



ivcmedia

## Downtown San Diego Partnership - Proposal

# About IVC Media



At IVC, we specialize in helping government, corporate, nonprofit, political and public affairs clients manage their constituencies and deliver unique and effective multimedia communication campaigns.

We think of ourselves as an extension your team. This means that our role is to enhance the capabilities of the DSDP staff with our specialized expertise and technology.

With our focused and creative attention on your goals and objectives, our job is to make you look good. IVC Media is honored to present an overview of our capabilities and a proposed strategy to further grow the DSDP brand in key areas.

## MORE FEATURED CLIENTS



**Gold Pollie Award**  
Best Use of Facebook Advertising



**Reed Award**  
Website Excellence: Public Affairs Statewide



**Gold Pollie Award**  
Best Microsite



**Reed Award**  
Best Fundraising Email for Presidential Campaign

# Project Goal



Downtown San Diego Partnership serves a crucial role in coalescing downtown businesses, attracting and retaining new talent to the area, and making San Diego's urban core an attractive area to work and play.

Right now, there is a unique opportunity establish the DSDP brand as trusted messenger for all things downtown. As an award winning digital agency, we propose a five (5) month "trial" partnership.

Targeted online polling/surveys

Social media content creation and promotion

Graphic design and video production

Email and customer resource management

Long-term strategy for growing the brand of DSDP

# Project Objectives



Establish a stronger base of supporters (current residents and businesses in Downtown) to understand value of DSDP

Engage with new stakeholders through online ads and posts that include the brand video, community events, fun news, interesting facts about Downtown, etc.

Educate all audiences on important issues, including the growth of Downtown San Diego

## Present Downtown Residents/Professionals

Engage the community

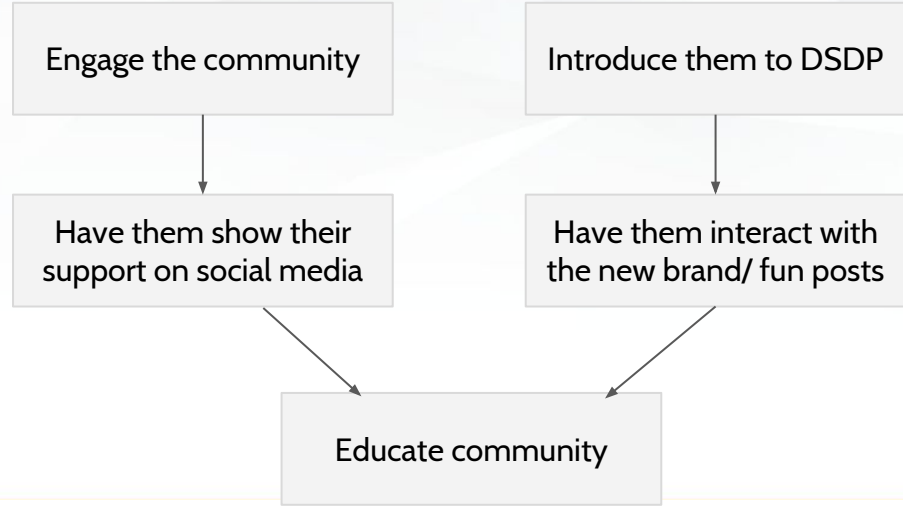
Have them show their support on social media

## Potential Residents/Businesses

Introduce them to DSDP

Have them interact with the new brand/ fun posts

Educate community



# Approach



We will work with the DSDP team to test messaging, target audiences, and engage with our audience.

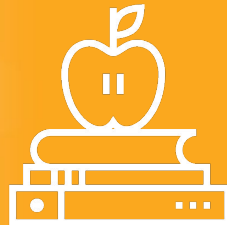
## Targeting

Identify audiences that are and would be interested in the messaging/brand of DSDP



## Education

Work with DSDP team to develop key messages that translate across various mediums.



