

NAHAC PROPOSAL

DIGITAL MARKETING BUDGET AND TIMELINE (AMENDED)

MARCH 30, 2017



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PROPOSED INTEGRATED APPROACH

As NAHAC's potential digital marketing agency, BRAINTRUST proposes an "all-under-one-roof" approach that integrates various services while leveraging the collective expertise and brand synergies provided by our agency. We invite you to turn the page to see how we intend to take NAHAC digital...

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OUR PROPOSITION

First things first! Let's tear down the current NAHAC brand and rebuild its pillars in a way that resonates with Nevadans that an "easy to apply for" housing resource awaits them. Second, take NAHAC digital as 90% of real estate inquiries occur online. Third, generate online traffic to a new website to push Hardest Hit Fund applications! In recent meetings, it was made clear the brand mark (at right) had little currency with those that need NAHAC's help and guidance the most. By going back to "square one" BRAINTRUST can arrive at what NAHAC stands for in 2017 and beyond, what it means to those facing their own housing crises, how it can help change their lives, and more directly how it is easy to apply for. BRAINTRUST, having successfully created and executed a similar campaign for Nevada's Attorney General's Home Again – Nevada Home Owner Relief program, seeks to work with NAHAC's executive team and board to develop and launch a new brand, including a brand platform, positioning statements, website, and marketing materials to support the organization. The scope of work and proposed fees are outlined below and begin with a creative meeting to serve as a discovery session that covers the true meaning and goals behind the new NAHAC.

Current brand marks:



Nevada Affordable Housing
Assistance Corporation



HOME AGAIN - CASE STUDY

State of Nevada Office of the Attorney General - Home Again: Nevada Homeowner Relief Program

Services: Full-service marketing, media strategy, media buying, creative design and brand development, PR and SM
Date: October 2012 — Present
Project Team: Kurt Ouchida, Managing Partner; Monica Vanyo, Account Director; Aaron Barnaby, Art Director
Professional fees/mo.: \$22,666 per month



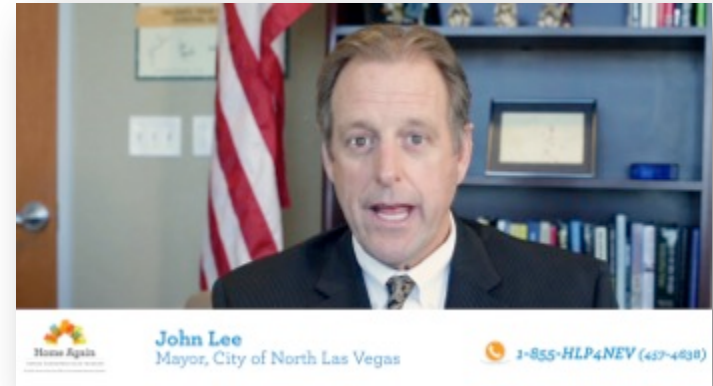
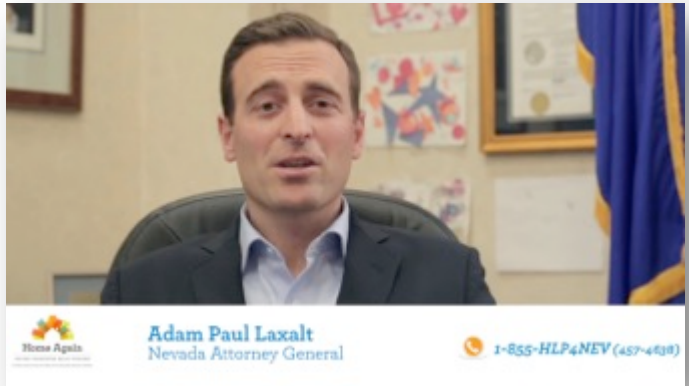
Overview: In the wake of one of the worst housing crises in our nation's history, the office of the Nevada Attorney General introduced a new public service called the "Home Again: Nevada Homeowner Relief Program," designed to make it easier for distressed homeowners in Nevada to determine what state or federal assistance may be available to them with a single "one-stop," free resource.

