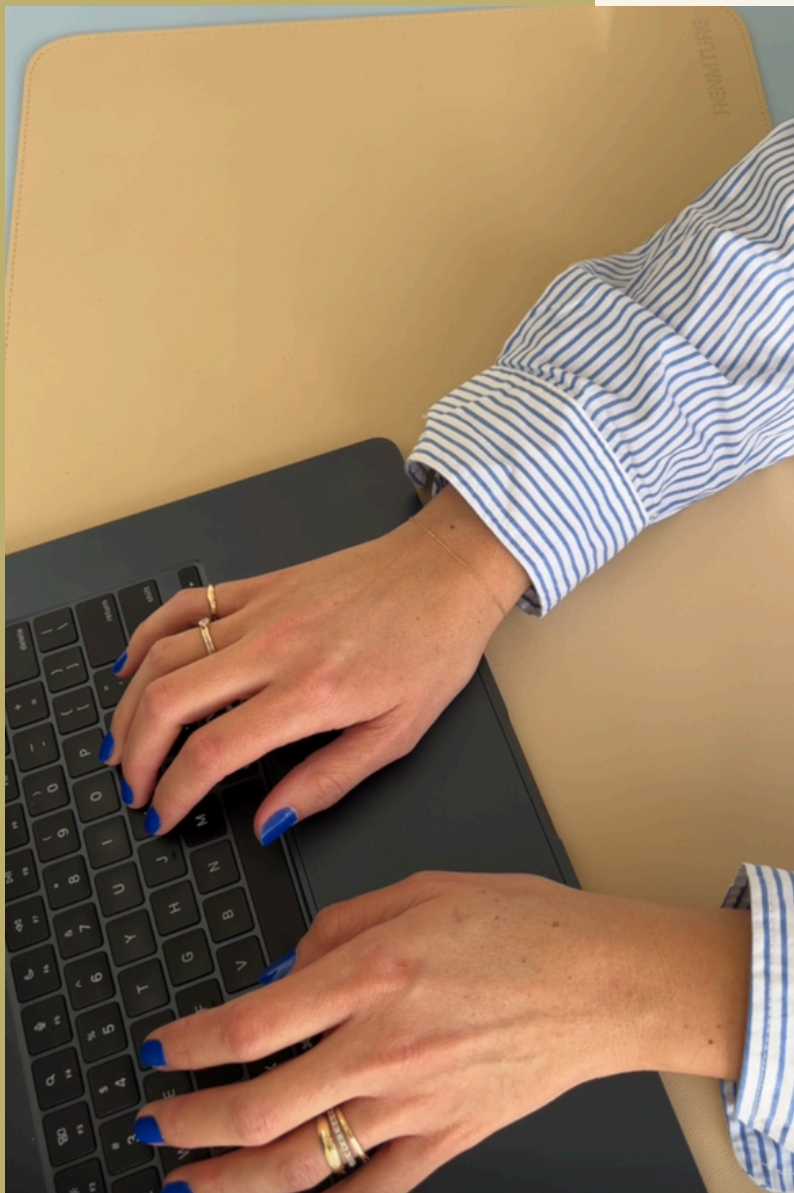


Training and Development in Social Media

My agency commits significant resources to continuous learning and development in social media. I regularly participate in:

- Industry conferences like Social Media Week
- Weekly social media news reports from the top creators like Lia Habermen
- As well as following, Adam Mosseri for the latest Instagram updates

This dedication ensures that we remain at the cutting edge of social media innovations, ready to apply the latest insights and techniques to our clients' strategies.



Monitoring Procedure and Reports

I utilize a systematic approach to monitor and evaluate our social media efforts, using both qualitative and quantitative metrics. Our procedures include:

- Weekly performance dashboards that track engagement rates, reach, and conversion metrics
- Monthly in-depth reports analyzing campaign performance, platform performance, and audience behavior
- Regular strategy review meetings with clients to discuss results and adjust strategies as needed

For the City of Carlton, these tools will provide clear and actionable insights, ensuring transparency and alignment with city goals.

Key Staff Member

Nikki Carlson (founder and social media manager)

Experience

Social Media Manager - GIA (Gemological Institute of America) | Feb 2019 - Sept 2023

- Lead social strategy & content ideation with support and collaboration from program managers, managed 13 social media accounts globally
- Lead content development for all social media channels from insights to storytelling concept to storyboarding to production and delivery
- Manage social media calendar and maintain a regular cadence of unique content per platform
- Analyze and track key performance metrics regularly and/or per- campaign basis and develop actionable plans based of metrics insights
- Increased audience by 95.8% in 2 years
- Develop and implement successful strategy and content for new platform (TikTok), resulting in over 1.4M organic video views in under a year on the platform, growing to 17k in 6 months
- Engage in authentic engagement, inbox monitoring, customer service queries and other related tasks
- Manage paid social advertising strategies and execution for Education and Alumni

Marketing Administrator - HSA Associates | Dec 2016 - Feb 2019

- Conceptualize, develop and implement marketing strategies across multiple channels including social media, email, web, print
- Collaborate with Partners and Sales Team to produce strategic materials
- Create targeted advertisements and promotional material

Community Relations Coordinator - Jake's Del Mar | May 2015 - Feb 2017

- Manage social media calendar
- Photograph and create all organic social media content
- Sent weekly social analytics report
- Attend and participate in community activities on behalf of company

Education

**Bachelor of Arts,
Marketing and International Business**
University of Hawaii at Manoa
2007 - 2011

Université Paris- Sorbonne
French Language and Literature
2010-2010



List of References

Tiffany Mason (supervisor at GIA)

(760) 685-6974

Heidi Hawkinson (past client- owner of Sunn Health Bar)

(808) 492-6434

Nellie Barnett (Communications Chair of BIJC and current client)

(860) 514-8957



Client Reviews

That reel is adorable! We got a preorder on a cleanse!!!

Which hasn't happened in a LONG time

The pics look great!

Thanks for that meeting Nikki! You are doing such an amazing job!

Another great social media report by Nikki for the month of February!

We saw more growth in February than we have since November. We tripled our Reels content shared and our reach with non-followers grew 155%!

Omg I love the reel!

Great job you're killing it!

Looks amazing! Thanks for your work on this

did you use an app to edit this? It's so good! And you did it so fast!

I love that reel just saw it!

Super cut! I love it

Looks amazing!!

Thanks for bringing your fun creativity to the team

It was amazing talking to you today. I learned so much. You really are a guru!

Thank you

It has been a privilege to tell you a little bit more about me and my business and I look forward to hearing more about Carlton.

If you need to get in contact with me:

Nikki Carlson
760-519-6836
nikki@soapboxstudio.us

Please reach out if you have any further questions.

Submitted on April 25, 2024

Proposal valid through May 25, 2024





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Request for Proposal Response – Carlton Social Media Support Services

Prepared for: The City of Carlton
Tourism Committee

Prepared by: Muyiwa Fagbami
Broadview Technical Services
2909 E Arkansas Ln Suite C
Arlington, TX 76010



BROADVIEW
TECHNICAL SOLUTIONS

Date: May 1, 2024

RE: Social Media Support Services

To: Shannon Beaucaire, City Manager

We are pleased to submit our proposal in response to the Request for Proposal issued by the City of Carlton Tourism Committee for Social Media Support Services. It is with enthusiasm and confidence that we present our approach to enhancing popular recognition of the City as *A Great Little Town*. We have developed the enclosed proposal that details our strategy to achieve that objective. We appreciate the opportunity to be considered as your partner in this project and look forward to the possibility of working together. Thank you for your time and consideration.

Kind regards,
Muyiwa Fagbami
CEO
Broadview Technical Solutions

Muyiwa Fagbami

INTRODUCTION

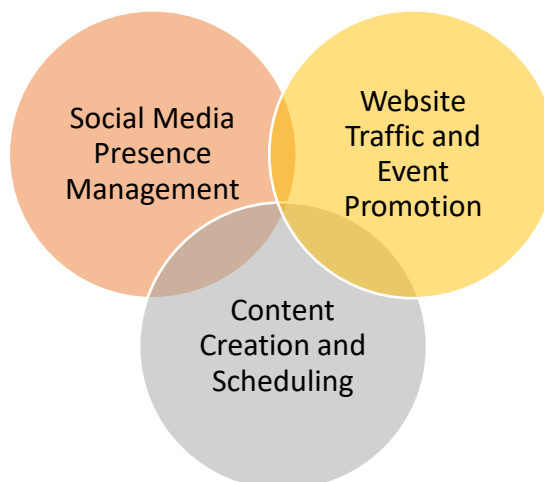
Broadview Technical Solutions (Broadview) proposes to provide social media marketing support services to the City of Carlton, Oregon. Broadview is a technology firm specializing in digital marketing strategies and social media management. Based in Arlington, TX, Broadview was established in 2021 to provide specialized expertise in technology and digital marketing for private and public organizations. We have built an agile and brilliant team that has the capacity to manage projects of various scopes effectively. Our approach as a firm emphasizes communication, collaboration, transparency, and accountability. With a proven track record of successful campaigns and an experienced team of professionals, we are well-equipped to meet the City of Carlton's needs.

At Broadview, we have an established culture of continuous learning, and we actively invest in the professional development of our team members by providing access to workshops, webinars, and industry events focused on social media marketing. Our team members regularly pursue certifications and courses that cover a wide range of topics, including digital marketing fundamentals, content strategy, analytics, and platform-specific training (e.g., Facebook Blueprint, Twitter Flight School, LinkedIn Learning).

Our comprehensive approach to managing the City's tourism social media program will focus on creating engaging content, fostering community interaction, and increasing brand awareness to attract visitors to Carlton.

APPROACH

Our approach to managing the City's tourism social media program will focus on promoting the image of the City of Carlton as *A Great Little Town* by increasing visibility and community interaction with a responsive engagement strategy as detailed below.



Social Media Presence Management

- Ensure the City maintains an active presence on Facebook and Instagram
- Optimize profiles with identical visuals and graphics to ensure a consistent brand image
- Curate timely and engaging posts that showcase the City's attractions and unique offerings

- Promote events and activities sanctioned by the Tourism Committee, including partnerships with local businesses and other initiatives to increase brand visibility
- Coordinate with event organizers to amplify events on social media channels
- Regularly update website header material to reflect current campaigns and seasonal themes
- Monitor social media channels, respond to inquiries and comments, and encourage positive interactions

Content Creation and Scheduling

- Create a content calendar to consistently stream daily, weekly, and monthly material
- Develop high-quality content, including images, videos, captions, and stories
- Prepare weekly features of specific attractions and experiences to showcase the charm of Carlton and promote visitor interest

Website Traffic and Event Promotion

- Strategically expand the City's social media reach and seek out new audiences
- Integrate website links and event promotions into social media posts to encourage click-throughs and increase website traffic
- Craft promotional campaigns to generate buzz for events hosted by the City
- Use paid advertising options (boosted posts) to amplify website reach
- Use tools like Google Analytics to assess incoming and improve website traffic
- Track and measure the campaign effectiveness through website traffic and event attendance

SCOPE OF WORK

We are proposing a comprehensive strategy for improving tourism to the City of Carlton that comprises of distinct elements tailored to the requirements stated in the RFP.

Social Media Presence

Oversee day-to-day management of the City of Carlton's Facebook and Instagram accounts
Post at least 2 original posts on Facebook per week and at least 1 post and 1 story per week on Instagram

- No more than 50% of the content is reposted material
- Each post will include a photo, logo and/or a link to a relevant website (specific business or VisitCarlton.com)

Monitor engagement metrics, analyze data, and optimize content performance

Content Creation

Generate creative and informative content for social media posts, blogs, and promotional materials; emphasis will be placed on storytelling, visual appeal, and resonant content
Craft engaging captions, headlines, and calls-to-action to facilitate user interactions

Community Management

Obtain details on local events in the City of Carlton for promotion on Facebook and Instagram
Proactively reach out to the community and local businesses (or designated liaison) for events and points of interest through email updates twice per month

Seek out engagement opportunities and respond promptly to comments, inquiries, and messages

Digital Marketing

Implement targeted advertising campaigns on social media platforms with boosted posts to strategically increase reach and engagement
 Optimize website content and metadata for search engines to increase organic traffic
 Apply a custom data analytics algorithm to identify optimal days and times for posting to maximize engagement and visibility

Quality

Strictly adhere to copyright laws, using only original or properly licensed photos and content
 Thoroughly check all facts and spelling before posting to ensure accuracy and professionalism
 Vet all original material with the committee to ensure alignment with the City’s values
 Meet quarterly with the committee to provide detailed reports and incorporate feedback as appropriate

REPORTING

We monitor, evaluate, and report all activities with a standardized framework.

Weekly Content Review: We conduct weekly reviews of content performance to assess engagement metrics, identify top-performing posts, and refine our content strategy accordingly.

Monthly Analytics Review: At the end of each month, we conduct a comprehensive analysis of key performance indicators (KPIs), including reach, engagement, follower growth, website traffic, and conversion rates. This review generates a performance report summarizing key metrics, insights, and recommendations.

Quarterly Strategy Review: Every quarter, we conduct a strategic review of the social media marketing campaign to evaluate progress, identify areas for improvement, and adjust the strategy as needed. This review generates strategy updates that highlight achievements, challenges, and strategic adjustments made to the social media marketing campaign. These updates provide a high-level overview of progress and ensure alignment with the committee’s objectives.

Ad-hoc Reports: We also provide ad-hoc reports as requested by the committee, such as campaign performance analyses, competitive benchmarking reports, and audience demographics insights. We will require a specific direction and sufficient notice to prepare any such reports.

Variables tracked	
Reach	number of unique users who have seen the content
Engagement	audience interaction -- likes, comments, shares, and clicks
Follower Growth	increase in social media followers over time
Website Traffic	volume and source of traffic driven to the City's website
Conversion Rates	percentage of social media users who answer CTA -- sign up for events, subscribe to newsletters, complete forms, etc.

EXPERIENCE

Broadview Technical Solutions has extensive experience in social media marketing, having successfully executed projects for various clients, including local government officials. We specialize in helping clients increase brand awareness through content marketing, advertising, and SEO-driven website traffic, while fostering community engagement. Our team members are highly skilled in content creation, community management, and digital marketing, ensuring effective execution of projects. We understand the unique challenges and opportunities associated with government-related social media marketing and are well-equipped to navigate them effectively.