## Action

Get people to participate in online survey, social media, events, become supporters, etc



## Analysis

Utilize data analytics and community feedback to optimize costs, messaging, and track progress.



# Approach: Targeting



We will make sure that the right message reaches the right audience to maximize the return on every dollar spent and to reach and engage with influencers.

## Social

Friends of Followers  
Interests (Like, Follow, Share)  
Email lists (csv, xls)

## Demographics

Age  
Location  
Profession  
Language

## Remarketing

Visited Page on Site  
Attended Event  
Watched Video  
Lookalike

IVC utilizes micro targeting to deliver your message to defined audiences utilizing a cross-section of different data points

# Approach: Education - Video



IVC's in-house team can help develop your content into easily understandable videos that help educate your audience and tell the DSDP story or that of other businesses in downtown.

Live Video

Events

Interviews

Post creation

Animated GIFs & Slideshows

Downtown Lifestyle

# Approach: Education - Message Development



We develop multi-tiered messaging campaigns to help reinforce ideas and deliver complex issues and talking points over time.

Utilizing this type of messaging strategy helps soften the blow for action oriented posts.

Follow up posts are more effective because they focus directly on soliciting link clicks, event sign-ups, sharing, etc. as the recipient is already familiar with the underlying issue.

## Messaging Topics

Brand Launch

Downtown Events

Convention Center Expansion

Homelessness

DSDP Role in Community

Downtown Business Opportunities

New Downtown Business Openings

Rapid Response to Current Events



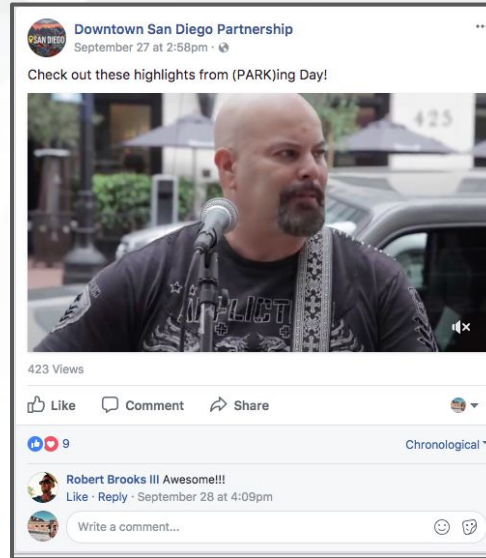
# Approach: Education - Dark Posting



With “dark” posting, we can promote more individualized messages that are only viewable by our target audience.

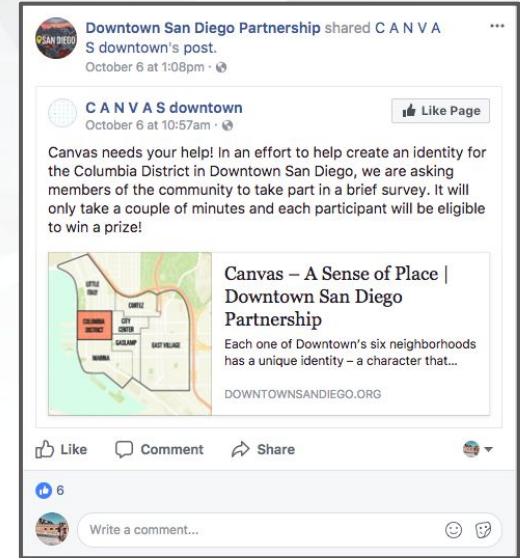
We are able to target specific segments to get their positive engagements on the post. This also allows us to test sensitive messages before making them public.

We also are able to A/B message testing to various audiences to better understand what demographics respond best to what message.



## 1) Promote Video

Audience: Downtown residents, workers and millennials



## 2) Promote to Video Viewers

Audience: People who watched the video to the left.

# Facebook Advertising/Targeting



By retargeting online video viewers and social engagers, we will segment DSDP supporters by identifiable interest “buckets”. We can then target these buckets with particularized messaging strategies.

