



# Brand Development Proposal

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## Prepared for:

Adam Nordmeyer / Bihlerflex & Jersey Dog Co

## Prepared by:

Edwin Morales / ClicOutdoor

### ***From the ClicOutdoor Senior Partner's Desk:***

Hi, Adam—

I would once again like to thank you for the trust and confidence that you have placed with ClicOutdoor in the design and development of your digital media assets and social media content. I, along with the entire ClicOutdoor team, promise to provide you with top-notch products and service, and we will faithfully fulfill every commitment we make. We are pleased to welcome you into the ClicOutdoor family!

### ***From the ClicOutdoor Team:***

Dear Adam,

ClicOutdoor makes several promises to each and every client and now that you have chosen to work with us you will have the commitment of every ClicOutdoor team member to do our best work and deliver a digital marketing product that will exceed your business goals and expectations.

## **Our Digital Media Services**

Digital media services like brand/product photography and video content production can transform the perception of a business in the eyes of its consumers. The content and media you post online speak more volumes about your business and brand than you ever could. When we partner with a brand, we treat that brand as though it was our own. This is to say, that every form of digital media we develop for you is done so with your brands reputation and future in mind.

## **Photography & Video**

ClicOutdoor uses photography to promote events, individuals, brands, products and much more. Once we receive your products, we intend to use our photography to help develop the total overall media available on your brand and products, both online and for you to use on your day-to-day operations. We strive to capture your brand and products in ways that increase sales conversion, boost brand awareness and improve consumer confidence.



With ClicOutdoor as your digital media provider and your products in-hand, we will be able to deliver a variety of the following on a monthly basis:

- Content media primarily in the form of photographs or videos;
- Videos can be provided as raw footage, how to/instructional, action and much more;
- Edited photos for commercial use with no watermarks or branding unless specifically requested;
- Photos may be posted on social media affiliate accounts, forums, photo sharing sites and more; and
- When available, videos may be posted on your branded YouTube channel or other social media accounts.

## Social Media Marketing

In conjunction with our photography and video services, we use social media to promote events, individuals, brands, products and much more. Focusing primarily on online forums, Instagram, Facebook & YouTube, we intend to use the media we develop or that which you provide to help expand brand awareness. The more locations your brands and products are seen, the more they are recognized and respected. Although most of our social media efforts will be informational, visual & social, we will still tastefully strive to increase sales and overall leads.

## Facebook Ad Campaigns

Our social media ad campaigns can boost sales, traffic, page likes and more. Our Facebook campaigns are designed to target relevant consumers, maximizing both your budget and your return. Working hand-in-hand with you, we will design turnkey campaigns that are custom catered to achieve and surpass your online sales and brand goals.

While marketing on social media, we can deliver the following on a monthly basis:

- Non-spammy, tasteful video or photo centered shout outs on Instagram;
- Proof of attempted brand outreach and networking on Instagram;
- Assist you in the growth of your branded Instagram, Facebook & YouTube accounts; and
- Inform you of and at times answer consumer inquiries generated on forums or social media.

## Online Brand Ambassador Partnership & Management

We have experienced a great deal of success using our flagship 2014 Toyota 4Runner known on social media as “@Fargo4x4” as a social media ambassador for a variety brands and now currently have 5 flagship vehicles. As we expand on our vehicles followers and outreach, we will actively seek to simultaneously expand the following of your brand and products. At every opportunity, we will periodically showcase any future products you provide us in action on these vehicles and will strive to only display your brand or products in a positive light. On these accounts, at our discretion and when appropriate, we will endorse your brand and recommend your products as if they were our own. Additionally, we will actively seek to acquire other strategic high-return ambassadors to provide quality content, reviews and help endorse your brand online.

## Website Advertisement Services

Using affiliate websites such as Nomadders.com, Team4runner.com, Ruggedpix.com and more, we can create a variety of display ads to be featured on the websites. Additionally, we offer graphic services for ad campaigns on 3<sup>rd</sup> party websites. This ensures your brand strategic real estate on our sites, leading to increases in traffic and possibly sales.