Here we describe our experience in advising clients like Genesys and Pancho Cheese Dip on social media marketing strategy in successful campaigns. We approach each client with a customized plan, employing our team's expertise to deliver impactful recommendations for their unique goals.

GENESYS

Situation Analysis: We conducted a comprehensive analysis of Genesys's existing social media presence, identifying strengths, weaknesses, opportunities, and threats in their current strategy. This analysis included an assessment of their target audience, competitors, and industry trends.

Strategic Planning: Based on our analysis, we developed a strategic social media marketing plan aligned with Genesys's business objectives. This plan outlined key tactics and initiatives to enhance brand visibility, engage with their audience, and drive leads and conversions.

Platform Optimization: We provided recommendations for optimizing Genesys's presence on various social media platforms, including LinkedIn, Twitter, and Facebook. This included optimizing profile information, creating compelling content, and leveraging platform-specific features to maximize reach and engagement.

Content Strategy: We developed a content strategy focused on providing value to Genesys's audience through educational and informative content related to customer experience, contact center solutions, and industry insights. This strategy included a mix of curated content, original thought leadership pieces, and multimedia content formats.

Community Engagement: We advised Genesys on best practices for community engagement, including responding to comments and messages in a timely manner, participating in relevant industry conversations, and fostering a sense of community among their followers.

Performance Tracking and Optimization: We implemented robust tracking and analytics tools to monitor the performance of Genesys's social media campaigns and initiatives. Based on these insights, we provided ongoing recommendations for optimization and refinement to ensure continuous improvement.

PANCHO CHEESE DIP

Brand Positioning: We worked closely with Pancho Cheese Dip to refine their brand positioning on social media, emphasizing their unique selling points, brand personality, and value proposition. This involved developing key messaging pillars and brand guidelines to maintain consistency across all social media channels.

Content Strategy: We developed a comprehensive content strategy focused on showcasing the versatility and deliciousness of Pancho Cheese Dip products. This strategy included a mix

of recipe videos, user-generated content, behind-the-scenes glimpses, and interactive contests to engage with their audience.

Influencer Partnerships: We recommended strategic influencer partnerships to amplify Pancho Cheese Dip's reach and credibility on social media. This involved identifying influencers within the food and lifestyle verticals whose audience demographics aligned with Pancho Cheese Dip's target market and coordinating sponsored collaborations and product placements.

Engagement Campaigns: We advised Pancho Cheese Dip on running engaging social media campaigns to drive awareness, engagement, and conversions. This included creative campaigns such as recipe contests, trivia quizzes, and user-generated content challenges to encourage participation and interaction among their followers.

Performance Analysis: We regularly analyzed the performance of Pancho Cheese Dip's social media content and campaigns, tracking key metrics such as reach, engagement, and conversion rates. Based on these insights, we provided actionable recommendations for optimizing future campaigns and maximizing ROI.

CLIENT	DELIVERABLES	CONTACT
Genesys	Paid Social/ABM Campaign Reporting	Adam Sharrard adam.sharrard@genesys.com
Pancho Cheese Dip	Content Creation Community Management Influencer Marketing Reporting	Laura Korchinski laura.korchinski@visualatina.com 404-539-1589
Commissioner Jasper Watkins	Content Creation Community Management Influencer Marketing Reporting	(706)580-3391 watkins3for3@gmail.com
Acclaimhomecare SVC LLC	Social Media Management	Funmi Fadayomi 817-690-1011
Iambrandnewnow Press LLC	Creative Strategy Media Management	Michelle Petties 202-425-4935
Household of Faith, Arlington	Creative Strategies	Ropo Tusin 817-401-6866

QUALIFICATIONS AND EXPERIENCE

This project will be executed by **Devontay Fellows, Digital Marketing Manager** at Broadview. He heads the overall digital marketing team, establishes social media strategy and leads strategy implementation.

Devontay is a veteran digital media and marketing specialist, and he has diverse expertise in social media management, content creation, and digital marketing. With experience across multiple industries, including local government, he is well-equipped to meet the City of Carlton's tourism objectives. He has a strong understanding of social media platforms,

algorithms, and best practices and is highly skilled in creating engaging content tailored to different platforms and target audiences. He will oversee day-to-day management of the City's Facebook and Instagram accounts, implement social media strategies aligned with the City's tourism objectives, and monitor engagement metrics, analyze data, and optimize content performance.

As a content manager and influencer marketer for Commissioner Jasper Watkins, Devontay:

- Produced high-quality written and visual content for websites, blogs, social media, email campaigns, and marketing collateral.
- Created engaging multimedia content, including infographics, videos, and GIFs, to enhance brand storytelling and drive user engagement.
- Collaborated with designers, photographers, and videographers to bring creative concepts to life and maintain brand consistency across channels.
- Executed data-driven digital marketing campaigns across multiple channels, including search engine marketing (SEM), display advertising, email marketing, and affiliate marketing.
- Analyzed campaign performance metrics, such as click-through rates, conversion rates, and cost per acquisition, to optimize campaign strategies and budget allocation.
- Implemented marketing automation tools and workflows to streamline campaign management and lead nurturing processes.

Reference

Commissioner Jasper Watkins

Phone number: (706)580-3391

Email: watkins3for3@gmail.com

CONCLUSION

Overall, Broadview Technical Solutions is well-equipped to meet the requirements of this RFP and deliver exceptional social media marketing support for the City. We are confident that successful execution of this proposal will promote tourism and increase awareness of the City of Carlton as *A Great Little Town* to visit and explore.

PRICE

Our pricing is designed to align with the specific scope of services outlined for promoting tourism in the City of Carlton through social media channels. It is also based on a review of the City of Carlton's annual budget.

Fee Schedule:

At Broadview Technical Solutions, we prioritize transparent, flexible, and client-friendly pricing tailored to deliver optimal value. Our pricing model reflects our commitment to supporting your hiring needs without compromising quality.

Hourly Rate: The hourly rate of the Digital Marketing Manager is \$30/hr.

Weekly Schedule: Based on the scope of services, we expect the Digital Marketing Manager to spend 28 hours per week on the project. Any additional time to be spent will be agreed upon beforehand by all parties.

Weekly Schedule Breakdown:

- Social Media Management/Presence - 6 hours
- Content Creation - 8 hours
- Community Management - 4 hours
- Digital Marketing - 8 hours
- Reporting - 2 hours



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Carlton, Oregon

Tourism Committee

RFP Social Media Support Services

City of Carlton
Tourism Committee

**REQUEST FOR
PROPOSAL
SOCIAL MEDIA
SUPPORT SERVICES**



COLVITA
CREATIVE

Boise, ID | Denver, CO

www.ColvitaCreative.com

hello@colvitacreative.com

*City of Carlton
Tourism Committee*

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Support Services*

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COLVITA
CREATIVE



City of Carlton
Tourism Committee

RFP Social Media
Support Services

COVER LETTER

City of Carlton
Temporary City Hall
945 West Grant Street
Carlton, OR 97111

Dear Shannon Beaucaire & Members of the Carlton Tourism Selection Committee,

We appreciate the opportunity to present our proposal in response to RFP for Social Media Support Services aimed at enhancing Carlton's tourism initiatives. At Colvita Creative, we specialize in crafting engaging, timely, and relevant social media content to promote tourism, boost brand recognition, and drive traffic.

Drawing upon our extensive experience in tourism, destination marketing organizations, and hospitality sectors across Colorado, Oregon, Wyoming, California, and Utah, we are confident in our ability to elevate Carlton's tourism efforts to new heights. Our team is committed to staying ahead of industry trends, understanding what works, and effectively engaging with target audiences to maximize impact. We are not local, but we have worked all over Oregon and our love for Carlton will ring true in the passion of the work we deliver. We are very used to representing our clients from afar, where they do not feel that we miss a beat not being in town, but have a finger on the pulse of all happenings and connections to stay ahead on social media. We are one state over and we are known tourist ourselves to the wineries, your shops and restaurants. We have a soft spot for your area, and we were so excited to see this opportunity. We can't wait to influence the tourist perspective and passion into your social accounts to hit and exceed your goals.

Our proposal includes:

- **Strategic Social Media Management:** We will curate compelling content, engage with the community, and foster brand recognition for Carlton through strategic social media management.
- **Audience Expansion:** By leveraging our expertise in targeting new audiences and creating meaningful relationships, we will work to expand Carlton's reach and attract visitors to the city.
- **Trend Awareness:** Our team will stay abreast of emerging trends and best practices in social media marketing to ensure Carlton remains at the forefront of digital engagement.
- **Proven Track Record:** We have achieved notable success in similar campaigns, as evidenced by case studies showcasing our past achievements and results.

We aren't just aware of our capabilities; we wholeheartedly believe in the impact of our work. With a passion for building strong brands and relationships through strategy and data, we empower our clients to forge meaningful community connections and activate their key audiences in remarkable ways. Our mission is simple: "Elevate ideas and implement solutions to drive growth, cultivate connections, and strengthen organizations".

We like to think of ourselves as an extension of your team, providing you access to an entire group of specialists operating in multiple departments with a range of creative, technical, and strategic experience. We excel at building powerful, forward-thinking campaigns, nurturing digital communities, educating audiences, and strengthening overall market share/value.

On behalf of Colvita Creative, thank you for your time in reviewing our proposal. We are excited about the opportunity to serve as your marketing partners and contribute to the City of Carlton's future growth and success.

Thank you,


Jill Coyle, Owner
1519 W Main Street
Boise ID, 83702 | Denver CO
jill@colvitacreative.com
916-396-5966

City of Carlton
Tourism Committee

RFP Social Media
Support Services

BACKGROUND

Why us?

We have the experience you're looking for.

We have over 20 years of combined experience with tourism focused marketing and social campaigns. With us, you will have at your disposal a team with an ideal combination of diverse experience, qualifications and motivation, making our agency most highly qualified to master the work solicited in this RFP.

We have led campaigns at the state and county level, in multiple industries related to destinations and public sectors, and are well-versed in the importance of messaging stemming from data-driven decisions. Our mission is to understand your target audience, the attractions you offer, and the resources that make the City of Carlton an ideal place to visit.

Our client social media experience and portfolio includes work for Gunnison-Crested Butte Tourism & Prosperity Partnership, CO, Sierra Blue Hotel & Swim Club, CA, Riviera Motor Lodge, WY, The Inn at Riverwalk, Carbon County, UT, and the City of Fruita, CO.

The team members that will be assigned to your account will be CEO Jill Coyle, to oversee brand/DMO strategy, Brand Manager to lead strategy, Leah True, Content and Social Specialist Madison Mary for content creation and management, Account Coordinator Olivia Campbell for client communication, and Digital Media Coordinator, Jose Lugo for tracking and reporting. This team has worked together on the accounts listed above and are versed in managing municipality social accounts, DMO accounts, worked with government agencies, all of which were completed from our remote offices.

Between our team, we are certified in: Google, Meta Hubspot, SEO, SEM, Agorapulse (Social media management software), LinkedIn, Hootsuite, and more.

We are excited to showcase elements of these noted projects throughout the following proposal.





PROFILE OF THE FIRM

COLVITA
CREATIVE



"My organization had never paid for advertising before, so I needed this to be a success. After the first meeting, I knew we'd be a great match and that she was dedicated to the success of my organization's needs. They came prepared with market research and ideas that impressed me, even though it was only our first meeting!"

*-Andrea Lopez
External Affairs
Manager; Ute
Water, Conservancy
District*

Colvita Creative

Colvita Creative is an S. Corp., woman-owned and led agency with offices in Boise, ID and Denver, CO. We were founded in Eagle, CO in 2017. Our dynamic team of 9 talented individuals is a force in strategic marketing, driven by an unwavering passion. We are proud to have a proven track record of delighted clients and sustained success. We specialize in expanding messaging and media opportunities to achieve goals like increased bookings, brand awareness, and travel & tourism momentum (just to name a few, depending on the nature of a client's business). Our comprehensive in-house capabilities cover everything outlined in the RFP. Our team expertise includes in-house social media management for timely content development, trend watching, social listening, graphic design, video editing, brand copy execution, marketing and creative strategy, and reporting.

Our Mission

Elevate ideas and implement solutions to drive growth, cultivate connections, and strengthen organizations.

Our Values

Innovation, strategy, transparency, tenacity, accessibility, and fearlessness.

We create possibilities, turn ideas into opportunities, and go where other agencies simply cannot. We are an agency made up of a network of awesome humans, connected by a shared vision: bringing growth to businesses through powerful, personalized solutions.

We pride ourselves on crafting compelling brand narratives, executing effective marketing strategies, and establishing robust company identities. Unlike traditional marketing vendors, we view ourselves as committed partners, actively participating in the success of the brands we serve. By forging meaningful connections and aligning with our clients' values, we transform audiences into devoted advocates, driving long-term engagement and loyalty.



City of Carlton
Tourism Committee

RFP Social Media
Support Services

About Colvita Creative

Our agency prides itself on prompt turnaround times to offer City of Carlton flexibility and agility. Our in-house team is well-versed in the technical and creative/strategic areas of expertise and resources needed to activate and deliver without delay.

OUR SERVICES

Research

Leveraging modern research technologies.

Strategy

Aligning business goals to marketing strategy.

Branding

Brand strategy and direction.

Creative

Ideation and design services across all channels and platforms.

Media Planning & Buying

Media strategy, negotiation, and execution.

Social Media

Owned, earned, and paid campaigns.

Content & Storytelling

Content strategy, creation, and distribution.

Public Relations

Integrated PR for influencer marketing, thought leadership, and media coverage.

OUR CLIENT NETWORK



List of clients during past 5 years:

- City of Fruita, Colorado
- Gunnison Crested Butte Tourism and Prosperity Partnership , Colorado
- Payette Brewing Company
- Bert's Brewing Company
- Cnoc Outdoors
- Sync Ski Performance
- Carbon County, Utah
- Nine dot Arts
- Center for Children
- Soul Ease
- Eagle Climbing + Fitness
- Ojo Caliente, NM
- Riviera Motor Lodge
- The Inn at Riverwalk
- Sierra Blue Hotel & Swim Club
- Piza Kama
- Kuna Food Bank
- Crested Butte Land Trust
- Devine Intermodal
- Cool Mountain Transportation
- Ute Water Conservancy District
- Commercial Northwest Property Management
- Montgomery County, PA
- Sunrise E-Bikes
- Town of Eagle, CO

City of Carlton
Tourism Committee

RFP Social Media
Support Services

FIRM STRUCTURE & QUALIFICATIONS

Meet the core team behind Colvita Creative, with years of experience and areas of expertise included.