Goals and Objectives: BRAINTRUST was hired after competing in a statewide RFP process to establish the name of the program and its brand platform, including all logos, marks, look and feel and collateral. Subsequently, BRAINTRUST created and executed a full-scale, and cost-effective, state-wide marketing and advertising campaign to promote this new service. This included paid media, social media, public relations and events in both media markets and the rural communities of Northern Nevada.

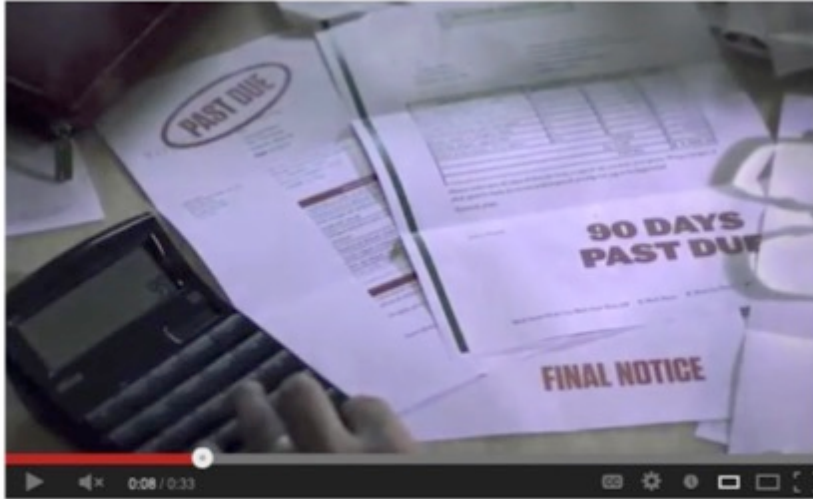
CASE STUDY - SUPPORT



•••• CASE STUDY - SUPPORT



CASE STUDY - SUPPORT



30-second TV Commercial - English version



30-second TV Commercial - Spanish version

HOME AGAIN - RESULTS

Results:

- **Generated 12,000 calls in the first year alone!**
- **20,413 inquiries since January 2013 (email and phone)**
- **51,231 Nevadans served with counseling and education**
- **~3,000 unique visitors to website per month/first year**
- 255 earned media stories statewide
- Over 100 million total earned media impressions
- Over \$500,000 in free publicity
- Nearly 80,000+ unique visitors to www.homeagainnevada.gov
- Over 60 million paid media impressions

Additionally, the program was renewed for a third year by the State of Nevada Interim Finance Committee

ABOUT BRAINTRUST

...MODERN MARKETING IN THE DIGITAL AGE



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BRAINTRUST - JUST THE FACTS

BTMC LLC., dba BRAINTRUST

- Certified Google Partner
- Integrated agency of 36 full-time employees making BRAINTRUST the 3rd largest agency in Southern Nevada
- 8,000 sq. ft. office located at 8948 Spanish Ridge Avenue, Las Vegas, Nevada 89148
- Owned by managing partners Kurt Ouchida (50%) and Michael Coldwell (50%)
- 10th year in business - incorporated in the State of Nevada on June 20, 2006
- Tax I.D. Number: 27-3546696
- Dun and Bradstreet number: D-U-N-S Number 023929384
- Good standing with the Nevada Secretary of State, Clark County and Washoe County
- Recognized as a minority-owned business
- No legal disputes or pending actions with any of its clients

BUSINESS BUILT ON RESPONSIBILITY AND RESPECT

- Ranked as one of the Top 10 largest businesses with minority ownership in Nevada
- BRAINTRUST abides by all federal, state and municipal laws and regulations
- Valid state and municipal business licenses
- Comprehensive insurance policies in effect
- Experienced 100% organic growth, with no outstanding loans, debts, or creditors
- No legal action pending by or against current or past partners

