

WEBSITE DESIGN PROPOSAL FOR: ASHEVILLE, NORTH CAROLINA



February 2016

THE OBJECTIVE

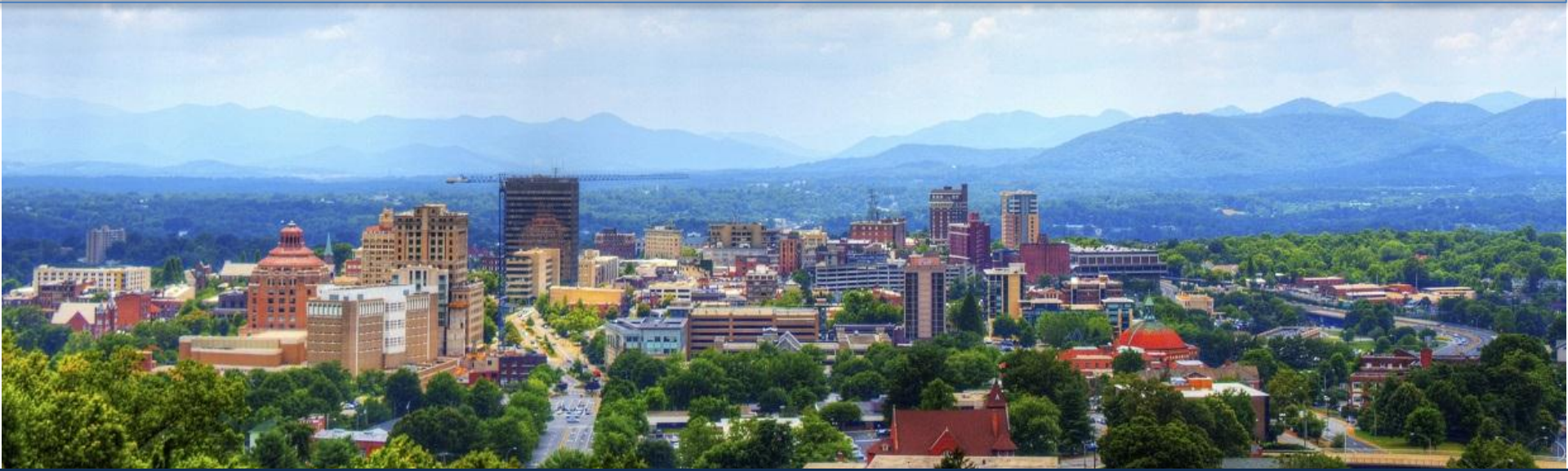
Create an engaging, functional and user-friendly website that communicates the charm, uniqueness and character of Asheville, North Carolina.

The site will be highly visual and search optimized, with clear key functionalities for city services and subordinate sites.



THE PROCESS

Research online behaviors ensuring the user-experience leads design.
Leverage existing content ensuring the website is visual and brand-focused.
Conduct a messaging workshop ensuring all website copy is on-brand.
Deliver an architecture map ensuring clear approvals for structure.



THE FEATURES

- Mobile-and-search-optimized design through key words and content
- Social media integration for direct audience engagement
- Responsive app integration for intuitiveness and ease of use
- Newsletter and ECRM for announcements, alerts and information
- Dedicated subsections for geographic information systems, external database searches, online utility payments via credit card or check card, citizen reporting and engagement tools, activity registration
- Parallax effects to enhance the website's visual appeal
- Easy content management for updates and changes

THE EXTRAS

- An interactive map demonstrating popular tourist spots
- Interactive polls to create news and spotlight community opinions
- Spotlights for: local jobs, city news, business opportunities and things to do
- Additional landing pages to leverage search engine optimization (SEO)
- An off-site blog platform to drive SEO and engagement
- Economy, business and population counters to show active growth
- Timeline of Asheville's history
- Section where Asheville-branded merchandise can be purchased

ADDITIONAL SERVICES

HBI offers full-service content creation and social media planning and management to increase the reach and engagement of Asheville's digital content.

HBI offers public relations support to drive media coverage around Asheville's economic growth and tourist attractions, including local/regional "things to do" lists and seasonal attractions media calendars.



ABOUT US

WHO WE ARE

ABOUT HBI

Hope-Beckham Inc. (HBI) is an independently owned public relations firm based in Atlanta, Georgia. Formed in 1994 by Paul Beckham and Bob Hope, the agency has positioned itself as one of the top independent public relations firms in the country. In its 21-year history, HBI has 410 years of combined experience across 11 categories. The firm has won many awards and honors, including top independent PR agency in nine categories; Professional Services, Environmental, Beauty & Fashion, Healthcare, Food & Beverage, Financial, Home Furnishings, Sports & Leisure, and Technology.

Our clients include: ALS Association-Georgia Chapter, Air Force Reserve Celebration Bowl, Atlanta Lyric Theatre, Belk Inc., Chick-fil-A Foundation, Fusion Health, Greenberg Traurig LLP, Ideas United, Partnership Against Domestic Violence, Riverwalk Village, Russell Innovation Center, The TOUR Championship by Coca-Cola.

INDEPENDENCE MATTERS

Founded in 1994, HBI is an *independently owned* communications agency, which means we are beholden only to our clients and our employees.

IDEAS MATTER

We are an agency driven by a culture of insights, ideas and relationships. We help brands tell their stories and make meaningful connections with customers, employees and industries.

INSIGHTS MATTER

Our insights-driven approach ensures we deliver measurable success through award-winning media relations, events and experiential, social media marketing, content marketing, corporate reputation management and brand marketing campaigns.