(Full resumes can be found on LinkedIn)



Deshka Neill
COO, 13 years
Area: Business Admin



Jill Coyle
CEO, 16 years
Area: Advertising, PR



Gordy Hirsch
Creative Director 20 years
Area: Graphic Design



Leah True
Brand Manager, 5 years
Area: Brand Development,
Social Strategy/Management



Sophia Elek
Media Manager, 6 years
Area: Paid & Digital



Jason Shiskowsky
Graphic Designer, 20 years
Area: Graphic Design



Madison Mary
Social Media Coordinator, 2 years
Area: Creative Strategy, Social
Strategy



Olivia Campbell
Account Coordinator, 4 years
Area: PR & Advertising, Social
Media



Jose Lugo
Media Coordinator, 3 years
Area: Digital Media & SEO,
Tracking

PROPOSED APPROACH

COLVITA
CREATIVE



City of Carlton
Tourism Committee

RFP Social Media
Support Services

Our Process

We create groundbreaking ideas based on the contexts and the culture at large, combining the forces of research and insights with the power of strategy and creative thinking to help your organization build trust with your audience and community.

PROPOSED APPROACH

Our process is designed to prioritize insights gained from reliable data and market research, focusing on amplifying how your story connects. We listen, ask questions, and implement.



Onboarding

Whenever we begin working with a new client, we conduct an onboarding session to align on roles and responsibilities with our internal team members and set expectations around preferred communication. This ensures all projects are completed on-time and on-budget. Communication of this internal process to our clients is key to keeping everyone aligned and on task.

Communication

Communication is the key to any successful relationship, and we reinforce this through a variety of different tools. Status meetings are conducted internally at Colvita with all team members to set expectations on deliverables, checking progress on each client we work with. Bi-weekly status meetings are regularly held with the client and any necessary stakeholders as well throughout the project, to keep our inter-department communication channels open. Team members from City of Carlton will be included at the appropriate milestones. In each client status meeting, we'll walk through a shared status document outlining upcoming deadlines, deliverables, strategies, and action items.

City of Carlton
Tourism Committee

RFP Social Media
Support Services

Social Media Support Approach

Our firm has worked with several organizations, spanning multiple industries including DMO and state/county entities, to both redefine their social identities and even develop them from scratch.

Our success in this area comes from our team expertise, as well as our established creative process that proves to be fulfilling for both agency and client along the way. At the core of this entire process is helping your organization get to the core of your “why” - your reason for existing.

PROPOSED APPROACH



City of Carlton’s social media services will focus heavily on its visitor, and the reasons to come.



City of Carlton
Tourism Committee

RFP Social Media
Support Services

PROPOSED APPROACH

“They never settle for the status quo, finding creative new ways to improve our campaigns so that we not only keep up with the competition, but surpass it. Everyone on the Colvita team is experienced and efficient.”

*-Katy Mooney
Marketing Director,
Gunnison Crested
Butte Tourism and
Prosperity Partnership*

Social Media Support Approach

We will work collaboratively with the City of Carlton to create a clear and concise Social Media Creative Brief. The campaign goal (example: increase reach of City of Carlton to new audience groups) should be measurable, time-bound, and attainable, and ultimately contribute towards the Tourism Committee ' overarching business goals (example: increasing education of area to niche activity social groups).

Social Media Systems

It is part of our agency's commitment across every service to staying at the forefront of trends, technologies, and changes. Specifically across social media platforms, we ensure that the accounts we manage not only perform exceptionally but also lead the way in innovation. We are versed working direct in each platform. However we also arm ourselves with external social media management tool, Agorapulse, to assist in streamlining processes, and client approvals. Harness the power of social listening, enabling us to monitor conversations about your brand and competitors across various channels, from social networks to news websites and blogs. Gives us real-time actionable insights, we measure the metrics that truly matter, guiding our content strategy. Additionally, the centralized inbox facilitates seamless management of interactions, ensuring timely responses and effective community management. Our approach is not just about managing accounts; it's about cultivating relationships, understanding sentiments, and leveraging data to propel the brands we work with forward in the dynamic landscape of social media.

Social Media Consulting

With a specialization in working with destination marketing organizations and government agencies, we bring a wealth of expertise in managing organic social media presence for a diverse range of clients. From the quirky City of Fruita in Colorado to the scenic Carbon County in Utah, and from the historic Riviera Motor Lodge in Saratoga, Wyoming, to the adventure Inn at Riverwalk in Vail, Colorado, and the serene Sierra Blue Hotel & Swim Club in Big Bear, California, our portfolio showcases our breadth of consultation work with unique destinations and hospitality offerings. Additionally, to organic our proficiency extends to managing paid social media campaigns for municipal and government agencies such as Gunnison Crested Butte Tourism & Prosperity Partnership and Ute Water Conservancy District, amplifying their reach and impact.

Creative Production, Copywriting, Editing, & Design

Following the social strategy, a creative production plan will be created to identify which creative assets will need to be produced by Colvita to support the plan. Our copywriters and content coordinators will begin execution to develop.

City of Carlton
Tourism Committee

RFP Social Media
Support Services

PROPOSED APPROACH

Staying On Top of Current Social Trends

At Colvita, staying current with social media programs and systems is ingrained in our culture. We prioritize ongoing training to ensure our team remains at the forefront of industry trends and platform updates. Our training initiatives encompass a variety of methods, including workshops, seminars, online courses, and industry conferences. Additionally, we invest in certifications specific to social media platforms, which include Facebook Blueprint, Twitter Flight School, LinkedIn Marketing Labs, and Google Ads Certification. These certifications validate our expertise in leveraging these platforms' advanced features and tools to drive results for our clients.

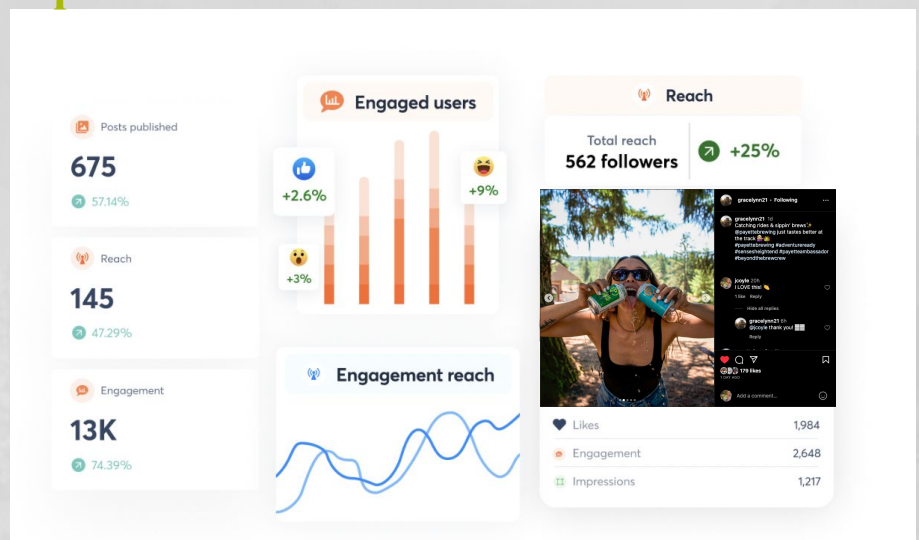
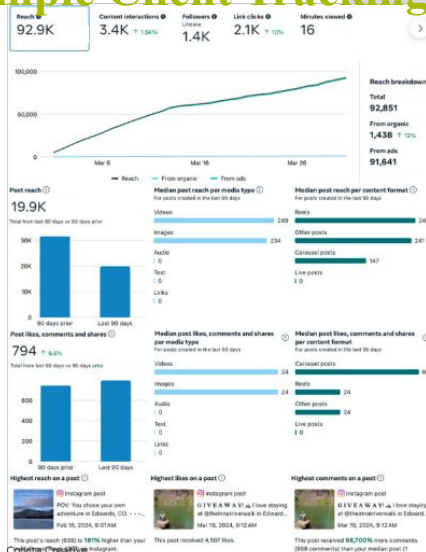
As active participant ourselves we also pay close attention to trends, act quickly and proactively and respond to the data. We also apply what we learn from the other accounts we manage and implement what makes sense from our learnings from others.

Tracking & Reporting

With any social campaign we manage, we first establish clear goals and objectives for the platforms based on the overarching marketing objectives and strategy. We do this by setting SMART goals (specific, measurable, achievable, relevant, time-bound).

We closely monitor performance metrics throughout the cycle, leveraging various analytics tools like Google Analytics, our social media posting platform, and other proprietary tracking systems across channels. Our team continuously analyzes key performance indicators (KPIs) to gauge the effectiveness of the strategy and content. If we identify areas for improvement or opportunities to optimize performance, we proactively make modifications to the strategy.

Sample Client Tracking Reports:



PORTFOLIO



COLVITA
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City of Carlton
Tourism Committee

Visit Fruita

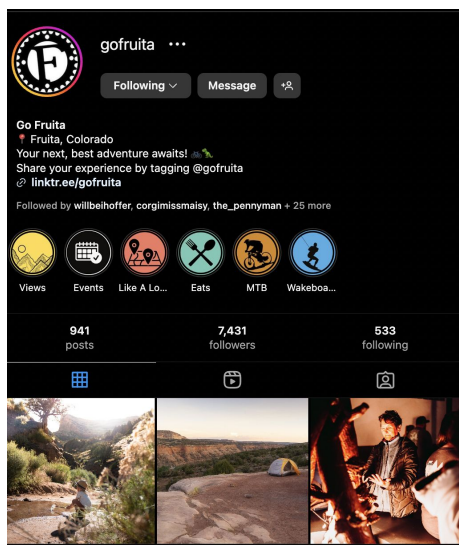
RFP Social Media
Support Services

Enhance City of Fruita’s social presence to update the identity, share campaign, spread awareness.

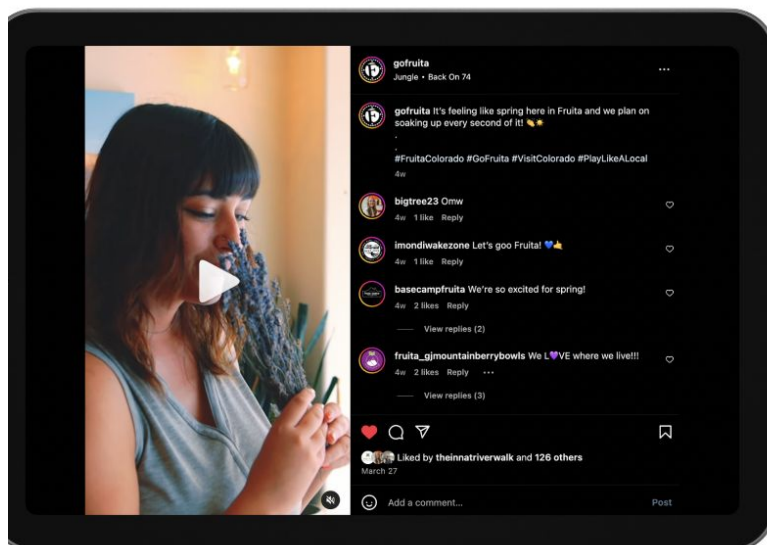
A high-desert town with a rich western heritage and an iconic scenic setting in the Grand Valley, Fruita has established itself as a landing place for those looking to adventure off the beaten path. Just 10 miles northwest of Grand Junction, Fruita offers quick access to some of the Grand Valley’s most sought after destinations and sights, creating year-round intrigue for locals and visitors alike.

Known as a mountain biker’s haven, Fruita has no problem drawing in visitors from across the country to experience their world class trails. However, there is so much more to Fruita. Fruita is “a community of choice”, where residents build community intentionally and there’s a palpable sense of familiarity and local pride. There’s a quality of life in Fruita that you simply won’t find anywhere else, and the people of Fruita have been very intentional about fostering it.

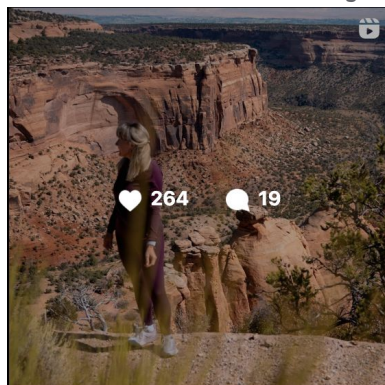
Colvita took on the creative strategy to ensure that the social identity paid tribute to the area’s roots - This quality of life for locals translates directly to the quality of experience for visitors. In Fruita, guests are treated like locals, and they’re encouraged to immerse themselves in public lands and given warm welcomes. We wanted their social to feel as the same experience as if they were entering the town.