A POSITIVE PLACE TO WORK

- Ranked Top 10 Best Places to Work, Vegas Inc.
- BTMC offers comprehensive insurance including health, dental, life, and vision
- Annual Team Member Feedback surveys to evaluate management and work environment
- Offers 401k package with 3% employer match
- Multilingual capabilities and Hispanic marketing practice
- Benefits for same-sex partners

BRAINTRUST - OVERVIEW

When compared to other agencies, BRAINTRUST's key differentiators include:

- Agency principals involved on a day-to-day basis — you are never “handed off” to junior staff.
- 3rd largest marketing agency in Nevada with a staff of 36 full-time team members.
- As a certified Google Partner, we are a modern agency for the modern market that employs digital tactics.
- Utilize a system of milestones, checklists, weekly meetings, and monthly reports to achieve goals.
- No one at our agency uses “air quotes.”
- We strive to meet all deadlines on time and on budget.
- We subscribe to a progressive approach to brand marketing using the latest technology and consumer insights.
- We give great client service and our cell phones are never off: 702.300.5756. Test us.
- And we've won/earned the obligatory awards.



BRAINTRUST HEAD QUARTERS

Another key difference: In-House Hispanic Brand Marketing

Just like the U.S. population, more than 20% of the BRAINTRUST Marketing team is bilingual. We offer a Hispanic Marketing practice group consisting of a highly-skilled team of bilingual and bicultural marketing professionals to develop and extend your brand campaign in a manner that is appropriate and compelling in order to connect with the critically important Hispanic audience. In fact, our Spanish-language social media campaign we created for the Regional Transportation Commission of Southern Nevada was one of the first of its kind for any government agency in the country, and we possess strong relationships with Spanish-language media on a local, regional and national level.

BRAINTRUST - AN INTEGRATED AGENCY



BRAND MARKETING

- Strategic Brand Evaluation
- Brand Positioning
- Marketing Plan Development
- Event Marketing
- Strategic Partnerships
- Promotions
- Experiential Activations
- Business Analysis
- Lead Generation



MEDIA BUYING

- Media Strategy
- Market and Media Research
- Media Planning
- Media Buying
- Campaign Management
- Print, Broadcast, Direct and Web
- Advertising Creative Development
- Advertising Creative Design



PUBLIC RELATIONS

- National, Regional, Local PR
- Strategic Planning
- Profit Center Focused Approach
- Proprietary Media Lists
- Dedicated Publicist
- Fam Trip Organization
- Media Event Execution
- Trade And B2B Media Relations
- Satellite Media Tours
- Press Conference Organization



CORPORATE COMMUNICATIONS

- Overall Message Management
- Strategic Communications Plan
- Crisis Communications
- Labor Relations
- Internal HR Communications
- Media Training
- Liaison with Investor Relations



CREATIVE & WEB DESIGN

- Collateral Materials Design
- Web Design and Development
- Specialty Design
- Mixed Media
- Art Direction
- Photo Shoot Oversight
- Video Production
- Post Production



INTERACTIVE MARKETING

- Social Media
- Content Management
- Reputation Management
- Search Optimization
- Search Marketing
- Viral Video
- Widgets and Apps
- Lifecycle E-Blast Marketing
- Data Mining and Data Capture
- Online Distribution

GOVERNMENT & NON-PROFIT EXPERIENCE



NEVADA HOMEOWNER RELIEF PROGRAM

OFFICE of the NEVADA ATTORNEY GENERAL



NAHAC CAMPAIGN COMPONENTS

DIGITAL, WEB, SOCIAL, AND PR



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OBJECTIVES

1. Generate more than 2,000 website visits (engagements) per month to www.NAHAC.org
2. Activate a digital, social media and public relations campaign that generates: **3,050 engagements per month** on average (based on industry & local media estimates from the campaign BRAINTRUST envisions). Summary below:

Digital Marketing Buy (monthly projected estimates)

Impressions: 925,900 Per Month

Engagements: 1,850 Per Month Avg.

Social Media (monthly projected estimates)

Impressions: 450,000 Per Month Avg.

