



PLANT CINCINNATI 2019

*Freelance Digital Marketing
Plan Proposal*

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PLANT CINCINNATI DIGITAL MARKETING PLAN

A Three-Point Strategy:

Plant Cincinnati is not only a full-service gardening and landscaping company with an emphasized focus on native ecology and edible designs; it aspires to be a socially and environmentally conscious force in the community and an agent of positive change for Cincinnati. With such big aspirations, a robust and well-maintained digital marketing and social media plan is necessary to grow.

This proposal outlines a simple and malleable three-point approach to Plant Cincinnati's digital promotion, but one that can be continually developed and expanded.

Three-Point Digital Marketing Plan

- 1. Web Design & Maintenance***
- 2. Blog Posts & Social Media Upkeep***
- 3. Promotional Materials & Additional Writing***

WEB DESIGN & MAINTENANCE

Regular maintenance of the site on the WordPress platform

Plant Cincinnati currently has a functional and aesthetically appealing website, so drastic changes are not necessary. Initially, I would like to create a visual of the website's sitemap, proofread and edit the existing text on the website, and perform a few simple usability tests to check the site's functionality and consistency. With the organization's approval, I'll make these small changes for a more polished look.

Beyond the initial edits, I would like to access the site's WordPress editor at least weekly to update content and make necessary edits, add media and products, and use the data analytics features to compile data about the site's popularity and reach.

Before we start:

- Grant access to WordPress username, password, and associated email account. It may be ideal to create a new Google account and email address (separate from the owner's personal account) that can be accessed by all those working on the site. Another option is to share files, information, and changes via Google Drive.
- Discuss and outline what components of the website should not be changed and any specific branding guidelines (font choices, picture borders, etc.).

Weekly maintenance will consist of minor changes occurring gradually. The site's biggest changes will be the blog posts added and their position on the homepage, which is detailed in the next section of the proposal.

BLOG POSTS & SOCIAL MEDIA UPKEEP

Weekly blog posts and corresponding social media posts

Blog posts are somewhat fading in popularity for readers. However, the information and keywords generated by consistent blog content is still proven to increase web traffic. For this reason, one short blog post per week is likely all that's necessary to reap the benefits of this content. These blog posts can increase in frequency around holidays, events, or busy seasons, and should be a digestible 350-600 words in length.

Here, Search Engine Optimization (SEO) is as important, if not more, than the actual written content.

- The site should have a fully functional mobile-friendly and tablet-friendly version.
- All blog posts should have correlating SEO keywords and topic clusters, functional hyperlinks and embedded videos (YouTube drives traffic!), images with effective meta description tags, and be optimized for voice search.
- The organization may be interested in using the free tool Google Optimize to test the most effective SEO techniques.
- Blog posts should have as many external links as possible to other related local businesses and professional websites, to product vendors, to social media profiles and people in the community.

Each time a blog is posted on the website, a correlated and tailored-to-format Facebook, Twitter, and Instagram post should emerge within 24 hours to promote the blog post. This will not only increase organic traffic to the website, but also keep social media accounts active. A content map will be created for all blog posts in 2019.

BLOG POSTS & SOCIAL MEDIA UPKEEP

Weekly blog posts and corresponding social media posts

Unlike blogs, regular upkeep of social media accounts is absolutely imperative to the success of any business or organization in this time. Plant Cincinnati should pay close attention to their Facebook, Instagram, and Twitter accounts by posting 2-3 times per week on each site.

Content Focus:

- Facebook: This will be the best site to promote blogs and upcoming events. Posts should be text-based with some images. The organization can also create groups and events to generate interest. Facebook can be a main source of organic web traffic, particularly users 30 years and older.
- Instagram: This will be the best site to promote blogs as well as upcoming and previously occurring events and to highlight people and locations. Posts should be image-based with clear, self-taken, high-quality images. Captions should be concise and informative and should contain a link of some kind. Instagram targets a younger demographic, so there should also be emphasis on following and tagging other accounts and keeping up with the Instagram Stories feature.
- Twitter: This is likely the least important social media site for Plant Cincinnati, but the organization should still have some presence there. Posts could be text or image-based and should contain some kind of link, either in the post or in the profile bio. This may be a good avenue to be entertaining by posting memes, GIFs, or quizzes.

A social media content posting strategy will be created for all posts in 2019.

PROMO MATERIALS & ADDITIONAL WRITING

Work beyond site maintenance and blog content

Website maintenance, blog posts with optimized SEO, and social media account upkeep will be the main focuses of my freelancing work, per the organization's approval.

Outside of these tasks, as we discussed, I can assist with the following projects:

- Digital or print promotional materials: brochures, flyers, online or print advertisements using Google or a professional editing software, etc.
- Media production and editing: high-quality images with DSLR photography, video production, and audio/photo/video editing, etc.
- Technical and grant writing: business reports with compiled data, grants and proposals for the organization's side endeavors, etc.

With additional communication, I can take on other tasks and responsibilities. I look forward to your feedback on these ideas and the potential of future projects!