Page Revamp



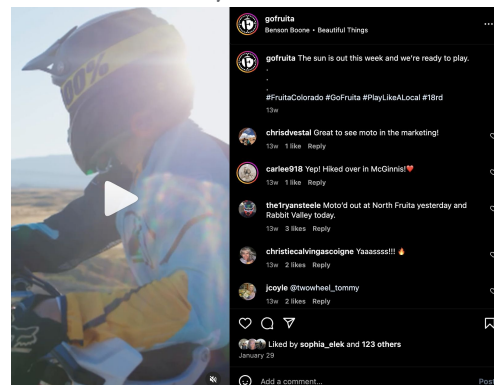
Play Like a Local Video Series



Influencer Campaign



Event Series



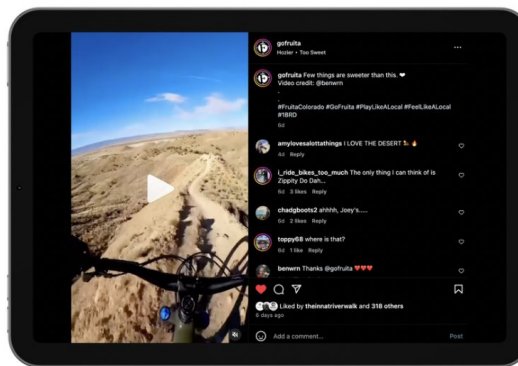
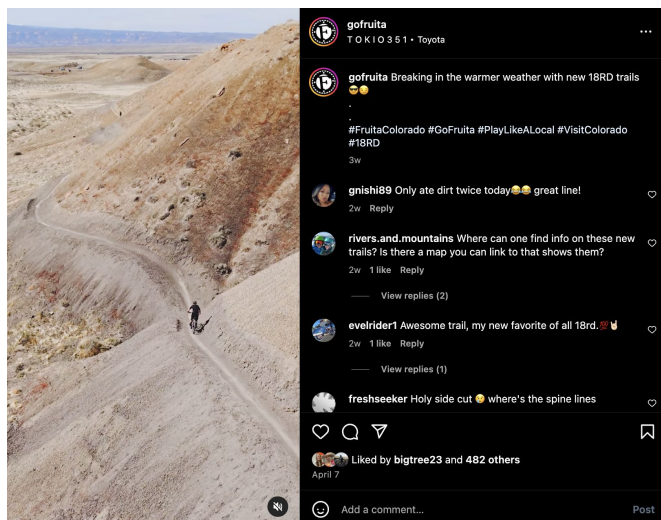
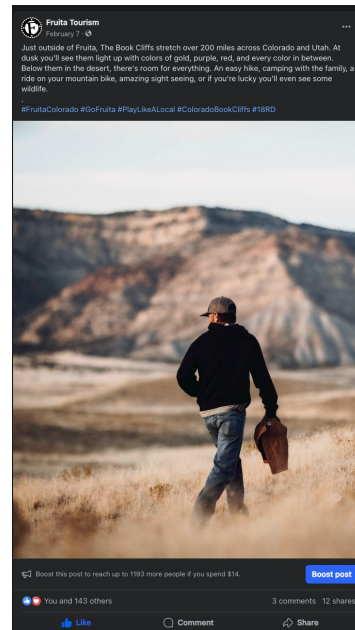
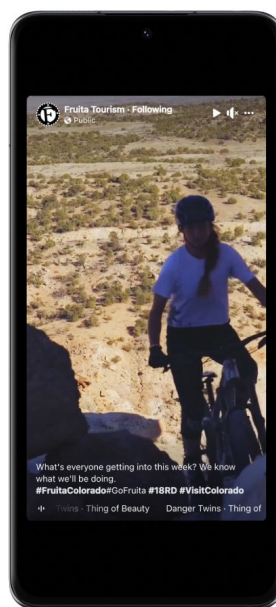
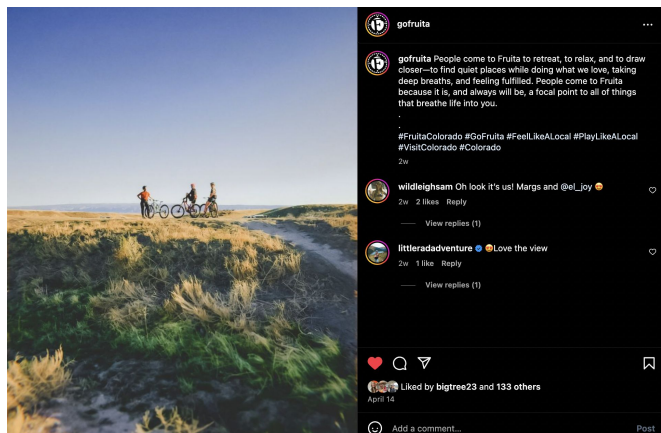
Play Like a Local Video Series

City of Carlton
Tourism Committee

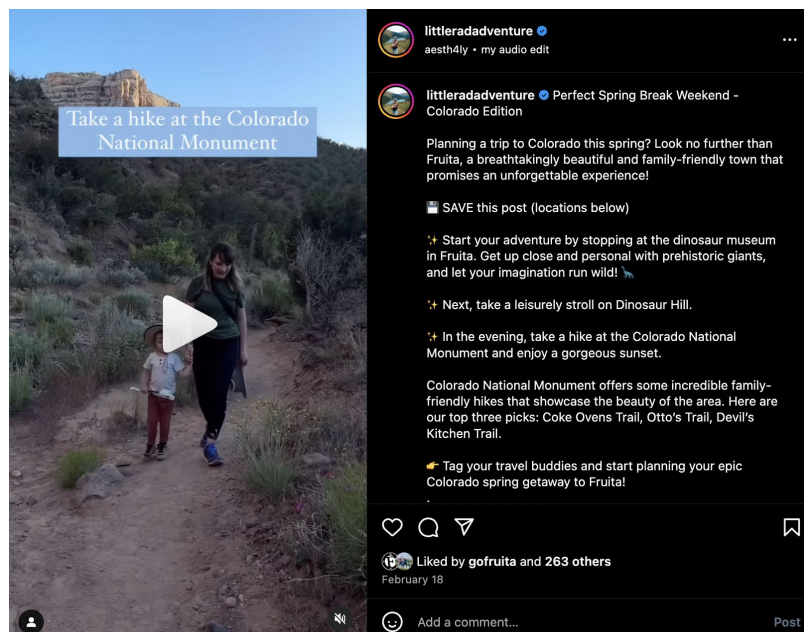
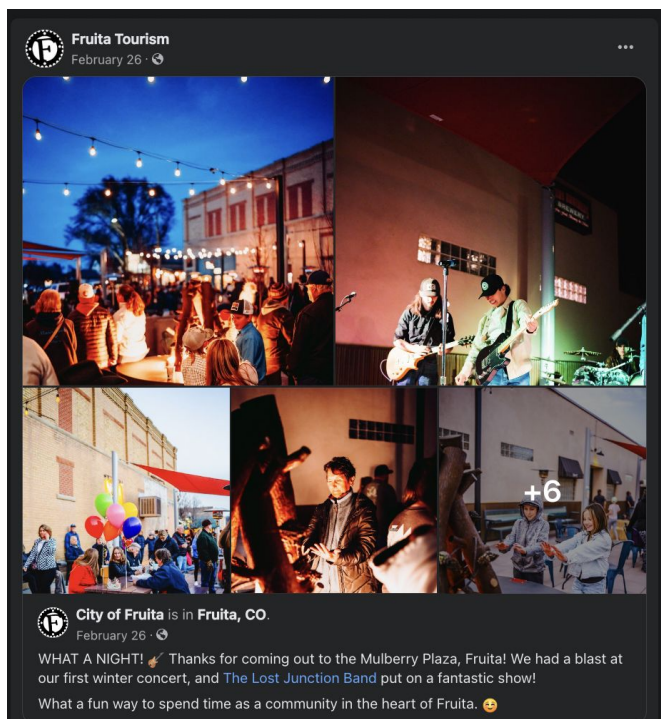
Visit Fruita

RFP Social Media
Support Services

Enhance City of Fruita's social presence to update the identity, share campaign, spread awareness.



Increase in growth by 303% since Colvita took over.



City of Carlton
Tourism Committee

Carbon County, Utah

RFP Social Media
Support Services

Social Campaign Development, driven by a refocus on tourism becoming a county economic driver.

Carbon County, located midway between Salt Lake City and Moab, forms the picturesque Carbon Corridor, offering easy access to the renowned San Rafael Swell in Emery County. This diverse region serves as an ideal home base or a convenient stop, appealing to a broad range of interests. Carbon County envisions a transformed landscape, with tourism emerging as a key industry that capitalizes on its rich history. The focus is on offering attractive downtown experiences, access to outdoor wonders, prehistoric adventures, and updated camping and lodging options. This strategic development aims to shift Carbon County from a mere pass-through to a vibrant basecamp destination.

COLVITA BELIEVES:

The category is overfocused on what we do and what we offer. Carbon County can differentiate by speaking to the root of why you travel.

There's an opportunity for Carbon County to speak to what the visitor feels when they come, not as a replacement to presenting and providing the assets, but alongside it.

THE PROBLEM

The Carbon Corridor is a stopping place on the way to another destination to fuel up for gas and let the dog out. This is causing short stops, and if they do stop overnight they do not explore beyond their hotel room or maybe to go out to dinner.

THE ASK

Position the Carbon Corridor as The Destination for overnight visitors for a multi-night trip throughout the year. A destination that is easy to get to and easy to walk in and enjoy.

THE POSITIONING:

Carbon County is the home base for an adventure-packed trip, being so close to many historical points, National/State Parks, and the unique offerings of our rural towns. To ignite a passion for cultural exploration/curiosity in the American Southwest.

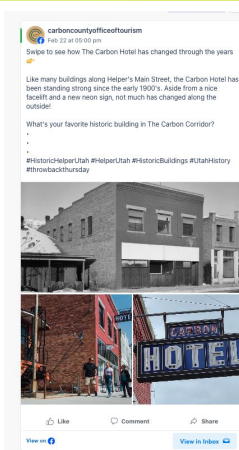
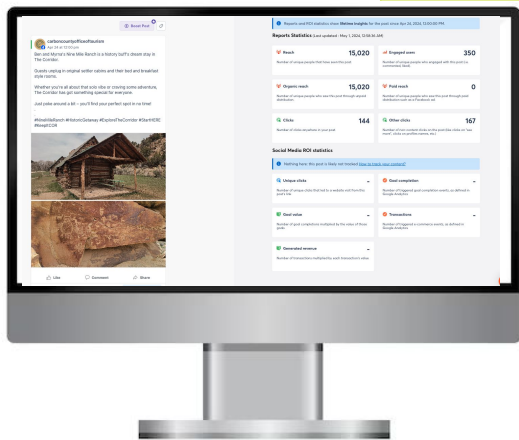


City of Carlton
Tourism Committee

RFP Social Media
Support Services

Carbon County, Utah

Social Campaign Development, driven by a refocus on tourism becoming a county economic driver.



Reports Statistics (Last updated: May 1, 2024, 7:46:53 AM)

Reach	11,301	Engaged users	503
Organic reach	11,301	Paid reach	0
Clicks	369	Other clicks	155

Social Media ROI statistics

Unique clicks	Goal completion
Goal value	Transactions
Generated revenue	

COLVITA
CREATIVE

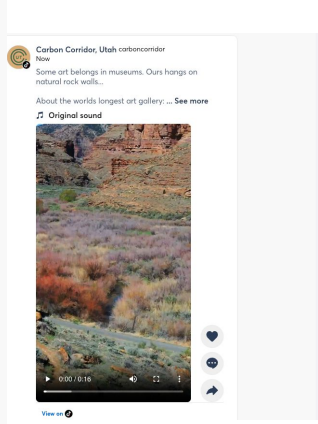
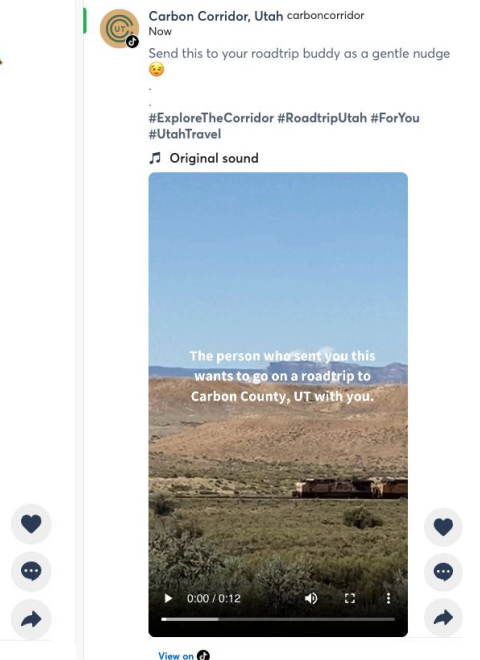
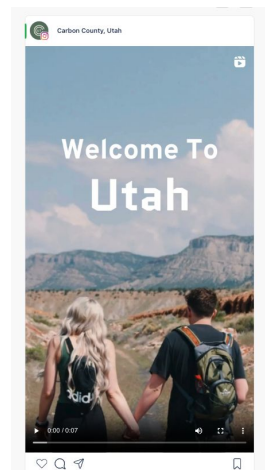
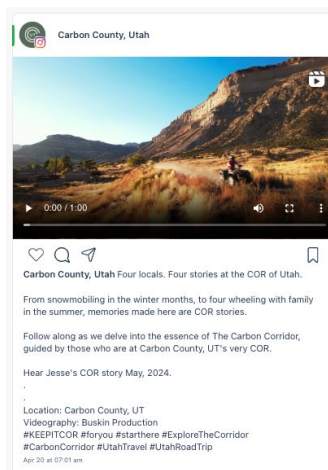


Reports Statistics (Last updated: May 1, 2024, 7:47:08 AM)

Reach	8,682	Engaged users	220
Organic reach	8,682	Paid reach	0
Clicks	6	Other clicks	169

Social Media ROI statistics

Unique clicks	Goal completion
Goal value	Transactions
Generated revenue	



Reports Statistics (Last updated: May 1, 2024, 2:03:36 AM)

Reach	3,507	Video completion rate	26.9%
Video replays	4,663	Watched Fully	407
Engagement	184	Impression	8,170
Likes	167	Comment	3
Share	14		

Social Media ROI statistics

Unique clicks	Goal completion
Goal value	Transactions
Generated revenue	

We just began work on this social account in March of 2024, although we have seen an increase in engagement, followers and website traffic, it is still being monitored for true community impact.

City of Carlton
Tourism Committee

RFP Social Media
Support Services

The Inn at Riverwalk

Social Campaign Development *motivated by business rebrand.*

The Inn at Riverwalk is a family-owned, independent hotel located in the coveted Vail Valley of Colorado. It has been operating for more than 25 years, and is the only hotel in the city of Edwards. It was remodeled in 2017, and the establishment was in need of a branding refresh to match its updated look and accommodations. Our firm's involvement with this client has spanned everything from PR campaigns, ideation on additional hotel offerings and implementation, all the way to daily management of its marketing organic social media channels. All of these platforms and marketing areas operate off of the brand identity we established for them, following our creative process.