WHAT WE DO

Brand Development

- Emotional and anecdotal drivers
- Visual brand identity design
- Brand marketing strategies
- Go-to-market strategies
- Brand messages

Community Relations

- Strategic partner selection
- Sponsorships and promotions
- Public service and giving
- Advisory and mentorships
- Social marketing and giving

Thought Leadership

- Presentation and pitch development
- Calls for speakers submissions
- Bylined article and blog writing
- Industry resource listings
- Industry content sharing

Digital Communications

- Social media strategic engagement
- New product influencer unboxing
- Twitter talks and town halls
- Live performance or presentation
- Webinars and interactive learnings

Media Relations

- Story starters, packaged for media
- Branded newsroom development
- Media pitching and placement
- Copy and materials writing
- New product launches

Events and Experiential

- Planning, execution and on-site support
- Grand openings and product launches
- Press conferences and announcements
- Publicity stunts and consumer splashes
- Digital events, unboxing, Twitter talks

Media Training

- What the media needs
- How the media works
- How to stay on message
- How to control the interview
- Mock interview preparation

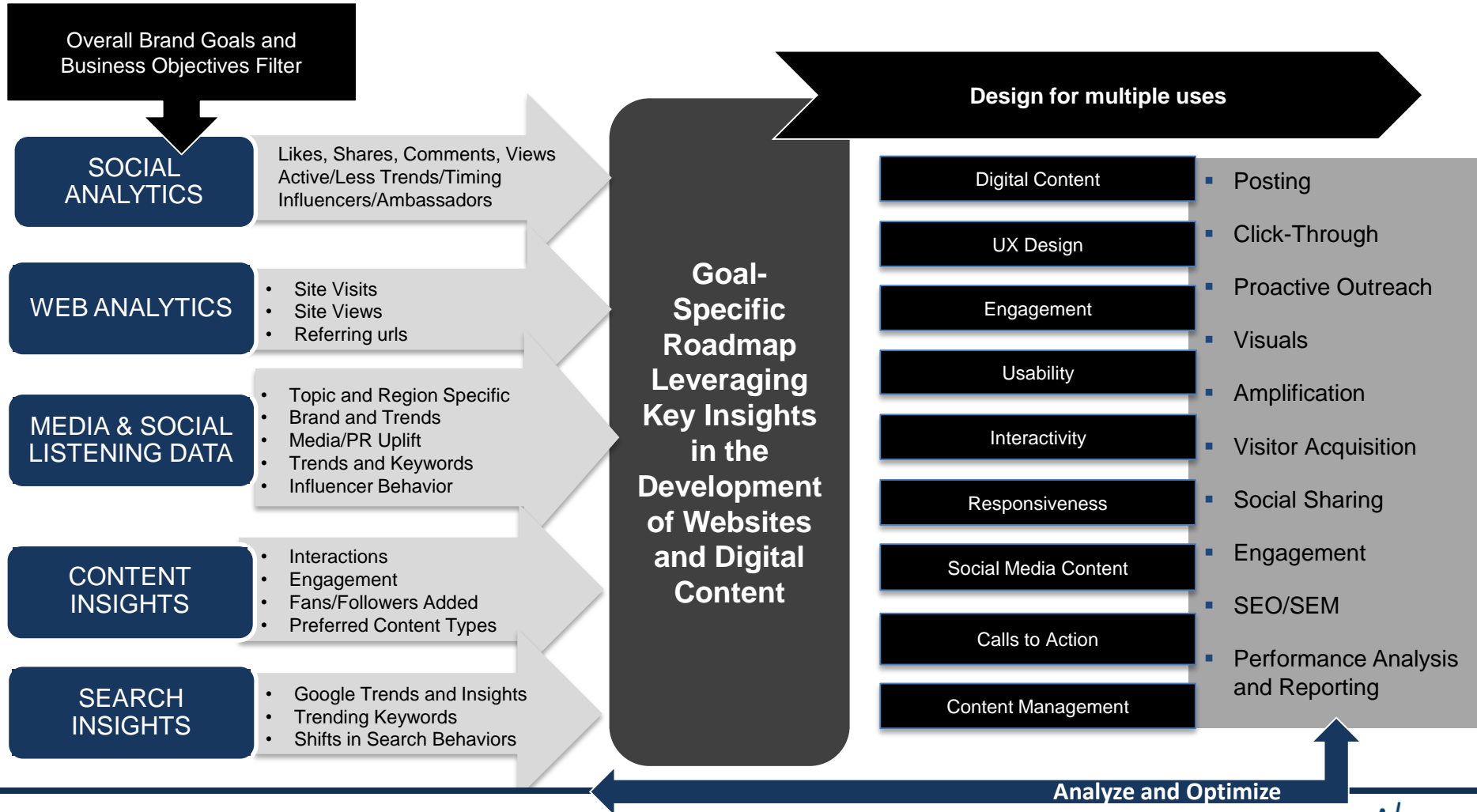
Creative Design

- Website design
- Digital content creation
- Video production
- Digital copy
- Interactive design

OUR APPROACH AND PROCESS

HOW IT ALL COMES TOGETHER

INPUTS ANALYSIS STRATEGY & SUPPORT CONTENT CREATION ENGAGEMENT



FEES AND TIMING

AGENCY FEES

The engaging, interactive and response-driven Asheville website will be designed and developed, including a message workshop to ensure on-brand copy, search engine and site behavior research, for a one-time fee of \$30,000.

Additional service fees:

- Landing pages to drive SEO: \$2,500 per page
- Separate blog development to drive SEO: \$3,000
- Social media strategy and engagement: \$1,500/month
- Social/sharable content creation and distribution: \$2,500/month
- Media and public relations: \$3,500/month (minimum)

THANK YOU!

Thank you for the opportunity to win your business.

Jennifer Jones-Mitchell

Hope-Beckham, Inc.

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www.hopebeckham.com