Engagements: 800 Per Month Avg. (higher than PR due to online channels)

Public Relations (monthly projected estimates)

Impressions: 500,000 Per Month Avg.

Engagements: 400 Per Month Avg.

3. Utilize BRAINTRUST's data management (DMP) and demand side platforms (DSP) – NOTE: BRAINTRUST is one of the few, if not the only, integrated marketing agency in Nevada that owns these online platforms) to develop a highly targeted campaign on behalf of NAHAC.
4. Extend NAHAC's conservative advertising budget by utilizing digital channels
5. Leverage BRAINTRUST's media buying power of \$10 million in local advertising spend and the agency's existing, long-term relationships to provide added value that benefits NAHAC

NAHAC PROGRAM

1. Apply BRAINTRUST's expertise as a certified Google Partner to conduct cost-effective, trackable, online search campaigns
2. Take advantage of the ongoing trend that 90%+ of real estate research occurs via web search.
3. Utilize re-targeting to track/follow site visitors and social media followers in Nevada and continue serving ads to stay top-of-mind, create word of mouth and generate online sales.
4. Utilize mobile GEO-Fencing to hyper-target depressed zip codes and other specific target areas.
5. Successfully launch NAHAC with a trackable campaign involving:
 - Brand messaging
 - Web page creation
 - Back-end structuring & setup
 - ✓ Re-targeting pixel placement (track behaviors once on the site and serve ads when they leave)
 - ✓ Analytics & tracking tags
 - Social Media management plan
 - Digital and traditional public relations plan
6. Strategically leverage organic social media curation and implementation combined with proactive public relations (traditional and digital) implementation and event activation promotion.

STRATEGIES AND TACTICS

1. Capitalize on BRAINTRUST's \$10 million purchasing power in the Las Vegas Media Market, the agency's certification as a Google Partner and its ownership of digital platforms.
2. Implement Digital Display campaigns to hyper-target underwater home owners and the like, create brand awareness, and stay top-of-mind until the prospect is ready to apply for Nevada's Hardest Hit Fund.
3. Conduct a contextual digital campaign that focuses on those key word searches such as hardest hit funds, principle reduction, mortgage help, mortgage reduction, loan modification to name a few.
4. Implement high-visibility Paid Social Media campaigns targeting geo, age, income, ethnicity, interests & behaviors to ensure maximum engagement and following from desired audience.
5. Utilize Organic Social Media strategies to engage followers, create awareness, position NAHAC as the trusted, credible source for Nevada's Hardest Hit Fund
6. Leverage expertise in PR, content writing and high-level media relationships to curate and implement highly effective PR strategies on both traditional and digital channels.
7. Utilize PR expertise to assist in positioning NAHAC brand and creating and maintaining awareness among targeted media and partners.
8. Maximize expertise in event promotion to assist in the NAHAC events
9. Utilize press contacts and social media influencers to back the NAHAC.

DIGITAL MARKETING PROGRAM



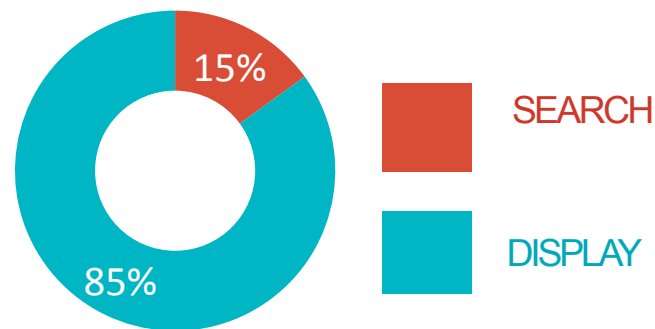
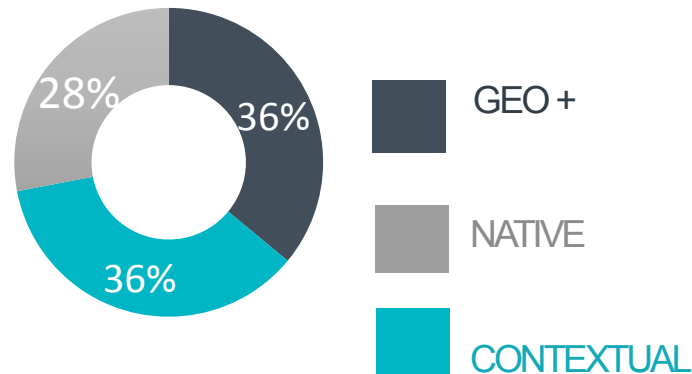
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DIGITAL MARKETING BUDGET SPLIT