We will also create “**lookalike**” audiences to promote ads to other people who are highly likely to get involved with events or support a specific cause.

With “**dark**” advertising, we can promote more individualized messages that are only viewable by our target audience.

## Online Survey

The survey will provide us with information on key interests for downtown and the role of DSDP.

## Video Views

We can promote the DSDP video to key demographic targets, then run follow-up promotions only to people who are familiar with the brand.

## Retargeting

We can create new target audiences based on hundreds of data points collected from users who engage with certain DSDP promos.

# Approach: Action



We leverage the large and educated audience we create and activate them at the appropriate time to take important actions, such as:

Take Online Survey

Increase Event Attendance

Visit Downtown

Move Downtown

Share our Message

Volunteer



**Downtown San Diego Partnership** shared Downtown San Diego Partnership's event.

Sponsored · 🌐

Ride with us for CicloSDias 2017! An open street celebration on Halloween weekend hosted by the SD Bike Coalition.



OCT  
29

**CicloSDias 2017**

Sun 10 AM · Downtown San Diego  
10 people interested · 9 people going

★ Interested



Like



Comment



Share

# Approach: Action - Survey



Develop an online survey to help us 1) gauge public sentiment 2) develop messaging 3) analyze our progress over time.

## The survey would target:

Professional  
Millennials

Professionals in  
Downtown

Downtown Residents

**In the following areas:** Sorrento Valley, Mira Mesa, Carlsbad, La Jolla, and other business dense locations.

As well as downtown neighborhoods: Little Italy, Columbia, East Village, Gaslamp, etc.

- Establish a stronger base of supporters (current residents and businesses in Downtown) to understand value of DSDP
- Use this information as a basis for our email messaging, social strategy, creative content and long-term strategy development.
- Educate all audiences on important issues, including the growth of Downtown San Diego

# Messaging and Content



We will develop graphic, video, and other content templates that can will make you team's day-to-day communications look polished and professional.

## Presentations

For local governing boards, nonprofits, and community forums



## Social Media

Content that will generate excitement and discussion



## Email

Drip emails and Calls-to-Action that educate and encourage engagement



## Video

Easily understandable videos that helps educate your audience and tells your story



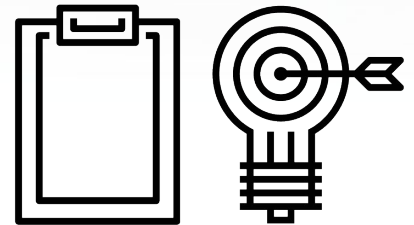
# Going Forward | Outreach Strategy



As we support DSDP with our suite of services, including graphics, videos, email, and social strategy, we will also create a long-term strategy guide. This strategy, which will be informed by our polling and other efforts during the trial period, will provide a three (3) year roadmap for social outreach.

Our strategy guide will identify the particular tools, personnel, and resources necessary to execute an ongoing outreach effort that provides:

1. Education to target audiences about DSDP efforts
2. Rapid responses to current events
3. Strategy for growing the engaged DSDP community both online and in public



# Budget & Returns

## 5-Month Program



### Deliverables

1. Online survey with >500 responses
2. >1 million social reach
3. >50,000 video views
4. >10,000 social engagements
5. 3-5 custom online videos
6. Email strategy and support
7. Long-term strategy guide

**5- Month Budget: \$45,000**

Services	\$5,000/mo
Advertising	\$4,000/mo
<b>Monthly Total</b>	<b>\$9,000</b>

Our business model is built on selling experience and skill in one monthly fee rather than surprising our clients with billable hours and incidental costs.

This approach allows you to know your budget, and incentivizes our team to maximize productivity.

During the entirety of the trial partnership, the entire breadth of our services\*\* (consulting, messaging, video, ad placement, web development, etc.) will be available to your team.

\*\*This proposal contemplates *approximately* 60 hours of IVC hours, collectively, per month. This represents a 30% discount from our standard rate.