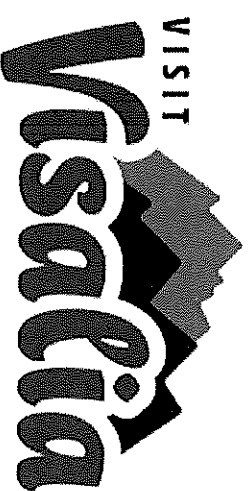




Visit Visalia

Local Freshies® Content Creation Proposal



Content Creation Overview

■ 1 The Content Creation Plan

2 Local Freshies® Services - Options

Content Creation Overview

Strategy

- Position Visit Visalia as THE ultimate year-round vacation destination as a gateway to Sequoia & Kings Canyon National Park
- Highlight that Visalia is a sustainable vacation destination to enjoy world-class cuisine, a life-time of adventure in & around the southern Sierra and foothills
- Focus is on increasing overnight stays & tourism spend especially during shoulder season & mid-week stays

Objective

- Using social media, highlight what Visit Visalia has to offer and drive users to website

Content Creation Overview

1 The Content Creation Plan

■ **2 Local Freshies® Services - Options**

Phase 1: One-time Project

- The first step is about gaining access to and linking all platforms, configuring analytical tools required for tracking progress, familiarizing ourselves with local/regional content and style, and obtaining buy-in from stakeholders and contributors
 - One-time **\$1,250 setup fee**

Phase 2: Management of Social Media (Monthly service)

- Once all systems enabled, the data can be analysed to track how well the team is progressing and develop next stage **action plans/set new goals**

6 - Month Contract Subscription

Alternative #1: Basic Social Media

- Social Media campaign
 - 8 hrs / month
 - Promote editorials, web pages & events/offerings
 - Provide inspiration
 - 4 FB posts, 5-10 Tweets, 3 IG posts / week
 - *does not include video, IG Stories or Reels
- Generate Annual Social Media Analysis Report
- User Adoption & Support: Respond to emails & phone

\$799 / month

6 - Month Contract Subscription continued

Alternative #2: Brand Awareness Foundation

- Basic Social Media
 - 8 hrs / month
 - Promote editorials, web pages & events/offerings
 - Provide inspiration
 - 4 FB posts, 5-10 Tweets, 3 IG posts / week
 - *does not include video, IG Stories or Reels
- Generate Annual Social Media Analysis Report
- User Adoption & Support: Respond to emails & phone



- Social Media Enhanced campaigns
 - 6 hrs / month
 - 3 Stories & 2 Reels / week (IG/FB)
 - Includes Video Generation (using Visit Visalia video content)
 - Includes subtitle creation & music

\$1,475 / month



6 - Month Contract Subscription continued

Editorial Add-On: Editorials & SEO Level Up

- Local Freshies® written editorials
 - 2 articles / month
 - 300 – 800 words in length
 - SEO optimized

\$479 / month

Monthly Subscription Exclusions

Monthly Service will NOT include the following:

- Uploading articles to Visit Visalia
- Capture/generate professional level photos to be used in content or social media (i.e., services offered)
 - Photos for any content generated will be provided by Visit Visalia
- Searching for additional content generators outside of personal network
- Advertisement/Boosted Post Management will not be part of scope
- Find & engage with potential followers
- Designing & publishing newsletter
- Generating Google Analytics reports