- Digital Marketing Channels
 - ✓ Search Engine Marketing
 - ✓ Google Ad-words
 - ✓ Digital Display (Geo, Income, LTV, Likeliness to refi qualifiers)
 - ✓ GEO Fencing + Behavior + Financial + Interests
 - ✓ Contextual (key word search and capture)
 - ✓ Native

TOTAL BUDGET: \$50,000

- SEM and Digital Display Budget
 - ✓ SEM: ~\$800 Monthly
 - ✓ Digital Display: ~\$3,400 Monthly
 - Display Display Strategy Split of \$3,400 is divided:
 - ✓ Geo Fencing + Behavioral + Financial + Interests: \$1,200 Monthly
 - ✓ Contextual: \$1,200 Monthly
 - ✓ Native: \$1,000 Monthly



DIGITAL MARKETING - GEO FENCING+

BRAINTRUST shall implement a highly targeted and layered digital marketing campaigns that shall capture the attention of prime targets via:

- GEO FENCE
 - ✓ High risk areas
 - ✓ High foreclosure areas
 - ✓ High LTV areas
- Financial + Interest + Behaviors Examples
 - ✓ Has a mortgage 80%-140% loan-to-value
 - ✓ Income \$120,000 and below
 - ✓ Seeking mortgage reduction

