The previously submitted (revised) proposal doesn't change all that much. As mentioned, the scope of work isn't affected, just the frequency. Certain activities HAVE to be done, while others are optional.

For example, the website must be updated often, including the Events Calendar, News, Blog, and business/organization revisions, because it affects SEO and gives us content for social media. Media queries are timely and need to be submitted ASAP for PR/media hits. Social media is where we have the most flexibility because we can choose how often and where to post for maximum efficiency. At the rate you propose (approximately $1200 per month) you can expect original and shared posts on Instagram (LoveIrvington's most popular platform) several times per week, almost daily; shared posts (from appropriate businesses, etc.) on Facebook likely several times a day; Twitter posts (including participation in chats and shared and original content) at least weekly; and posts on Pinterest and Google Business to coincide with monthly blog posts.

Here is the original proposal, with slight revisions to include the above.

The previous campaign for Irvington included a vast amount of start-up marketing initiatives, from website development, logo design and research to PR, social media and more. Development of initial materials is quite time consuming and our team dedicated nearly 90 hours a month to create them. Once those materials are finalized, the campaign moves into either a growth or maintenance strategy.

We pursued a growth strategy because the accounts were new and generating awareness for the LoveIrvington website and social media was the priority. This is also a time consuming process (40-60 hours per month), as we actively worked to attract new followers by interacting with other social media accounts, frequently writing new website content for SEO purposes, and other awareness-generating activities.

A maintenance strategy can be deployed once the brand has a fair amount of awareness, and this is the strategy we recommend given the budget of $1,200 per month:

**One (1) topical****Blog****per month for the following reasons:**

1) Updates the website (the #1 place where we do our selling) with fresh content, which is crucial for SEO (search engine optimization) and Google rankings.

2) Gives consumers a reason to continually visit the website, looking for new information. Each time they visit the blog, they are likely to peruse other pages, such as the calendar and events pages, which compel them to visit.

3) Provides us with content and links for social media.

**Ongoing update of Events Calendar on the website**

As mentioned above, we want people to visit the site frequently. Having a current **calendar on LoveIrvington.com** of upcoming events keeps people coming back as they seek out things to do in town.

**As-needed update of website content** to keep the site current, including business listings and News (see below.)

**As-needed update of PR/News page on the website**

The **News page** provides objectivity and credibility and we will continue to update it as media articles are published. We will also respond to any media queries relevant to the Town.

**Social media posts**

Instagram is the platform that generated the most interaction for Irvington during the first campaign; hence, it is where we would focus our efforts for this campaign: original and shared posts several times per week (if not daily.) Share relevant (local business', etc.) content on Facebook at least daily. Twitter posts (including participation in chats or shared and original content) at least weekly. Post links to new blogs each month on Pinterest and Google Business.

To be clear, we recommend the Town implement all of the activities above and manage costs by allowing revision of the *frequency* of the initiatives. Kindly advise if anything needs further clarification. Thank you!

V/R

**Suzan French Gennace**
**NEW EMAIL**: SuzanGennace@FlackShack.com **|** 917-284-8523 **|** LinkedIn |www.FlackShack.com **|** Twitter