



Strategic growth-driven marketing
elegantly applied to beautiful design.

STRATEGIC MARKETING. CREATIVE DESIGN. WEBSITE DEVELOPMENT

Strategic Marketing Plan

PREPARED FOR

Thorold BIA
Thorold, Ontario

CONTACT

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PREPARED BY

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28 Front Street South
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Executive Summary

Note from H&C Inc.

Thank you for this opportunity, we are energized by this project and excited to dig into this work. At H&C Inc., we are energized by organizations with ambitious plans. We are excited and eager to work with you to provide strategic solutions to your challenges to achieve your goals.

You provided a request for a marketing strategy and roll out quote for the year of 2020 noting a temporary closure of Front Street. This proposal will include the following:

1. Our exploratory phase of research and data resulting in strategy;
2. A list of deliverables specific to the scope of work from a communications audit to a strategic marketing plan;
3. Timeline and pricing.

As a local business and contributor to the Thorold community, paired with the wealth of strategic experience we deploy for our clients in the in 8 years H&C Inc has operated, we would love the opportunity to present our own street as both a place for opportunity for new businesses, and to attract people to our existing and thriving community.

This proposal will detail the phases of our exploratory process and how we determine and apply strategy; we consider this an essential process in the refinement of strategy and messaging.

We are energized by this work, and we feel uniquely positioned to help you bring this to life.

Best,



Krystyn Symczyk, Director of Business Development, H&C Inc.





We are H&C Inc.

H&C Inc. is an industry leading strategic marketing firm applying creative and effective strategy for companies and organizations around the world. Predicated on constant refinement and relentless growth, we have assembled a team of professionals who master creative, narrative, visual and technical marketing initiatives for our well-rounded, global client family. We are always collaborating, educating ourselves and others, making space for creativity, and participating in the Niagara community in meaningful ways.

Our agency methods provide growth through exposure, through relatability, through influence, and through revenue generating opportunities. We rise above the rest and provide a full-scale effort for each member of our client family, ensuring their sales teams are well fed, and their brand is championed by their teams and customers. Our mission is to help our clients modernize the way that audiences view them through strategic marketing, smarter sales and a better alignment of those efforts. We draw the lines that make organizations more efficient and turn ideas into opportunities. Our eclectic team come together every day in a beautifully restored historic bank in Thorold, Ontario to produce unprecedented results for our clients.



Phase One | Exploratory

Onboarding

Our onboarding process refers to the workflow that we implement to accomplish two primary goals. The first of these is to understand the economy, make-up and initiative oriented goals of your organization. This is of paramount importance when we begin a marketing relationship with any organization, as it gives us visibility into your objectives and helps us to understand the contribution this will lend to larger organizational initiatives as we begin strategy for each project.

Our second goal is to move through the steps of our onboarding process as a means to generate a sophisticated and comprehensive marketing strategy. Each step is one we consider mission critical in ensuring your marketing strategy will not only be in process, but working hard for you and your business. We take your commitment to this project very seriously; it is important for you to have a product that will map out your experience with our agency.

Research

Research is the foundation of our agency's value, we look harder, dig deeper and seek to understand more than our competitors. This is why our client work bears the common signature of no similarities; the work is always about the client and their marketplace. This research process will find common themes among industry trends, reveal strong engagement components from comparable businesses, and determine the kinds of information included in the most successful marketing deployments you'll be up against.

As part of this research phase, we will create a buyer persona profile. This is a semi-fictional representation of your ideal community member based on real data and some select educated speculation about demographics, behaviour patterns, motivations, and goals.

In deciding what to include and how to include it, the research phase will help us to understand how the demographic data dictates and ultimately fits into the marketplace while maintaining a unique presence that develops and enhances the user's experience within the strategic objectives.



Competitive Analysis

We need to know who you are competing against, what makes them valuable and how you supercede their value; we need to communicate your strengths without overtly identifying their weaknesses in our work. This kind of analysis is a core component of strategic marketing. We need to know what is happening in your marketplace at present and how you can capture the most resonating value propositions in your campaigns.

In undertaking this work, you are setting yourself up for a more creative and informed approach that doesn't rely on industry trends but steps outside of the box for a more unique and relatable marketing narrative. Your end result will be more creative, it will be different, and it will have a uniquely specific appeal as a result of taking the time to review what is working in the market and up-levelling it for your gain.