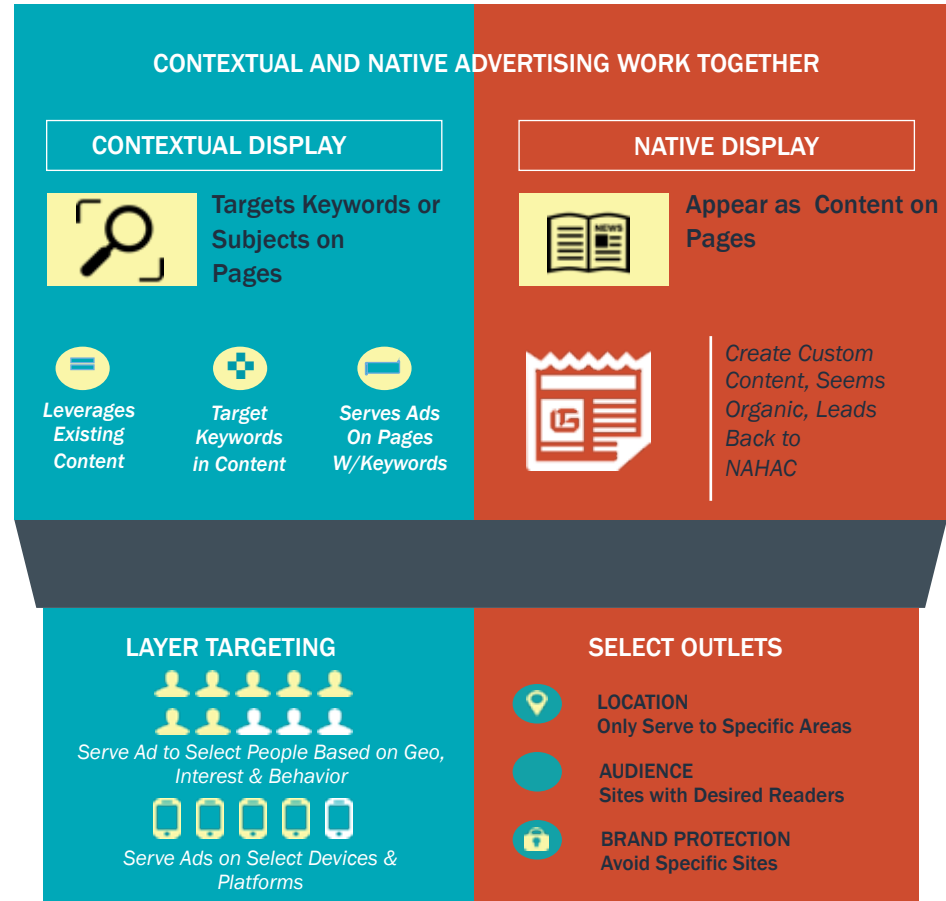


Target pockets of residential communities with high potential risk for default

Projected Contextual Results: ~190,900 impressions, ~400 engagement

DISPLAY - CONTEXTUAL & NATIVE APPROACH

BRAINTRUST would implement a program that highlights the best digital practices of both contextual and native advertising indicative of the following approach:



DISPLAY - CONTEXTUAL - MORTGAGE MOD

1. Target web sites with content related to mortgage modification.
2. Layer keyword targeting with GEO-targeting in high foreclosure areas to capture target audience.
3. Layer with qualifiers: 80-140% LTV, Income under 120k.
4. Serve digital ads to potential qualified individuals on websites to create brand awareness and generate sales.

Website example

Debt forgiveness equals success

A number of researchers have found that the most successful mortgage modifications involve debt forgiveness. Yet, according to the Comptroller of the Currency and the Office of Thrift Supervision, just 1.8 percent of modifications in the first quarter of 2009 forgave debt. That's about one in 50 modifications.

The other 49 modifications consisted of rate reductions or rate freezes, term extensions and "capitalization," which means that the missed payments and fees were added to the homeowner's debt burden. Some 70.2 percent of modifications included capitalization: That means that for every troubled borrower who got debt forgiveness, 39 ended up owing more.

Loan performance, six months after modification in 2008

	Payment decreased 20% or more	Payment decreased 10% to 20%	Payment decreased less than 10%	Payment unchanged	Payment increased
Percentage 90 or more days delinquent	15.6	19	24.2	45.7	37.9

OCC-OTS Mortgage Metrics Report, 1st Quarter 2009

The average amount added to mortgage balances: \$10,800, according to Alan White, assistant professor of law for Valparaiso Law School, in [his study](#) published in January, of 3.5 million privately securitized mortgages.

"It is apparent now that mortgage modifications will succeed in achieving sustainable repayment, and in reducing the aggregate debt overhang, only if they include reductions of principal to align debt with property values," White writes.