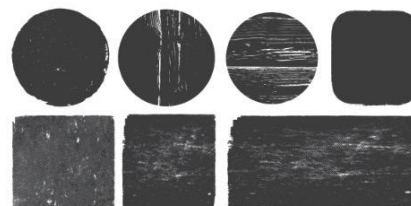
Below we highlighted our success on their organic channels which includes influencer management, video creation, community partnerships, an ambassador partnership with a U.S. Ski Team athlete, event coordination both on-premise and off premise, PR, community outreach, and more.



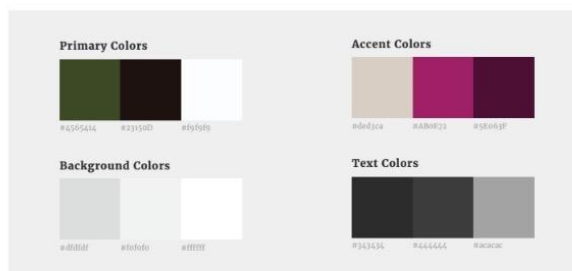
SOCIAL MEDIA ICONS



TEXTURES



BRAND ASSETS

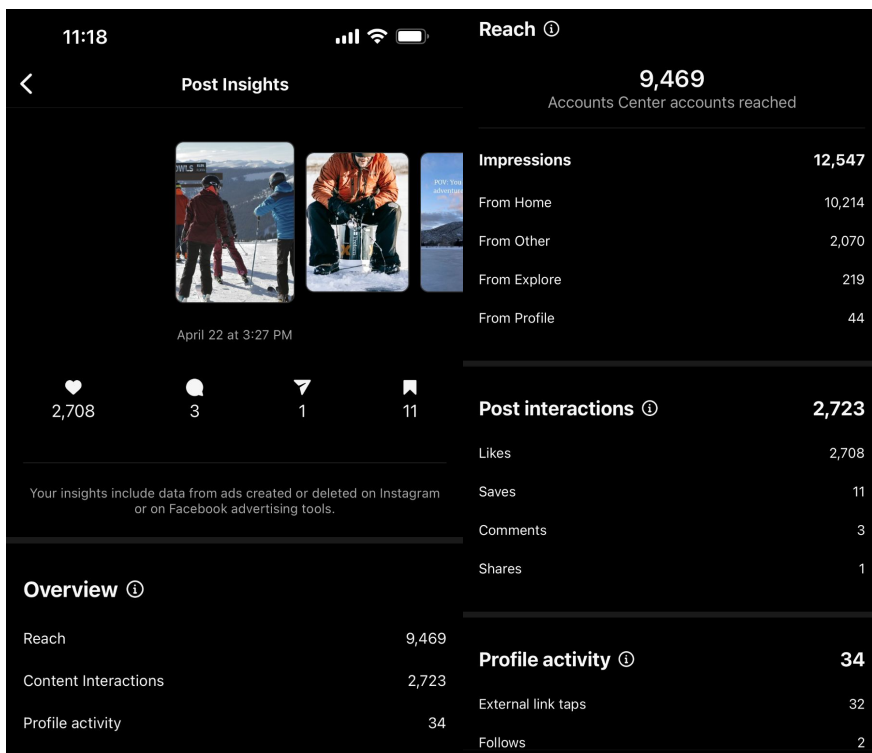
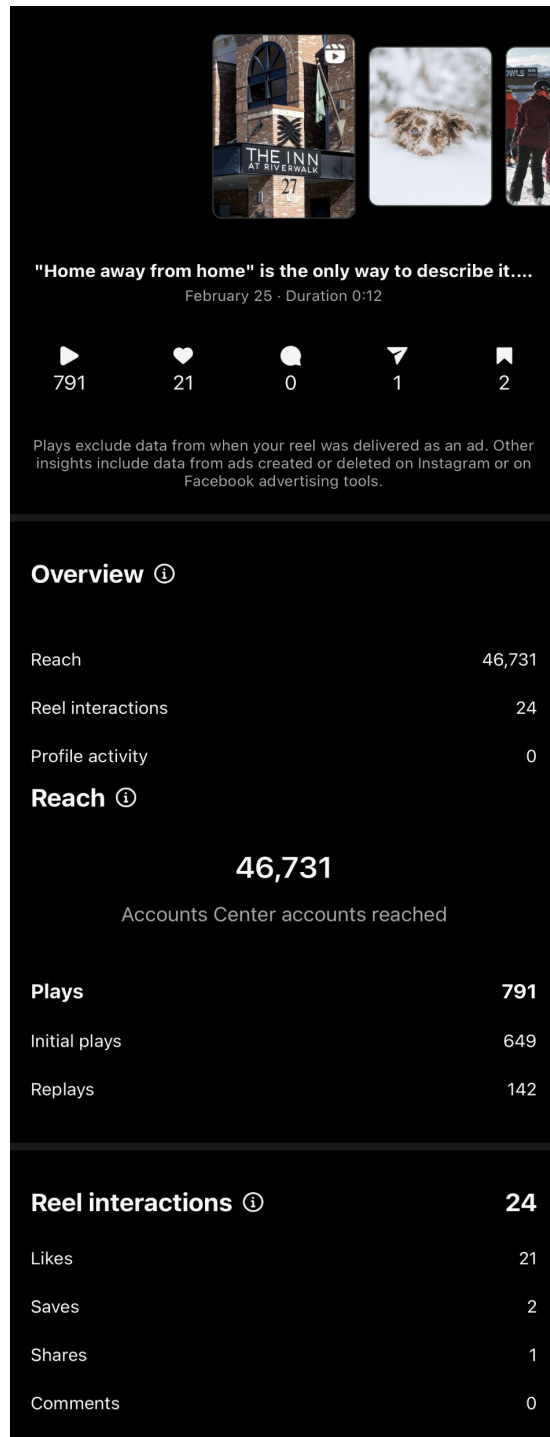
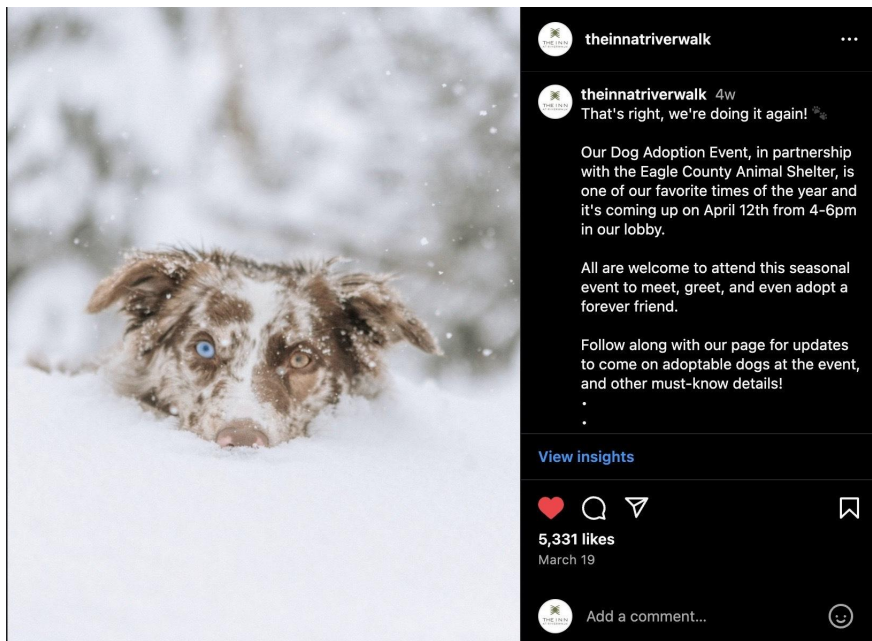


City of Carlton
Tourism Committee

RFP Social Media
Support Services

The Inn at Riverwalk

Social Media Campaign Development
motivated by business rebrand.



City of Carlton
Tourism Committee

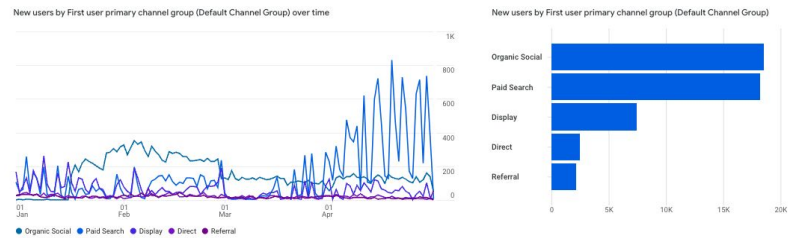
Sierra Blue Hotel & Swim Club

RFP Social Media
Support Services

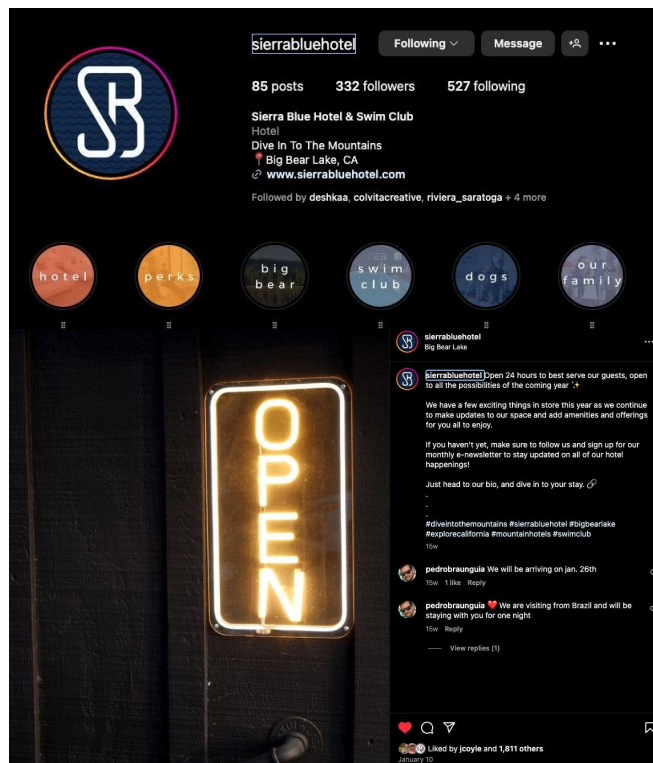
Social Media Campaign Development
motivated by the need for digital exposure.

Nestled in the heart of Big Bear Lake, California - a place known for its abundant nature and outdoors, the historic Pacific Crest Trail, and a place for those residing in busy LA to escape to for fresh mountain air - is Sierra Blue Hotel & Swim Club. Once an outdated space with a questionable reputation, it's not under new ownership and has had new life breathed into the space while still paying homage to its vintage roots.

Last year, the hotel turned to Colvita to help them with their organic social media campaign creation from scratch, as they had only the start of an account and barely any only presence. We worked with management to complete a brand envisioning and research identity phase, resulting in a full branding suite and campaign that now plays out across all paid and organic media channels that we facilitate. Their organic social media has been their highest success rate with website traffic and conversions to the hotel property. It has received the attention of influencers, photographers, media and community partners. We just began efforts, and are looking forward to continued success.



We are proud to note that Organic Social is their #1 Website Traffic Driver in 2024



City of Carlton
Tourism Committee

Sierra Blue Hotel & Swim Club

RFP Social Media
Support Services

Social Media Campaign Development
motivated by the need for digital exposure.

February 7 at 4:00 PM

234 0 1 7

Your insights include data from ads created or deleted on Instagram or on Facebook advertising tools.

Overview

Reach	5,812
Content Interactions	242
Profile activity	4

Reach

5,812
Accounts Center accounts reached

Impressions	7,997
-------------	-------

Post interactions

Likes	234
Saves	7
Shares	1
Comments	0

February 26 - Duration 0:05

988 5 0 0 0

Some of our favorite words start with the letter "S": ski...

Plays exclude data from when your reel was delivered as an ad. Other insights include data from ads created or deleted on Instagram or on Facebook advertising tools.

Reach

21,075
Accounts Center accounts reached

Initial plays	887
Plays	169
Replays	101

Overview

Reach	21,075
Reel interactions	5

Reel interactions

Likes	5
-------	---

Insights

Apr 1 - Apr 30

Accounts reached	1.3K	+237.8%
Accounts engaged	244	+559.5%
Total followers	332	+2.8%

Overview

Reach	1,565	Higher than typical
Impressions	1,888	Higher than typical
Interactions	209	Higher than typical

Reach

From paid	1,526
From organic	35

Interactions

Likes	209	Higher than typical
Comments	0	Typical
Shares	0	Typical
Saves	0	Typical

Audience

Age & gender

Age Group	Women	Men
18-24	~1%	~1%
25-34	~5%	~5%
35-44	~8%	~8%
45-54	~10%	~10%
55-64	~15%	~15%
65+	~20%	~20%

Feed preview

Instagram

sierrabluehotel
Big Bear Lake

sierrabluehotel The duality of nature, at its finest 🌲

View post on Instagram

New contacts

75 ↑ 212.5%

0 from ads

Nov 1, 2023 - Apr 30, 2024

Instagram follows

129 ↑ 360.7%

City of Carlton
Tourism Committee

Riviera Motor Lodge

RFP Social Media
Support Services

Rebrand and Campaign Development,
motivated by business remodel.

Saratoga, Wyoming is an undiscovered outdoor haven that attracts hikers, fisherman, snowmobilers, and scenic seekers, and Riviera Motor Lodge is the perfect place for travelers and outdoor adventurers to rest their heads after a day of exploring the wild wilderness of this area. Riviera recently underwent a remodel that called for a brand new identity and marketing plan to represent its riverfront location, close proximity to hot springs and local shops/restaurants, comfortable rooms and fully stocked Gear Garage in the best way possible.

Colvita took on the creative strategy and much of the creative direction during the remodel, concepting it from the ground up and researching the history to ensure that the new brand identity paid tribute to the area's roots - known by many locals as "the place where the fish jump on Main Street." Our aim was to position the lodge as not only a hotel, but a valuable resource and thought leader on tourism in the area.



HIGHLIGHT COVER #1



HIGHLIGHT COVER #2



HIGHLIGHT COVER #3



HIGHLIGHT COVER #4



HIGHLIGHT COVER #5



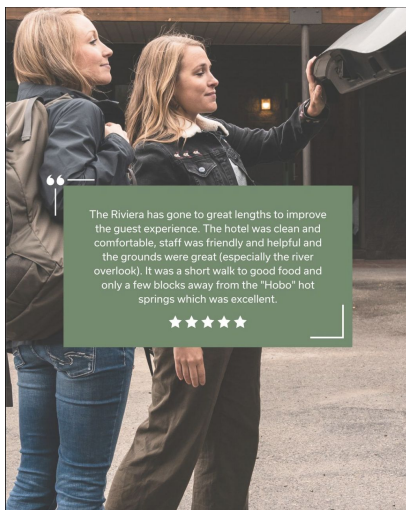
Acceptable to place logo on photo if background is clean and proper clear space is used.