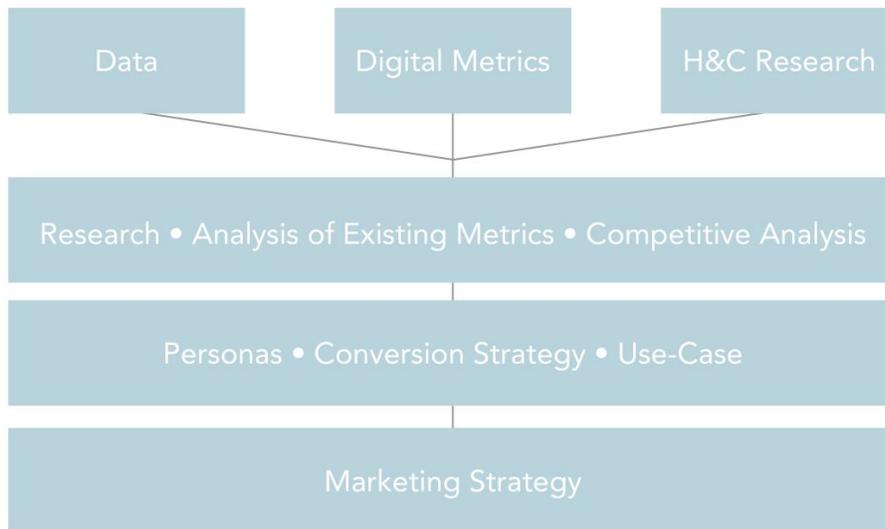
Target Persona

We will begin this research with a high-level overview of who is the ideal BIA customer base. We will follow up with a Target Persona exercise that will help us to more clearly identify exactly who you are seeking to attract and retain. Specifics about who we are targeting make your chosen marketing efforts more effective.

Using the information collected, we will begin our strategy session on Persona Development with skeletons of what we already know.

Through discussion and creative workflows with your team, we will uncover additional identifiers that will result in a custom experience for anyone who encounters the Thorold identity. Being in tune with their needs to see their preferences laid out before them. This is the true finesse of a smart marketing strategy.





Marketing Strategy

Our findings from the aforementioned strategic steps will result in the overall marketing strategy that we will deploy with you to strengthen your organization's presence and messaging, and drive high-quality results and target engagement through your marketing. This strategy will detail our plans based on our findings, alongside our creative marketing approach that adheres to industry best practices and considers the efforts of neighbouring BIA's in its creation. The result will be a strong foundation on which to deploy these projects. It is our firm belief that you are poised for excellent return on investment with our marketing strategies.

Scope of Work

Communications Audit

- Audit existing BIA marketing plan content and communication to identify messaging that resonates and areas for improvement;
- Throughout our exploratory phase and our communication throughout the project, H&C will seek the feedback from BIA members that will be taken into consideration when creating the strategic marketing plan.

Strategic Communications + Marketing Planning

- Undertake a fresh research initiative to gather current data that will allow for the competitive positioning of new content and communications;
- Identify issues, set priorities and define a new communication strategy based on research, data, industry standards and Thorold's future growth;
- We will work to identify opportunities for partnerships;
- Develop performance benchmarks and set campaign expectations;
- Delivery of a strategic communications and marketing plan;
- Areas of priority to communicate:
 1. Downtown Thorold is open for business, despite road closures;
 2. Positioning Thorold as a place of opportunity to attract new businesses.
- All communication will be compliant with AODA, the City of Thorold's city plans and the specified local setting within Thorold;
- The strategic marketing plan will include a thorough timeline with associated fee's;

Strategy Project | Schedule & Timeline

With the collection of data and findings through the Exploratory phase, our Research, Analysis of Metrics, Competitive Analysis, Target Personas, we will formulate a plan across each phase within a measured timeline that is detailed below.

Phase One

- Meeting one
- Discuss business strategy
- Review organizations objectives
- Research + analysis

Phase Two

- Meeting two
- Personas exercise
- Content audit
- Market research

Phase Three

- Findings presentation

- Competitive Analysis delivered

Phase Four

- Strategy and deployment recommendations delivered

Phase Five

- Strategy presentation



Strategy Timeline

With the collection of data and findings through the Exploratory phase, our Research, Analysis of Metrics, Competitive Analysis, Target Personas, we will formulate a plan across each phase within a measured timeline that is detailed below.

	Week 1	Week 2	Week 3	Week 4	Week 5
Research and Analytics					
Audit					
Strategy					
Delivery	Research	Results	Content	Strategy	Presentation

Our team will move through these timelines, staying within budget, using the software systems of Slack for internal communication, Asana for scheduling daily workload and tasks, and Google DriveDrive for shared folders, client project information and booking meetings.

Working with our team

Our agency is collaborative, efficient and organized. We manage the marketing portfolios for many companies and our systems allow us to do this with ease. We want you to get a birds eye view of our process but also have some expectations for how we will manage your work moving through these projects.

Our systems

Our team will move through the timeline, staying within budget, using the software systems of Slack for internal communication, Asana for scheduling daily workload and tasks, and Google Drive for shared folders, client project information and booking meetings.

