

INTEGRATED COMMUNICATIONS
& MARKETING



PROPOSAL

Georgia EMS Association

Workforce Development Campaign
Advertising 12-Month Campaign

July 12, 2023



FlockandRally.com



1817 Gadsden Street, Columbia, SC 29201



@FlockandRally



Overview

Georgia EMS Association wishes to engage Flock and Rally to provide a 12-month advertising strategy and corresponding media services, resulting in a comprehensive advertising campaign plan with execution that is customized specifically to the organization's needs and goals.

Goals

- Become a top consideration for individuals who are ready to commit to a career path through targeted advertising with competitive messaging compared to other employers and technical colleges.
- Direct qualified traffic to the new careers portal on the website.
- Capture leads through the portal and funnel to educators as appropriate.
- Change perceptions among longer-term prospects including high school and middle school students of EMS as a viable career path.
- Create sustainable pipeline of students into EMT careers.

Strategy

Our strategy in developing a workforce development campaign for Georgia EMS Association would focus on reaching very specific target audiences using the communications and marketing methods that best align with their demographics, interests and behaviors.

We will start by conducting onboarding and discovery (as we do with all new clients), gathering existing advertising, branding, marketing and communications materials from you and interviewing you for anecdotal evidence regarding your audiences, your message, and your unique offerings. This groundwork will enable us to craft a digital advertising plan best suited for your organization's goals.

Different audiences get their information via a variety of sources; our strategies always consider the audience first, which enables us to reach them where they are, with a message and visual look that will appeal to them – and drive them to action.

The innate trackability of digital ads will not only provide us with campaign metrics that can be passed along to the legislature and your members, but it will also give us insights upon which we can act.

We will take a “test and learn” approach to determine which ad messages and placements most resonate with key audiences and will adjust the campaign accordingly.



Audiences

Primary Audiences

The audiences we will focus on for this campaign include:

- Recent high school graduates 18-24, excluding four-year college students and graduates.
- Job seekers.
- Those researching topics such as careers, technical colleges, etc.
- Parents of recent high school graduates.

Secondary Audiences

Additional prospects to keep in mind include those making career changes, military and younger students down to the middle school age.

Services and Deliverables

Discovery

During this time, we will conduct discovery interviews with you and perform a review of current communications and marketing materials as well as an audit of your online footprint, including your website.

Media Buying Services

We will manage your media buying for you, providing an advertising plan and budget as well as placement of ads and reporting on ad performance, for both traditional and digital ads. On all media purchases which our team makes on your behalf, **we will receive an agency commission equal to fifteen (15%) percent of the gross cost of such media which replaces any of our flat fees.** This commission is paid by the advertising outlets out of the total ad buy.

Excluded from the commission-based fee structure are services such as ad production (including graphic design and copywriting, as well as audio, photo and video production) for purchased ads as well as social media ad placement and management of Google Ads. These are listed below and included in our flat fee.

Also excluded is the management and handling of ads purchased by a source other than our agency.



Services

- Advertising plan development.
- Develop comprehensive media schedule — print, outdoor, social and digital tactics.
- Negotiate and place all paid/partnered advertising and promotion.
- Develop target audiences based on insights gathered from previous discovery.
- Ad production.
- Place ads.
- Develop KPIs
 - Campaign KPIs may include metrics like phone calls from ads, clicks on ads, on-site engagement and conversions, and social engagement rates. Performance reports, including actionable insights are included.
- Monitor campaign performance.

Deliverables

- PDF reports.
- Ad mix for approval [included below].

Google Ad Grant: Monitoring and Placement Service

We will monitor and place your Google Ads for 12-months. We will monitor the number of impressions, clicks, click-through rates (CTRs), and conversions.

This valuable data enables us to identify which keywords and ads are generating the most interest and adjust our strategy accordingly. By utilizing these insights, we can refine our campaigns, optimize conversion rates, and improve overall campaign effectiveness.

Because search engine marketing is such an effective tool for meeting prospective applicants where they may be searching and ready to act, this tactic provides us with insights that we can apply to other areas of the campaign. Changes can be applied in real time and utilized to measure effectiveness of other areas of our digital advertising campaigns.

Services

- Copywrite Keywords and Copy.
- Set up Google Ad program.

Deliverables

- Monthly reporting.



Social Media Advertising: Monitoring and Placement Service

We will also monitor and place your social media ads for 12-months and monitor the number of impressions, clicks, click-through rates (CTRs), and conversions and modify the social ads as needed.

Services

- Ad set-up, monitoring and optimization.

Deliverables

- Monthly reporting.

Advertising Creative

We will utilize the creative messaging from SCEMSA and visuals and video from Georgia EMSA to create three (3) ad sets with two (2) revision rounds each.

Deliverables

- Three (3) ad sets with two (2) rounds of revisions to correlate with the approved ad plan.
- Delivery of layered graphic files so that client can use as needed.

Ad Plan

Based on a \$105,000 ad budget, this is our recommended breakdown for the state of Georgia.

SEM - FUNDED BY GOOGLE AD GRANT WITH UP TO \$10K SPEND PER MONTH ALLOCATION [COVERED BY GRANT]

Paid search, a.k.a. search engine marketing is an excellent way to reach a very targeted audience of individuals who are actively looking for information about a topic. Because we only pay when someone clicks on the ads, SEM can be a very cost-efficient way to drive traffic to the website.

Utilizing the Google Ad Grant funding, the campaign will be carefully monitored and optimized to continuously improve performance. This funding will allow the opportunity to test relevant search terms - those specifically related to school or training for EMS/EMT/paramedic careers, but we'll also be able to test keywords like the names and majors offered at specific technical colleges, careers in-demand, etc.

As part of our management fees, Flock and Rally will develop and optimize an ongoing keyword and search query list for optimizations.