## Product Reviews

Product reviews play a huge role in the online marketplace today. Using affiliate websites like Team4runner.com we can write reviews covering your brand and products. We will also strive to retrieve reviews and feedback from your clients to help build consumer confidence in your brand and products. This will expand your brand credibility leading to increases in sales.

## Search Engine Marketing (SEM & SEO)

In conjunction with our photography, video and social media services, ClicOutdoor uses search engines to promote events, individuals, brands, products and much more. Focusing primarily on Google, Yahoo and Bing, we intend to use the media we develop or which you provide us to help develop the overall brand awareness for your company in online search. Search engines are mission-critical to the success of your product. They ensure consumers are able to find your product quickly, smoothly and effectively. Although most of our search engine efforts will be geared around acquiring relevant traffic and overall keyword rankings, we can leverage this traffic and rankings to increase sales and overall leads for your business.

## Pay Per Click Campaign Management

When configured and managed properly, paid search marketing is the quickest and most controllable way to get your business in front of people who are genuinely looking for your products or services. With a well-oiled PPC campaign we can maximize your campaign budget and deliver qualified and relevant traffic, boosting sales.

## Event Rep Services

With our fleet of vehicles and outgoing and knowledgeable staff, we have the unique ability to provide our clients with industry-leading event rep services. Do you need to get your products or booth to a specific event? Need our staff to represent your brand at these events? Interested in using our vehicles as your own? We offer event rep services that are designed to give your company an increased physical presence at events that are logistically challenging for your brand.

## Website Design & Management Services

Today, your organization's website is your organization's identity and the importance of having a correctly built website cannot be understated. When we program websites, we incorporate elements that make it easy for the search engines to identify, archive, and classify your site as an authority for your keyword topics. A properly coded site will result in saved time and effort in ranking for your specific keywords. This means when people search anything to do with your organization, your site will have the best chance possible to be placed right in front of them. ClicOutdoor builds every site on a universally acceptable platform using a responsive format which creates immediate mobile functionality.

The process is a bit more difficult, but with the use of mobile and tablet devices already dominating the search market, it is well worth it.

ClicOutdoor prides itself on creating win-win relationships with every client. In developing the following proposal, ClicOutdoor team members view themselves as the marketing and design arm of your company. You will work directly with our senior account managers as we develop and implement your digital marketing strategy.



## □ Digital Marketing Program 1: \$3,000/m – Jersey Dog Co / Bihlerflex

### Online Brand Ambassador Partnership, Social Media Endorsements

- Team4runner Facebook & IG Account
- Weekendmules IG Account
- OverlandNation IG Account
- WheelingWithDogs IG Account
- TRDLifestyle IG Account
- Nomadders IG Account
- Ruggedpix Facebook & IG Account
- Fargo4x4 IG Account
- TorconTRD IG Account
- TopsideFJ IG Account
- DestroTRD IG Account
- GXAdventures IG Account
- Radventure4 IG Account
- Team4Rpro IG Account
- TeamRAV4 IG Account

### Instagram & Facebook Page Management & Assistance

- Facebook/IG Graphic Design
  - *For use on our channels or yours. Ex: giveaways, event announcements, etc.*
- Instagram Story Take Overs (at events or on trips, etc)
  - *Across our channels and any of your channels that we have been granted access to.*
- Facebook live streams (at events or on trips, etc)
  - *Across our channels and any of your channels that we have been granted access to.*
- Instagram Posting 5-10 a Month, Minimum
  - *Across our channels and any of your channels that we have been granted access to.*
  - *Giveaway announcements, new product releases, event announcements, etc.*
- Instagram Customer Service Assistance
  - *Assist in responses when possible and monitor customer satisfaction.*
- Facebook Ad Campaign Assistance – Recommended monthly ad budget \$500/m

### Online Brand Ambassador Acquisition Assistance

- Assist in acquiring additional strategic ambassador relationships
- Assist in coordinating ambassadors when requested.
- Utilize ambassador provided content on social channels and forums when appropriate

### Sales

- Social Responsibility Sales, Holiday Sales, Etc.