NAHAC

NEVADA
Hardest Hit Fund

AD
HERE

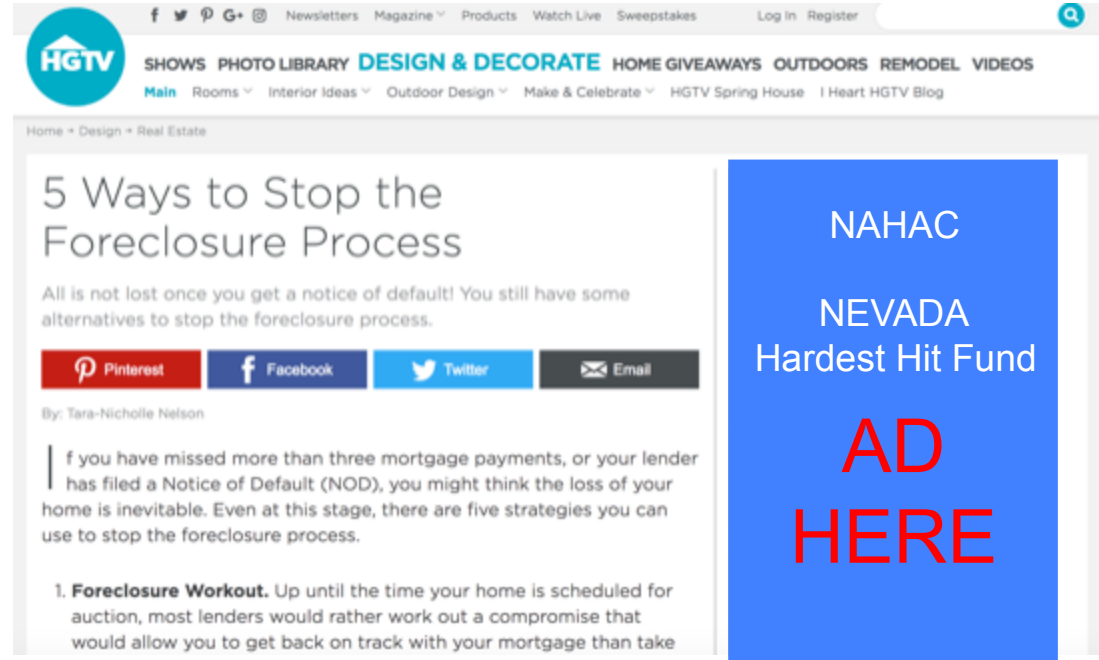
Sponsored Stories You May Like

Recommended by Outbrain

Projected Contextual Results: ~310,000 impressions, ~620 engagement

DISPLAY - CONTEXTUAL - FORECLOSURE

1. Target websites with keyword content related to foreclosure that have a following of target audience.
2. Layer keyword targeting with GEO-targeting in the high foreclosure area to capture target audience.
3. Layer with qualifiers: 80-140% LTV, Income under 120k.



DISPLAY - NATIVE

1. Create content to use in “Native” advertising.
2. Native advertising appears in various related news feeds with related content.
3. Layer GEO-targeting in the high foreclosure area and qualifiers: 80-140% LTV, Income under 120k to capture target audience.
4. Native ads do not appear self-serving. - Ultimately leads back to NAHAC.



Foreclosure process stretches years longer than a decade ago

CT Post - 4 minutes ago

"When that occurred there were too many foreclosures to work through and you had a backlog," Nelson said. "Servicers had to learn how to ...

Foreclosure activity hits low point

Star News - 18 hours ago

The number of homes lost to foreclosure in Minnesota has fallen to the lowest level since tracking of these numbers began in 2006, according ...



How Nevada is Helping Home Owners Keep Their Homes

Government program; Nevada's Hardest Hit Fund has been assisting home owners financially to keep their homes and decrease foreclosures. Do you qualify?

[View all](#)



Struggling Lakeforest Mall faces foreclosure

Washington Business Journal - Mar 23, 2017

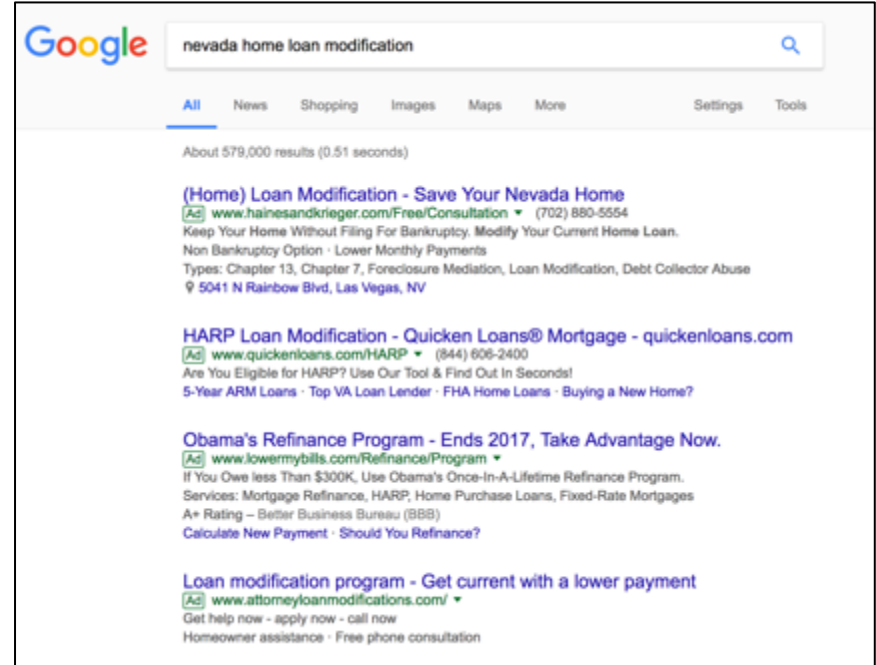
The Lakeforest Mall in Gaithersburg is facing foreclosure following years of declining sales and occupancy rates in an increasingly challenging ...