PAID SOCIAL - \$30,000

Facebook and Instagram placements are recommended for their granular targeting capabilities and wide reach. Instagram will be prioritized as it is a preferred platform for the audience of 18–24-year-old youth, while Facebook will be included to expand reach to parents and a broader audience.

Utilizing Facebook optimizations and like audiences, we'll layer in Interests in job opportunities and similar job-related positions for audience targeting.

OVER THE TOP TELEVISION (OTT) - \$43,000

One of the key advantages of OTT in digital advertising is its ability to target specific demographics and interests, allowing you the opportunity to deliver personalized and relevant content to viewers. Through non-skippable, immersive viewing experience, we place OTT campaigns to ensure higher ad completion rates and better engagement compared to traditional TV.

OTT campaigns are purchased and optimized for performance across multiple devices including mobile, tablets, desktop, at-home streaming devices and connected tvs. In addition to streaming, we have the capabilities to place in-stream ads, non-linear ads, and native video ads in order to achieve optimal frequency and reach for our desired demographic.

Our targeting parameters will include Adults 18-24, Job Seekers and those interested in technical employment opportunities with a Secondary audience of Adults/Parents of college aged students.

Two flights will be utilized during higher job seeker months and near graduations with an 1.1 million total impressions delivered across the state of Georgia.

ADVANCED AUDIENCE TARGETING & RETARGETING - \$32,000

Digital banner and video ads are recommended as an excellent way to drive traffic to the website. Display ads would be the tactic that reaches the broadest audience, focusing on raising overall awareness among 18–24-year-olds statewide while also including some placements geared toward parents. The suggested allocation is below, but it may be modified after our audience meeting.

18–24-Year-Olds (70%)

Ads to be targeted statewide to 18–24-year-olds, with an emphasis on mobile websites and apps.

Parents (30%)



Ads to be targeted to parents of 18–24-year-olds, with ads being served across a broad range of websites on both desktop and mobile devices.

Through Behavioral and contextual targeting, we'll deliver more relevant ads, and improve the overall user experience by reducing irrelevant or intrusive advertising.

Through video retargeting, we'll enable our advertising the opportunity to re-engage users who have previously interacted with the ads or website, ensuring a consistent and persistent presence throughout their journey. This helps reinforce awareness, drive repeat visits, and ultimately increase conversion rates (job applications). Through retargeting pixel placement, we can optimize ad delivery depending on where they are in their journey in case they were interested yet not ready to apply.

Our analytics and optimizations are also designed to help us determine whether we are serving ads with too high of frequency and if we need to remove these retargeted audiences from our delivery.

Proposed Timeline

This schedule may change based on availability of partners, staff, etc.

August

- Onboarding & discovery.
- Google ad development and placement.
- Advertising creative flight 1 development.
- Begin placing OTT, digital and social media ads.

September

- Place advertising creative flight 1.
- Ongoing monitoring, optimization and monthly reporting.

October

- Ongoing monitoring, optimization and monthly reporting.

November

- Advertising creative flight 2 development.
- Ongoing monitoring, optimization and monthly reporting.

December



- Place advertising creative flight 2.
- Ongoing monitoring, optimization and monthly reporting.

January

- Advertising creative flight 2 development.
- Ongoing monitoring, optimization and monthly reporting.

February

- Advertising creative flight 3 development.

March

- Place advertising creative flight 3.
- Ongoing monitoring, optimization and monthly reporting.

April – June

- Ongoing monitoring, optimization and monthly reporting.

This schedule assumes a 5-day turnaround for all client approvals. When applicable, approval deadlines will be included with approval requests. If this schedule is delayed due to late receipt of client deliverables or late client approvals, or if additional rounds of review beyond what is detailed below are requested by the client, the schedule and, if applicable, fees may be revised to reflect the additional time needed to complete the work.

Your Investment

Agency Fee For Services and Deliverables Beyond Ad Commission

\$35,000 FLAT FEE

This fee covers onboarding and discovery, project management, three (3) creative advertising campaign sets, intense digital and social ad placement, and Google ad development and placement.

Services and deliverables that fall outside of this scope of work will be subject to additional fees to be agreed upon by both parties in writing.



Advertising Budget Allocation

\$105,000

This budget is inclusive of all charges associated with advertising planning, buying and reporting, for all ad placements outlined in this proposal.

Total Recommended Budget

\$140,000

This budget is inclusive of all charges associated with agency services, advertising planning, buying and reporting, as well as production charges for all ad placements outlined above.

Any work in excess of the contracted amount must be approved in a written and signed Change Order and will be billed at \$170 per hour or will be quoted as a project fee for advance approval.

Invoice Schedule

At Signing

- \$7,000 for Services
- \$8,750 for Expenses (Ad Buy)

August 1, 2023:

- \$7,000 for Services
- \$8,750 for Expenses (Ad Buy)

September 1, 2023:

- \$7,000 for Services
- \$8,750 for Expenses (Ad Buy)

October 1, 2023:

- \$7,000 for Services
- \$8,750 for Expenses (Ad Buy)

November 1, 2023:

- \$7,000 for Services
- \$8,750 for Expenses (Ad Buy)

December 1, 2023:

- \$8,750 for Expenses (Ad Buy)

January 1, 2024

- \$8,750 for Expenses (Ad Buy)

February 1, 2024

- \$8,750 for Expenses (Ad Buy)

March 1, 2024

- \$8,750 for Expenses (Ad Buy)



April 1, 2024

- \$8,750 for Expenses (Ad Buy)

May 1, 2024

- \$8,750 for Expenses (Ad Buy)

June 1, 2024

- \$8,750 for Expenses (Ad Buy)

All payments shall be made to “Flock and Rally” via check or bank transfer. All invoices will be due net 30.