Not acceptable to place the logo on a busy background.



If a busy background is unavoidable, use the secondary logo.



The Riviera has gone to great lengths to improve the guest experience. The hotel was clean and comfortable, staff was friendly and helpful and the grounds were great (especially the river overlook). It was a short walk to good food and only a few blocks away from the "Hobo" hot springs which was excellent.

★★★★★



CMYK: 62/30/5/8
RGB: 110/140/107
HEX: 6e8c6f

RIVIERA GREEN



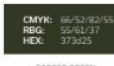
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RGB: 35/31/31
HEX: 231120

BLACK



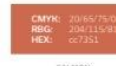
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HEX: ffffff

WHITE



CMYK: 46/52/20/55
RGB: 120/80/52
HEX: 373a25

FOREST GREEN



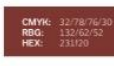
CMYK: 20/55/75/0
RGB: 204/115/91
HEX: ce7351

SALMON



CMYK: 6/6/6/0
RGB: 236/233/231
HEX: eae9e7

LIGHT GRAY



CMYK: 32/78/76/30
RGB: 120/80/52
HEX: 231120

RUST RED



CMYK: 28/62/22/22
RGB: 147/104/171
HEX: 93669e

CREEK BLUE



CMYK: 20/60/50/15
RGB: 175/171/158
HEX: afa9a6

TAUPE

City of Carlton
Tourism Committee

Riviera Motor Lodge

RFP Social Media
Support Services

Rebrand and Campaign Development,
motivated by business remodel.



Adventure



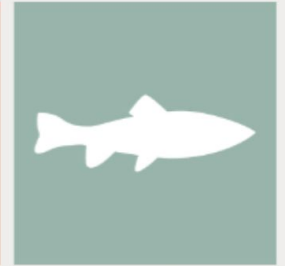
Location/Map/Saratoga



Views

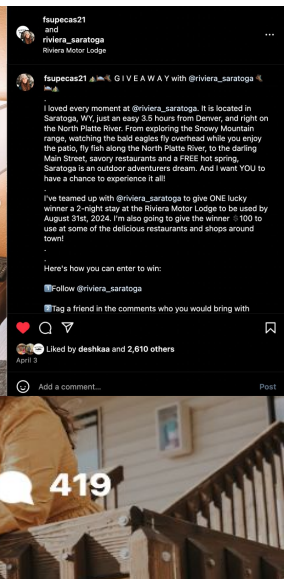
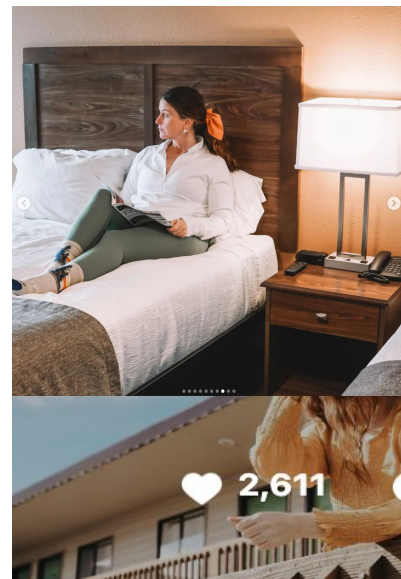
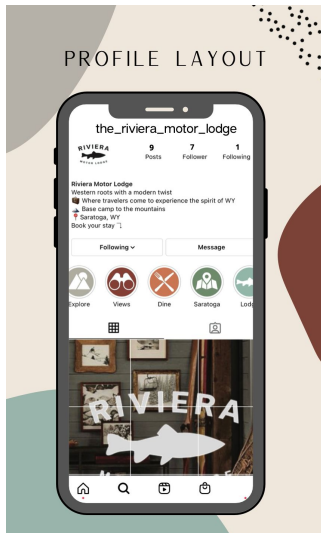


Food



About the Lodge / Riviera Lodge

COLVITA
CREATIVE



REFERENCES

COLVITA
CREATIVE



City of Carlton
Tourism Committee

RFP Social Media
Support Services

REFERENCES

“Colvita Creative has helped to bring the Gunnison Crested Butte brand to life across the paid media landscape. They have developed plans to reach our desired customers through a targeted approach saving impressions and money for the most qualified leads. They help us to analyze, present and act on data throughout our campaigns. They continue to exhibit a collaborative approach in our decision making.”

-Andrew Sandstrom

Andrew Sandstrom

Gunnison Crested Butte Tourism & Prosperity Partnership:
Marketing Director

Phone: (720) 220-5700

Email: sandstrom.andrew@gmail.com

Current client for close to 10 year. Scope of work has included a complete brand ecosystem build upon beginning of partnership, brand research and development, integrated media strategy and digital media management, SEO, brand partnership strategy and facilitation, and multiple creative ad campaigns. NOTE: We do not run Organic Day-to-Day Social, we help facilitate their organic boosted campaigns, organic social media influencer campaigns and support organic efforts. We listed them because they are a true representative of how we work, and been a long time partner.

Matt Tabor

The Inn at Riverwalk, *General Manager*

Phone: (941)730-8945

Email: mtabor@innatriverwalk.com

Current client, full in-house marketing scope including rebrand and campaign development since 2017. Other services include social media management, digital media strategy and management, email marketing, SEO, blogs, website development and management, and full creative development.

John Evans

Riviera Motor Lodge, *Owner*

Phone: (970)331-6201

Email: jvevans.co@gmail.com

Current client, full in-house marketing scope including a rebrand and brand identity campaign in 2022 to align with business remodel. Other services include social media management, digital media strategy and management, email marketing, website management, and full creative development.



City of Carlton
Tourism Committee

RFP Social Media
Support Services

Additional Social Media Work

Other client social media work over the years that we are proud of!



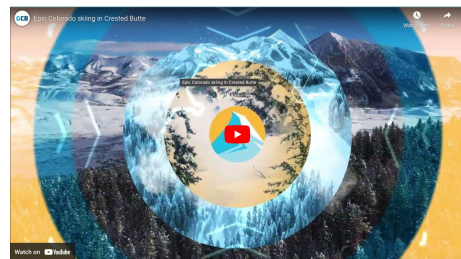
Influencer Campaign: Gunnison Crested Butte Tourism



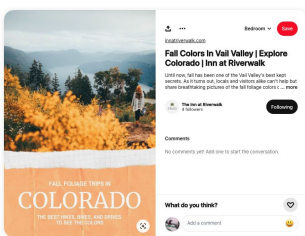
Boosted Ads: Glenwood Hot Springs Resorts, CO



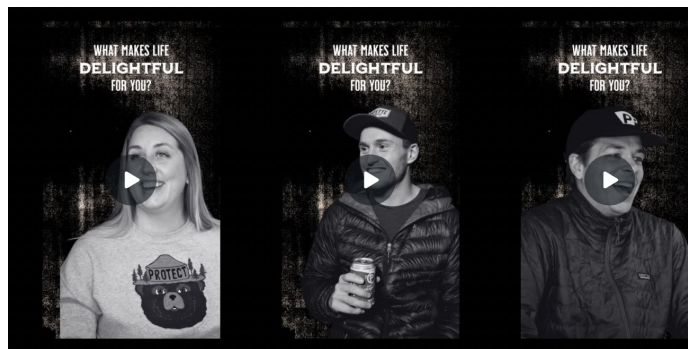
Influencer Campaign: Payette Brewing Company



YouTube Video Series: Gunnison Crested Butte Tourism



Pinterest: Inn at Riverwalk



Organic Social Media Product Launch Video Series: Payette Brewing Company



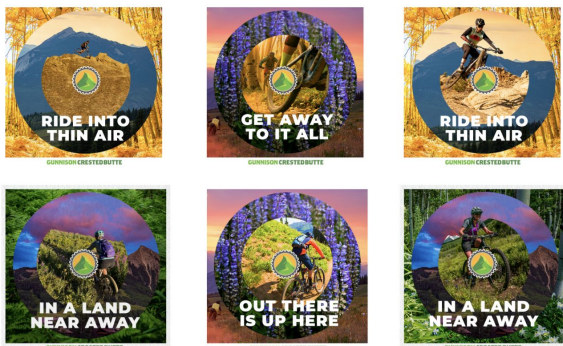
Recruitment Boosted Social Ad: Ute Water



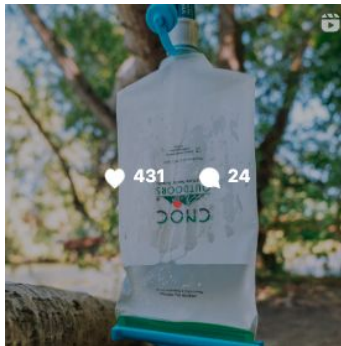
Merch Boosted Social Ad: Runaway Beer Company



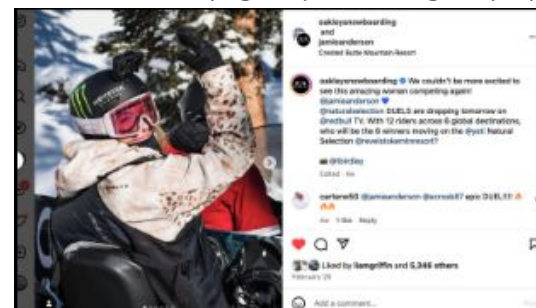
Influencer Campaign: Payette Brewing Company



Social Carousel Frames: Gunnison Crested Butte Tourism



Organic Social Management: CNOC Outdoors, OR



Natural Selection Event with Red Bull Media: Gunnison Crested Butte Tourism

FEE SCHEDULE



COLVITA
CREATIVE



City of Carlton
Tourism Committee

Proposed Fee Schedule

RFP Social Media
Support Services

Platform/Task	Monthly Cadence	Hourly	Monthly
Instagram	6	\$100	\$400
Facebook	8	\$100	\$400
Reels	1/Week	\$120	\$550
Stories	Up to 3/Day	\$65	\$225
Paid Media Management (Boosted Posts)	\$100 Suggested Monthly Spend	20% of Spend	\$120
Tracking & Pixel Placement +Reporting		\$100/Hour	\$100
Account Strategy/Consultation/Account Administrations	3 Hours/Month: B-Weekly Status/Quarterly Tourism Meetings	\$120	\$360
MONTHLY SUGGESTED TOTAL:			\$2,155

THANK YOU!



COLVITA
CREATIVE

Contact Info:

Jill Coyle
President

jill@colvitacreative.com
(916) 396-5966 cell

1519 W Main Street
Boise, ID 83703



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Social Media Support Services



**Prepared by
Servtec**



**Prepared for
City of Carlton**



Introduction:

Servtec, a distinguished staffing organization headquartered in Sugarland, Texas, is delighted to present this proposal for social media marketing support services to promote tourism and enhance website traffic for the City of Carlton. With a proven track record of delivering exceptional talent and customized solutions across various industries, Servtec is committed to leveraging our expertise to meet the diverse needs of our clients.

Project KPIs:

Servtec proposes to collaborate with the City of Carlton to achieve the following objectives:

- Promote tourism through engaging social media content on platforms such as Facebook and Instagram.
- Increase website traffic through targeted social media campaigns and strategies.

Work Scope:

Facebook

- 50% created content and 50% of the reposts by the contractor
- Post according to the research about the reach
- Email to communities to keep hammering them
- Checking in monthly for local events
- Proper utilization of platforms for engagement
- Media spending according to the allocated budget
- Proper designing of posts with logos
- Use licensed photos
- Proof reading of content before posting
- Stats Report

Instagram

- 1 post and 1 story adapted for Instagram
- CTA will include the <http://visitcarlton.com/>
- Post according to the reach
- Respond to queries and manage community
- Use licensed pictures

Experience and Expertise (Clients Details):

Servtec boasts extensive experience and expertise in social media marketing, demonstrated through successful collaborations with a diverse portfolio of clients over the past five years:

- **USelect Flights:** We have been doing social media marketing and SEO for USF, a UK based company.
- **Illaya Jewelry:** Illaya Shop is a US based online Jewelry store. We cater them for Social Media Marketing and SEO.
- **Easy Step Flooring:** ESF is a UK based company for which we have done Social Media Marketing.
- **Nupac:** We have created the Website for Nupac Canada.
- **Boston Neurobehavioral Associates:** We have been designing Social Media Artworks for BNBA and doing Ads for them.
- **Remote Source:** We have created the website for Remote Source UK.

We have successfully executed similar projects, driving tangible results for our clients.

Required details:

1. Social Media Marketing Approach: We have an experience of using social media platforms for organic and inorganic growth. We have been successfully doing this for clients in order to reach the potential audience and generating sales qualified queries.

2. Familiarity with Social Media Systems: We use different research tools and the social media self-platform tools to utilise the platforms.

3. Client Advice and Recommendations: Organic Social media marketing requires patience for growth and inorganic is a faster approach. We have the high ratio of satisfied clients in both the scenarios.

4. Training and Development: Our staff goes through on going certifications and trainings to stay updated about the latest social media trends

5. Monitoring and Reporting Procedures: We do periodic reporting by certain tools and certain questionnaires



6. Key Staff Members: Creative team members are assigned with the designing tasks; the content team writes the copies and captions for the posts. The community managers handle the queries and the client servicing manager bridges between the client and the team.

Qualification of the team:

Our dedicated team of professionals comprises experts in social media marketing, content creation, community management, and client servicing. Each team member brings over five years of experience to the table and is committed to delivering excellence in service.

Charges:

We cannot charge this on a per hour basis as this will be difficult to track against the efforts required. We can offer a monthly retainer of \$1,950 per month.

Conclusion:

In conclusion, Servtec is excited about the opportunity to partner with the City of Carlton to promote tourism and enhance website traffic through strategic social media marketing initiatives. We are confident that our expertise, experience, and dedication will contribute to the success of this project.