### Graphic Design Services

- Sales Graphics, Social Media Graphics, Print Graphics, etc.



## Photography & Videography Services

- Photography (event, local, scenic, informational, lifestyle, social & more)
  - *Will be posted on our social media channels and can be made available to you for use as you see fit.*
- 1 One Minute Brand Promo
- 2-3 Micro Shorts 10-20 Second Each

## Website Advertisement Services

- Ad on Team4runner.com
- Ad on Ruggedpix.com
- Ad on Nomadders.com
- Ad on Wheelingwithdogs.com
- Ad Graphic Design for 3<sup>rd</sup> Party Ad Campaigns
- Team4runner Build Reviews

## Reporting

- Monthly Report & Monthly Call
  - ClicOutdoor Network Social Media Overview
  - Social Media Overview
  - Facebook Ad MGT

## Digital Marketing Program 2: (Includes Program 1) \$6,000/m

### Email Campaign Management

- Email Campaign Graphics (Using client provided information)
- New deal announcements, event announcements, etc.
- Customer touch base emails.
- Google & Facebook Review Follow Ups

### Website Management and Support

- Design Changes (sliders, product infographics etc.)
- Includes 20 hours of complimentary non coding related website changes either requested by client or required for marketing.
  - Company Projects/Builds
  - Featured Customer Blog
  - Product Editing & Posting
- Website Strategy Think Tank Sessions

### Event Services

- In Accordance With Brand Rep Agreement
- 3-5 events yearly (T4RX, Expos, & more)



## Additional Instagram & Facebook Page Management & Assistance

- Social Networking & posting on groups, pages, etc. (Targeting 75+ Facebook Groups)

## Forum Outreach

- T4r.org Threads & Engagement
  - Organize a strategic itemized vehicle build and installation thread that is managed and updated frequently
- Tacomaworld.com Threads & Engagement
  - Organize a strategic itemized vehicle build and installation thread that is managed and updated frequently
- FJCruiserForums.com Threads & Engagement
  - Organize a strategic itemized vehicle build and installation thread that is managed and updated frequently
- Rav4World.com Threads & Engagement
  - Organize a strategic itemized vehicle build and installation thread that is managed and updated frequently
- Forum Account Management
 

Includes:

  - Generally monitor brand related announcements and discussions
  - Encourage and engage with forum members on a weekly basis
  - Drive an interactive discussion surrounding announcements, news, questions, ideas, recommendations and more.
  - Lightly facilitate and encourage discussion participation.
  - Monitor reputation and combat misinformation.
  - Support other brand relationships
  - Assist with technical support
  - Build connections while fostering a Bihlerflex community of brand enthusiasts.
  - Host monthly think tank sessions with Bihlerflex staff to discuss forum strategy and feedback.
- Using our current personal accounts we will drive a non spammy, positive narrative surrounding Bihlerflex and brand as a whole.
- ClicOutdoor will act as your forum admin and liaison.



## The ClicOutdoor Client Promise

At ClicOutdoor we take our clients and our commitments very seriously. In fact, we make several promises to every client. We put them in writing and back them up with specific guarantees. With regard to the above-stated services, these are our promises to you, our valued client:

1. We promise to provide you all media and perform all services in a turn-key fashion.
2. We promise to listen to you, understand your objectives, and respond in a clear and easy-to-understand manner.
3. We promise you an initial consultation with a senior executive member of the ClicOutdoor management team.
4. In choosing to work together, we promise to communicate with you on a level that you will understand and discuss the process and procedures to be followed in simple terms.
5. We promise to respond and communicate with you in a timely fashion.
6. We promise to review and analyze your business and objectives in our exclusive management "Think Tank" sessions attended by all ClicOutdoor members. We will report back to you with suggestions on how to improve your business and be more profitable.
7. We promise to deliver an extraordinary value, a world-class experience and consistently attempt to exceed your expectations.