

**HAYWOOD COUNTY
ATTACHMENT B***

TAKING THE DESTINATION TO MARKET

WEEKS BEGIN ON MONDAYS		BUDGET																																																				
		July				August				Sept				Oct				Nov				Dec				Jan				Feb				March				April				May				June								
		5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	28	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27
Digital Direct	\$50,250	[Gantt chart bars for Digital Direct activities]																																																				
Opt-in Newsletters - General		[Gantt chart bars]																																																				
Opt-in Newsletters - Groups/Travel/Influencers - Quarterly		[Gantt chart bars]																																																				
E-Ad Campaign - one ad/top 5 targets (converted to traditional for select traditional media + website integration)		[Gantt chart bars]																																																				
Website Phase I (Key word, SEO, SEM, optimization)		[Gantt chart bars]																																																				
Website Phase II (Brand content design integration, mobile)		[Gantt chart bars]																																																				
Website Phase III (packages/partners, niche pages, video, full integration, e-commerce)	\$TBD	[Gantt chart bars]																																																				
Measurement		[Gantt chart bars]																																																				
Monthly Execution		[Gantt chart bars]																																																				
Account Management (20 hours/month)	\$30,000	[Gantt chart bars]																																																				
Online Creative	\$47,000	[Gantt chart bars]																																																				
Online Ads (video, display, Google, Facebook)		[Gantt chart bars]																																																				
Video Art Card		[Gantt chart bars]																																																				
Social Media	\$13,920	[Gantt chart bars]																																																				
Monthly Execution (16 hrs/mth)		[Gantt chart bars]																																																				
Public Relations	\$30,150	[Gantt chart bars]																																																				
Strategy, Plan, Promotion, Build Media List		[Gantt chart bars]																																																				
Create editorial calendar		[Gantt chart bars]																																																				
Develop Messages per Target		[Gantt chart bars]																																																				
Build story bank		[Gantt chart bars]																																																				
Press Kit (writing, design, production - online and traditional)		[Gantt chart bars]																																																				
Press Release distribution (including Blogger outreach)		[Gantt chart bars]																																																				
Measurement/Monitoring		[Gantt chart bars]																																																				
Monthly Execution (7 hrs/mth)		[Gantt chart bars]																																																				
Collateral/Visitor Experience	\$40,200	[Gantt chart bars]																																																				
Group Planner Direct Mail (customized for each group, video, brochure/passport insert)		[Gantt chart bars]																																																				
Cultural Map+ Heritage Guide (identify significant point of interest/target + partner participation)		[Gantt chart bars]																																																				
Branding Rack Brochure		[Gantt chart bars]																																																				
Photography + Art (families, children, minorities and action)		[Gantt chart bars]																																																				
Online Media Plan/Buy (keyword research)	\$7,800	[Gantt chart bars]																																																				
Consumer Insight Survey (2 Annually)	\$7,000	[Gantt chart bars]																																																				
Miscellaneous	\$3,500	[Gantt chart bars]																																																				
Outdoor Boards (Creative)	\$5,500	[Gantt chart bars]																																																				
Media	\$64,880	[Gantt chart bars]																																																				
Traditional		[Gantt chart bars]																																																				
Digital Ad Buy + Email Sponsorships		[Gantt chart bars]																																																				
Online Media (geotargeting, online ads, measurement)		[Gantt chart bars]																																																				

*Option B: Haywood County will write 96 newsletter stories to satisfy the 12 newsletters, each with a custom story to 5 individual targets. The client will also write for 4 additional general newsletters - each with 3 stories.