Thank you for considering our proposal, and we look forward to the opportunity to collaborate with you.

A handwritten signature in black ink, appearing to read "Shoaib", with a long horizontal flourish extending to the right.

Shoaib M.

Senior Business Manager | Servtec

Email: shoaib@servtec.co





MARKET RESEARCH

The foundation of a business is proper research. We have experts to look for all the information you need to initiate and operate a business effectively and efficiently.



BRAND DEVELOPMENT & LAUNCH

Every brand has a unique visual appearance and personality which makes it stand apart. We develop this identity by creating core values and come up with ways to develop a powerful market image and positioning.



GRAPHIC DESIGNING

We aim to develop and deliver phenomenal creative commercial content across various platforms. A combo for illustrations, typography and infographics are used to communicate the message efficiently.



PRINTING & PACKAGING

Visual appearance of a product or service is the considered one of the most essential factor which can influence a purchase decision. We strive to develop exceptionally beautiful packaging for your products/services.



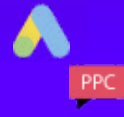
SOCIAL MEDIA MARKETING

The global landscape of operating digitally change every day. We help a brand to start strong on digital fronts to ensure steady growth & expansions to new markets and to explore new opportunities.



WEB & APP DEVELOPMENT

A website and an app is essential to build a strong online presence. We use multiple languages and platforms to design and deliver intriguing websites, apps & E-commerce platforms to further enhance your brand's footprints.



GOOGLE ADWORDS AND PPC

We aim to get maximum ROI on your paid advertisements. We wisely plan Google ads to show you that your business can grow in a jiffy. We deliver PPC services within your budgets and aim to utilize them efficiently.



SEARCH ENGINE OPTIMIZATION & MARKETING (SEO/SEM)

We have a team of experts who closely monitor the real time changes in SEO algorithms. We are well aware about all methods & techniques to help you grow your business and receive maximum traffic & leads.



BRAND ACTIVATIONS

Through wide and global alliances, we have all the necessary expertise to carry out above the line and below the line activities to make sure that your brand gets the all the attention that it deserves from the correct audience



ONLINE PR & INFLUENCERS

We provide strategically sound and creative public relation services. We develop campaigns, concepts and engage influencers according to your brand's image



PHOTOGRAPHY & VIDEO PRODUCTION

We are equipped with state of the art equipment, softwares, studios, supported by highly experienced team for visual arts, VFX, editing, shooting, sound design and talent to produce great content.



VIDEO COMMERCIALS TV & DIGITAL

Effectively communicating a message can do wonders for any brand and with Origency, you will be getting just that. We have immaculate skills for ideation & execution to produce and publish great advertisements.



ANIMATION & 3D Modeling

We have a team of professional experts for 2D & 3D Graphics, VFX, modeling, and all other relevant content production services to convey the message in a precise and appealing manner.



EMAIL & SMS MARKETING

Using dedicated softwares & tools, we make sure that the right message reaches the right person to reap maximum benefits. We are equipped with massive data to deliver our content through SMS & Emails.



EVENT MANAGEMENT

From ideation to execution, we do it all for all sorts of events, be it - launches, fashion shows, corporate meeting, conferences, exhibitions, live events, training sessions, and all other events along with all supported services.

OUR SERVICES

OUR CLIENTS



OUR WORK



tripkarao



Trip to Maldives

Trip to Maldives

Duration: 5 days
Departure: 20th July 2023
Starting Location: Karachi

Starting from
Rs 300,000 / person

Deadline: 15th July 2023

www.tripkarao.pk

tripkarao



Trip To SKARDU

Rs: 120,000 / person

Starting Location: Karachi
Duration: 6 Days

www.tripkarao.pk

Monthly Internet
In just **₹ 999**



روشن
ROSHAN

20 GB | Available In
All Afghanistan

In just **₹ 120**



روشن
ROSHAN | Alpha.
BY ROSHAN

400 Roshan Minutes | Available In
All Afghanistan



JINNAH
AVENUE

THE ROYAL LIVING

COMING SOON



KINGS GRAND APARTMENTS

FACILITIES

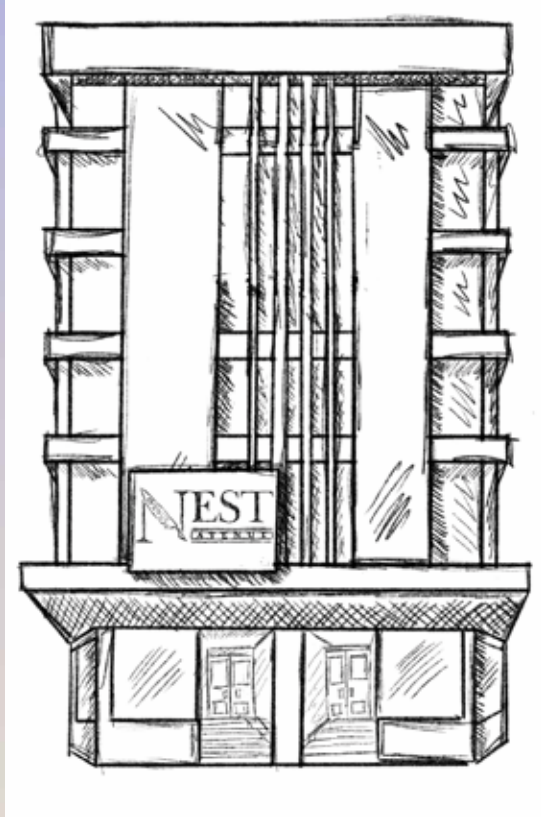
- First time Karachi 200 and 400 Feet
- Open space between two apartments
- Complete Boundary Wall
- Masjid
- Swimming Pool
- Branded Gym
- R.O Plant
- 24 Hour Electricity
- A Creek Vista Type Project For Middle Class
- Huge Park
- Lifetime Builder Maintenance



☎ 0312-3237777, 0311-1554647

🌐 www.kingsgroup.com.pk

📍 Adjacent to ASF tower & Al-Azhar Garden, Capital Society, next to ASF towers, Scheme 33



sketched art



final post

TARKAA

WE HAVE

FILLINGS

FOR YOU...



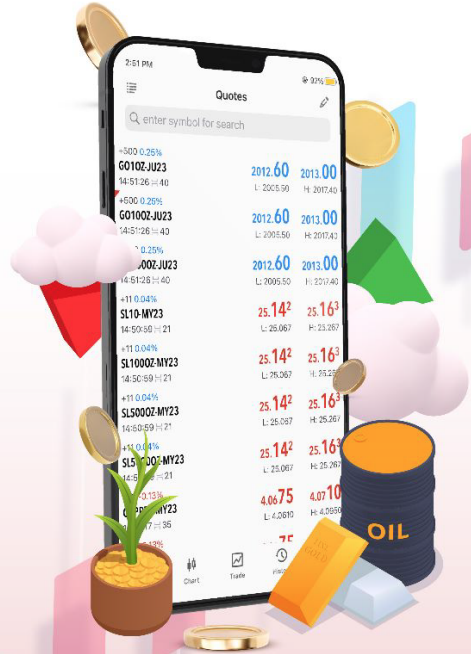
TARKAA

WE'LL HAVE YOU

WONTON

MORE





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Discounted Price



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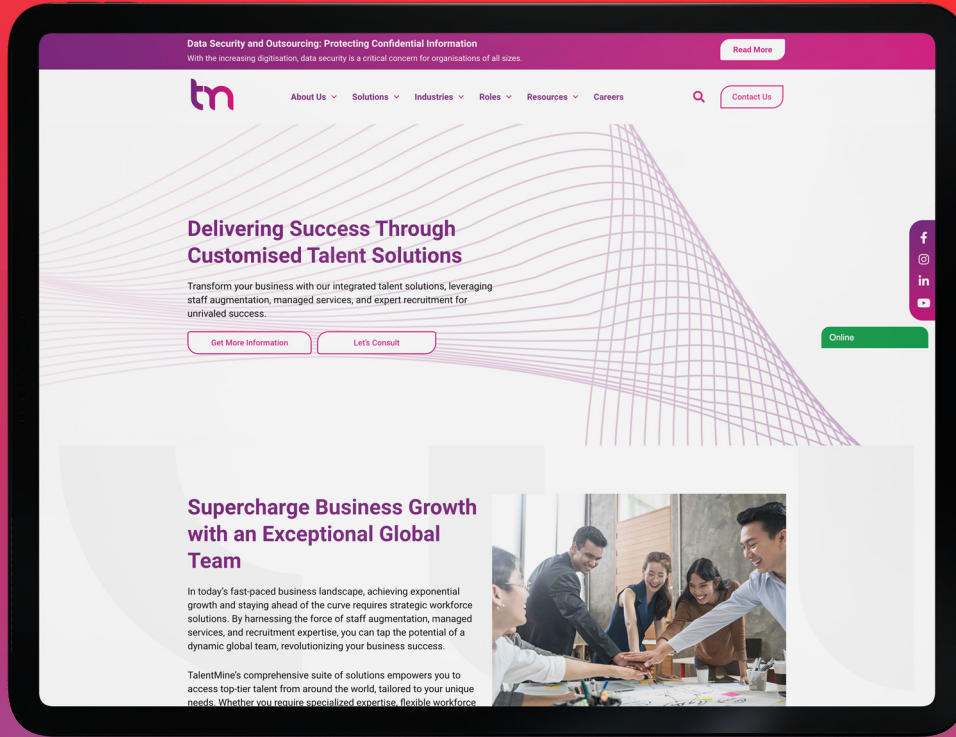


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Dubai
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As low as