Meeting schedule

Throughout these projects we will want a firm weekly meeting outside of the development component of the work. All meetings will have a pre-meeting summary of required information for the client and from H&C Inc. Monthly meetings will cover:

- Review of Research Analysis / statistics from client
- Progress report from H&C Inc.
- Plan for upcoming week of work
- Additional information as required
- Weekly correspondence with the point of client contact will be required to ensure deliverables are acquired to stay on the projected timeline

Note: These meetings do not replace regular client correspondence, these meetings are to ensure that each piece of the project is formally addressed as we move through the steps and timeline.

We want you to be delivered and launched on schedule, this is how we ensure that the plan is deployed successfully.



Pricing

Detailed below is the individual pricing associated with each component of our services. All work will be charged HST and will be billed in Canadian Dollars.

ITEM - PROJECT	DESCRIPTION	COST (+HST)
Marketing Strategy <ul style="list-style-type: none">• 5 weeks	<ul style="list-style-type: none">• Onboard• Research and analysis• 12 month strategic recommendation• Deployment plan with fee's• Consultations with BIA Chair + members• Strategic plan presentation	
Total		\$4,375



Agreement

CREATIVE WORK

All creative work prepared by H&C Inc. for the client is property of the client. At any time, the client can request the work completed by the agency as digital files to be delivered to the client electronically. H&C Inc. will not deliver files on USB Drives or burned to disc unless the medium is provided by the client and they attend our agency office to both deliver and pick-up the medium.

PAYMENT

Retainer marketing agreements require full retainer payment prior to the start of the month. Projects require a 50% deposit to commence our engagement, 25% upon concept and design approval and 25% prior to launch. Failure to comply with these payment terms will result in 2% interest per week. We will discontinue marketing services two weeks into the month in question if payment has not been remitted. To ensure prompt payment we advise all clients to keep a credit card on record with H&C Inc.

EDITS

All work provided by H&C Inc. will receive three rounds of edits under all project agreements. Edits will be defined as any amendments to materials in one piece of communication. We encourage our clients to carefully consider each revisions and compile an email with all edits included to ensure that the three edit rounds are sufficient to meet their vision and for H&C Inc. to maintain a reasonable investment of editing time for each piece. Edits following three will be billed hourly.

If you would like to move forward with this project with H&C Inc., a signature will suffice. A formal contract will follow that includes our full terms and protections, both for H&C Inc. Inc, and the Thorold BIA.

The following signature indicates that the Thorold BIA will engage H&C Inc. Inc. for the proposed services:

Signature

Name

Date



Notes & Terms

Frontend site to be developed in the Wordpress CMS and will be constructed in a manner so that the majority of maintenance and update activities can be performed by the Client.

Site will be fully integrated according to defined touch points with the marketing software platform.

Site to be designed with (3) three responsive states for: desktop, vertical tablet, and smartphone devices. Browser compatibility will be ensured for IE9+, Firefox, Chrome, Safari, Opera, iOS and Android.

Hughes & Co to provide access to project management interface to facilitate and aggregate communications with Client.

Client will be assigned an account manager. This account manager will act as the primary point of contact with Hughes & Co personnel and will respond to all communications within 24 hours on workdays, unless otherwise notified (and subject to reasonable exceptions).

Hughes & Co will require one point of contact during the Contract for clarifying requirements for design, key features, usability and maintenance issues. Hughes & Co requires this person be available to answer questions arising from the project within 48 hours on workdays (subject to reasonable exceptions), and to have authority to make design and related decisions on the system.

Hughes & Co will provide patches and bug fixes for any bugs or issues included in the scope of this contract reported within the grace period of no more than 30 days following the date of project completion. All bug fixes outside of the project scope or after the grace period are the responsibility of the client.

Although Hughes & Co makes every effort to provide secure Finished Product(s), due to the nature of rapidly advancing technology, Hughes & Co can in no way guarantee that the Finished Product(s) will not be subject security breaches. Hughes & Co recommends the use of strong passwords and the observance of standard security practices. The Client is solely responsible for tracking software updates.

H&C Inc. is not responsible for any delay or defect caused by separate third party or the Client's in-house teams.

Hughes & Co maintains internal backups of active project code and design files. This backup system is not intended as a solution for the Client, rather as a code archive through the duration of this Contract. While the Hughes & Co backup system is fully redundant, it is not guaranteed and does not support any content produced by the Client.

Client is solely responsible for the Backup and Restoration of the Finished Product(s) and any associated data.

Net 30 payment terms. 12-month term.

Either party may cancel this Agreement after six (6) months with thirty (30) days written notice. In the event that the Client cancels the Agreement, it is responsible for payment through the then current month + the 30-day period on a prorated basis, and is not subject to any additional termination fees.

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