

City of Brunswick Bid Questions

1. Marketing Services and Collateral Materials

Develop at least one professional marketing piece adaptable across media platforms geared toward attracting entrepreneurs/businesses to the City

How do you envision a marketing piece being adapted to various media platforms?

GRAPHICS AND VERBIAGE ADAPTABLE TO VARIOUS MEDIA TYPES TO PROMOTE CONSISTENT, EASILY IDENTIFIABLE "BRAND" LOOK.

Develop at least one professional advertisement adaptable across media platforms geared toward attracting entrepreneurs/businesses to the City

Please outline the media platforms you envision being part of your campaign (ie print, online, social, television).

PRIMARY: PRINT, WEB, SOCIAL; TV/VIDEO SECONDARY IF AVAILABLE WITHIN BUDGET

Develop a marketing packet for use with potential businesses

We envision the packet to include the marketing piece that is mentioned in the first bullet point. Is that acceptable? **YES**

Should the marketing packet be more than just the marketing piece mentioned in the first bullet? **YES**

2. Marketing Plan

Develop a targeted marketing plan including print and social media to businesses directly or indirectly involved in the outdoor recreation markets, including:

a) Devising social media campaign(s)

1. This seems to be a creative materials request, is this just the placement plan or the campaign concept and execution or is it both placement and concept development including artwork?

CONCEPT DEVELOPMENT INCLUDING ARTWORK, AND PLACEMENT

2. Do you currently have an enewsletter you are distributing? **NO**. If so, what platform are you using? **NA**

b) Creating a strong web presence

1. Do you have an existing website? **THE CITY CONTRACTS WITH GOV OFFICE TO HOST AND MAINTAIN ITS WEBSITE: WWW.BRUNSWICKMD.GOV**
2. Is this "strong web presence" to replace an existing website, be added onto an existing site or is it a totally new presence? **AUGMENT EXISTING WEBSITE**
3. If there is an existing site, what platform is the existing site built on? **UNKNOWN**. Do we need to build the presence using the existing platform or can we suggest a new platform? **USE EXISTING PLATFORM**
4. Please specify all functionality you would like to see included in the website project? (ie forms, calendar of events, content management, seo, google analytics) **GOOGLE ANALYTICS. CURRENT GOV OFFICE WEBSITE HAS ABILITY TO DO FORMS AND CALENDARS. CONTENT MANAGEMENT IS HANDLED INTERNALLY.**
5. Does the new presence need hosting costs included in the \$25,000 or can that be a separate ongoing price on an annual basis? **NEW PRESENCE NOT NEEDED/USING EXISTING WEBSITE**

c) Developing a media schedule for press releases and/or editorial content

1. Length of the schedule? **ONE YEAR**
2. Is this request only the media schedule calendar or is it development of the written press releases and editorial content also? **SCHEDULE AND DEVELOPMENT OF THE WRITTEN PRESS RELEASES AND EDITORIAL CONTENT**

d) Establishing an advertising schedule in appropriate local and regional markets

1. Length of the marketing plan? **ONE YEAR**
2. What is the geographic radius you are trying to attract? (ie 30 miles radius, 100 mile radius) **REGIONAL AS MAKES SENSE FOR TYPES OF BUSINESSES TARGETED**

General questions:

1. What photography exists for this effort? Or should we budget for photography? **BUDGET FOR IT**
2. What copywriting resources exist to ensure proper execution of the written components especially the website copy? Or should we include copywriting services in our projected budget? **INCLUDE COPYWRITING SERVICES IF/AS WARRANTED.**
3. Should printing be included in the budget or is that going to be handled separately from the plan and creative components? **PRINTING WILL BE SEPARATE FROM BUDGET. DEPENDING ON PRINTING COSTS, MAY HAVE LIMITED OR VERY LIMITED PRINT RUN.**

4. The request to promote the town as an outdoor recreation destination spans both economic development and tourism and travel. Its success will require other entities involvement. For example, how can this campaign interact with the Brunswick Main Street marketing? **THIS IS TO BE CONSIDERED A STAND-ALONE PROJECT OF THE CITY OF BRUNSWICK AS IT CANNOT GUARANTEE PARTICIPATION OF OTHER ENTITIES.**