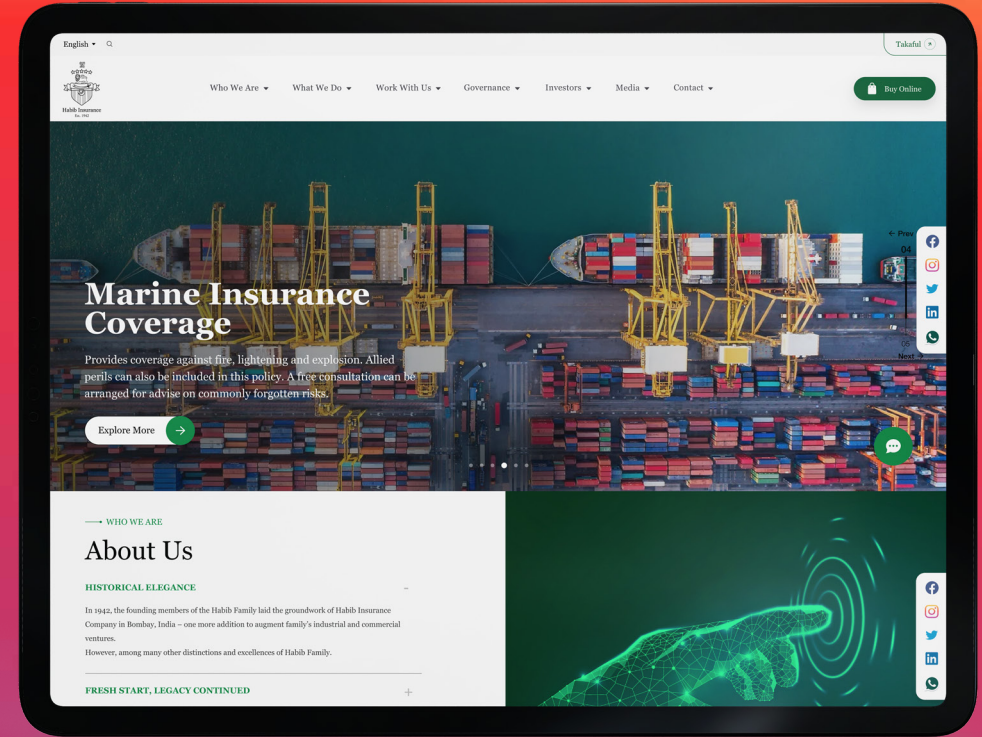


www.uselectflights.com

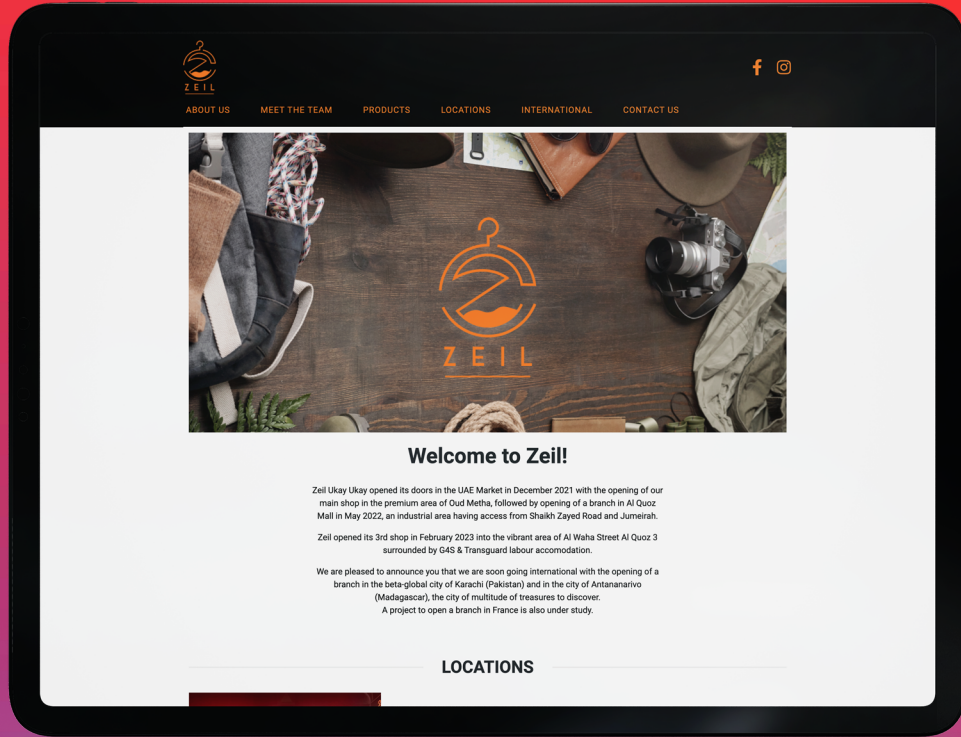
WEBSITES



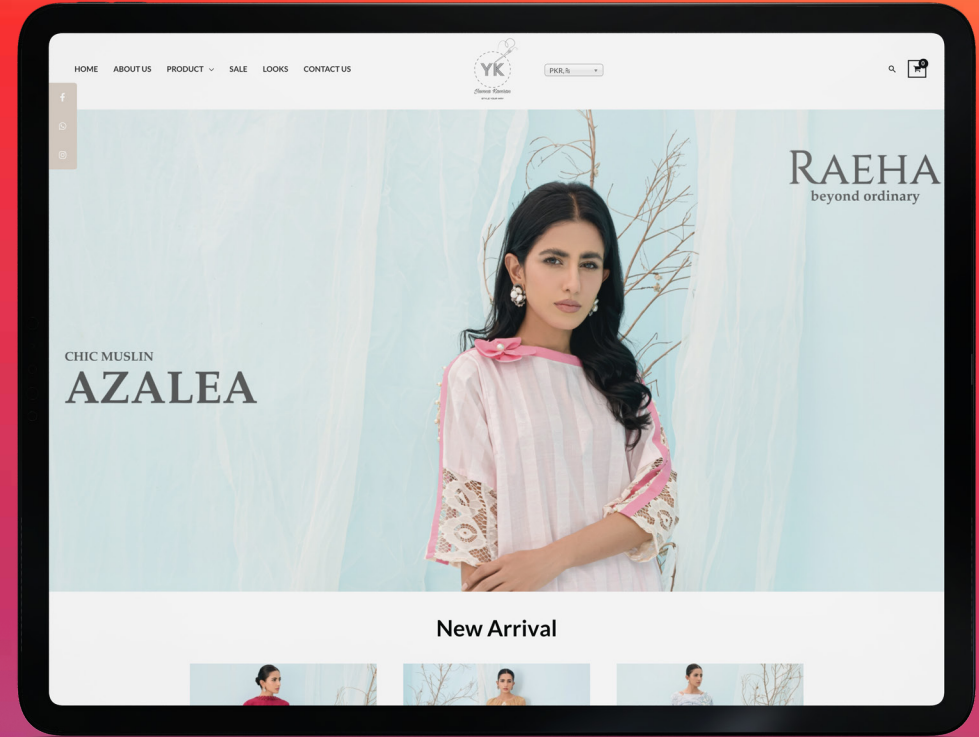
www.talentmine.co



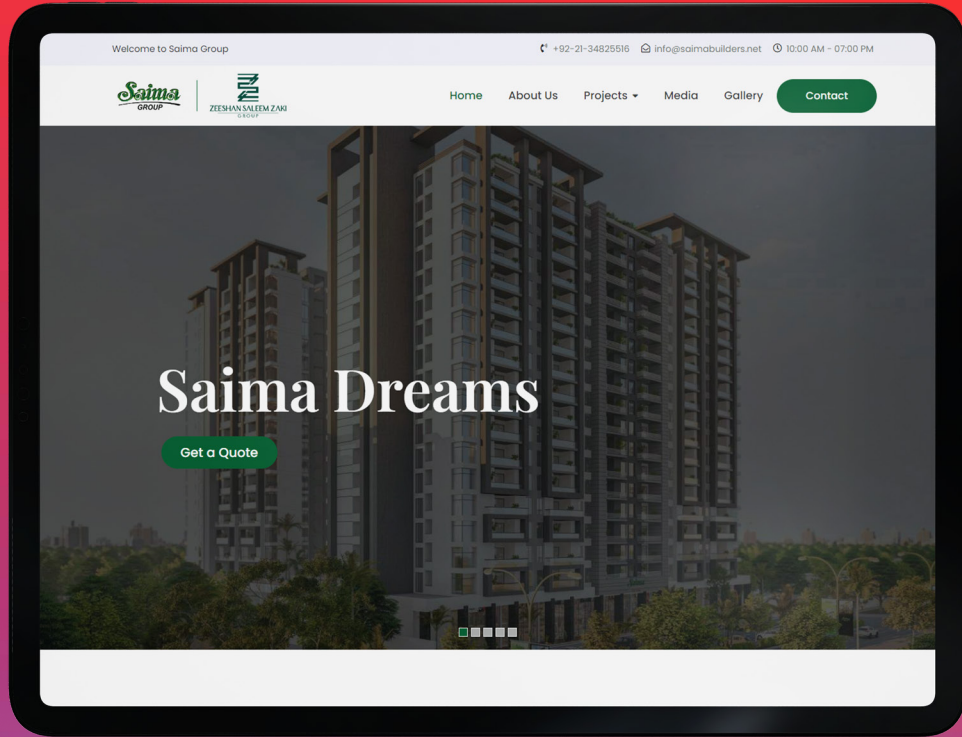
Habib Insurance (On-Going Project)



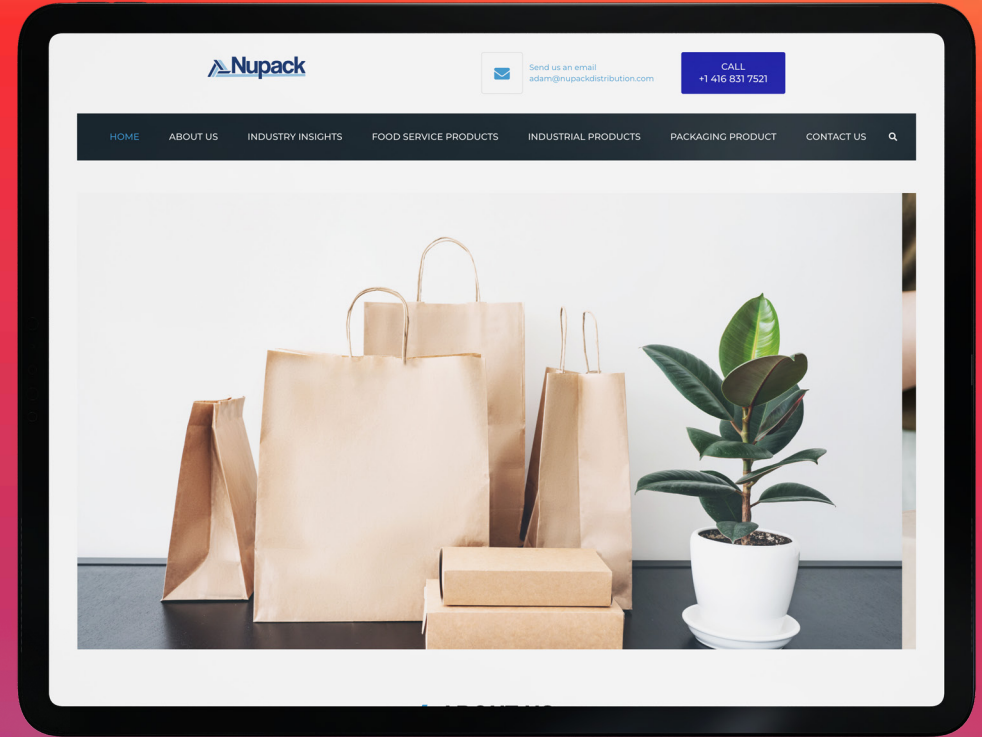
www.zeilgroup.com



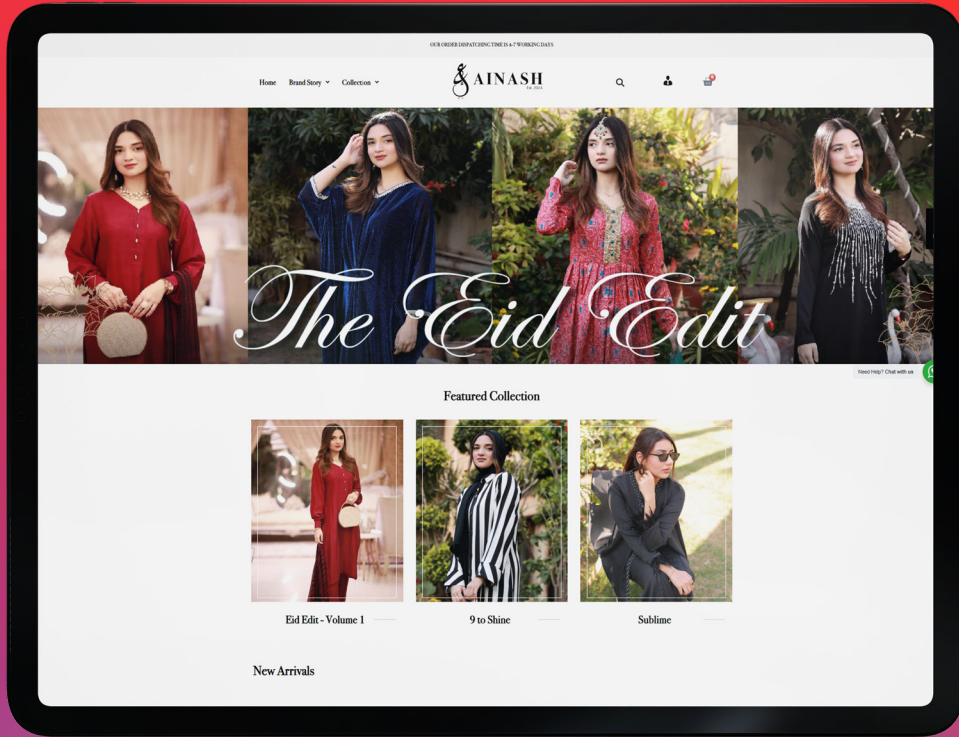
www.yumnakamran.com



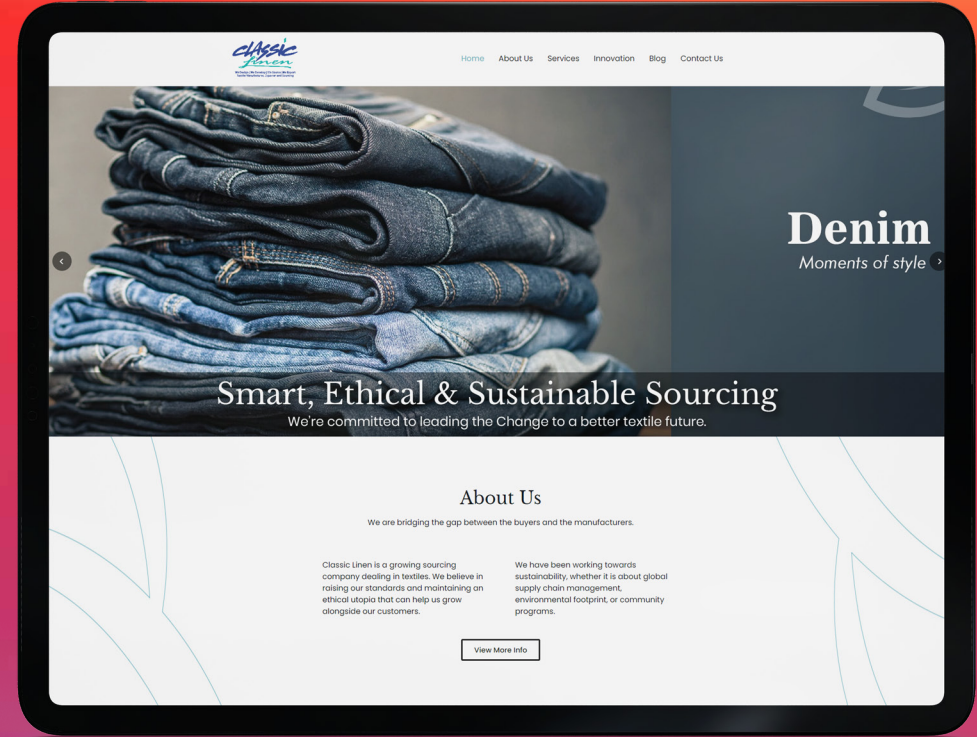
www.saimabuilders.net



www.nupackdistribution.com



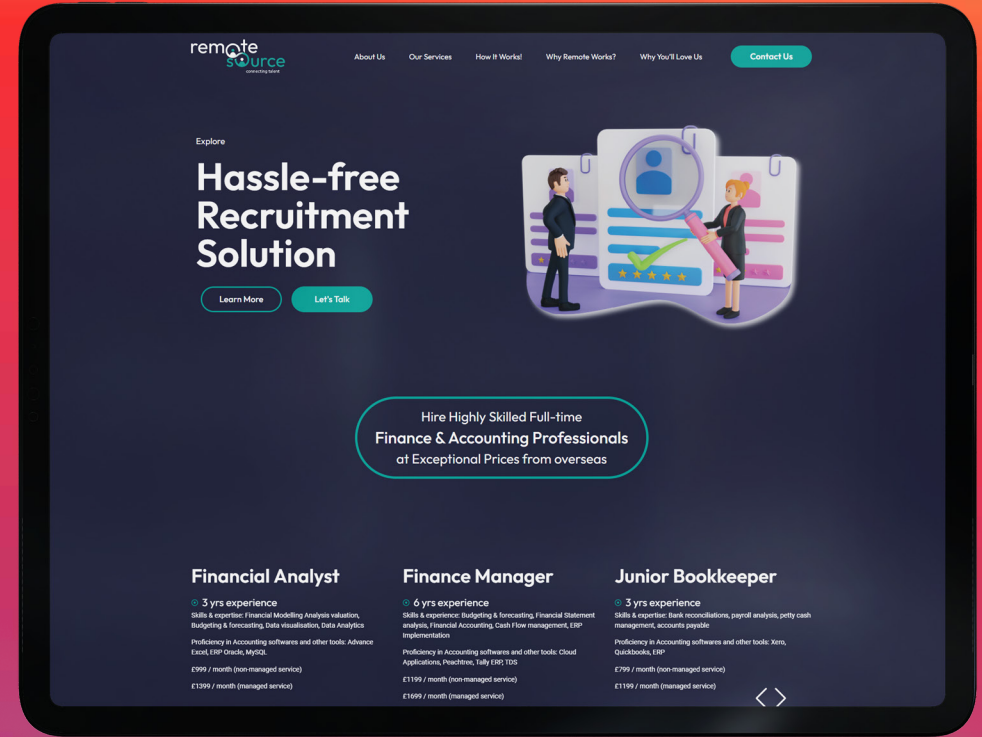
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