Example of NAHAC Native Ad

Projected Native Results: ~275,000 impressions, ~530 engagement

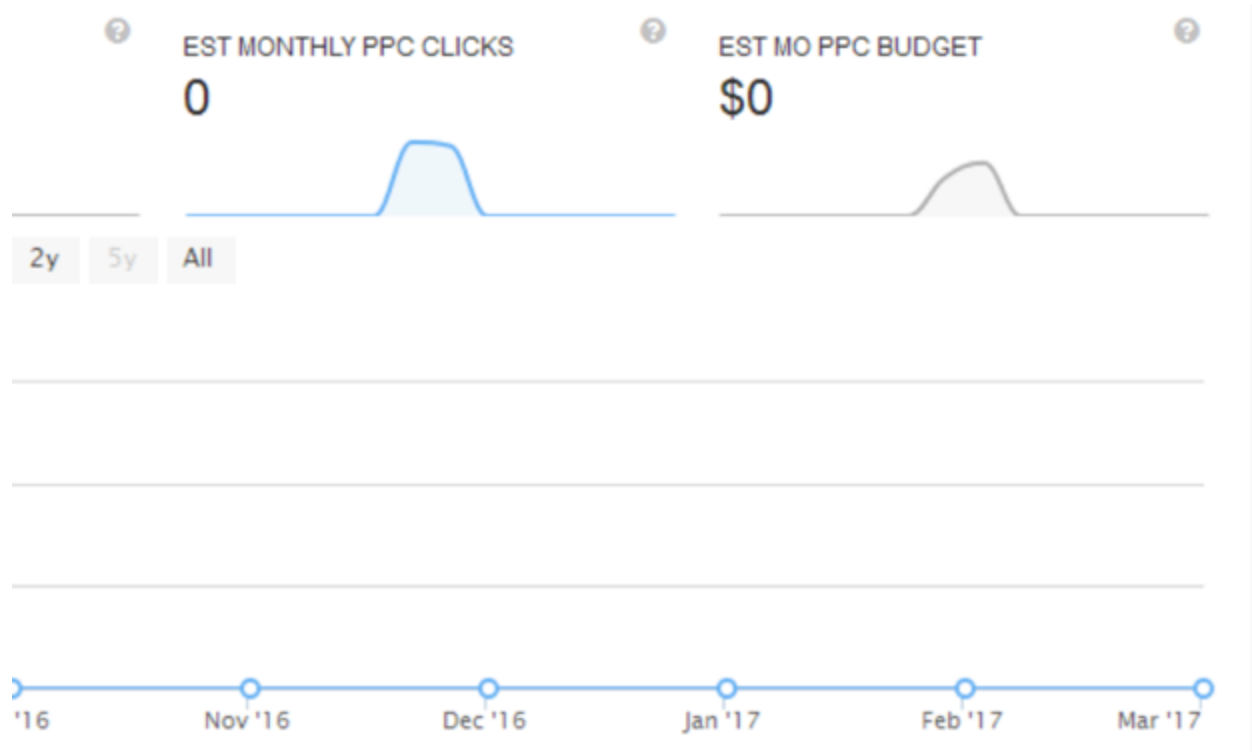
SEARCH ENGINE MARKETING (PPC)

- Paid Search
 - Highly Competitive
 - Competing with Other mortgage companies
 - Avoid Competing for High Cost/Low Conversion Keywords

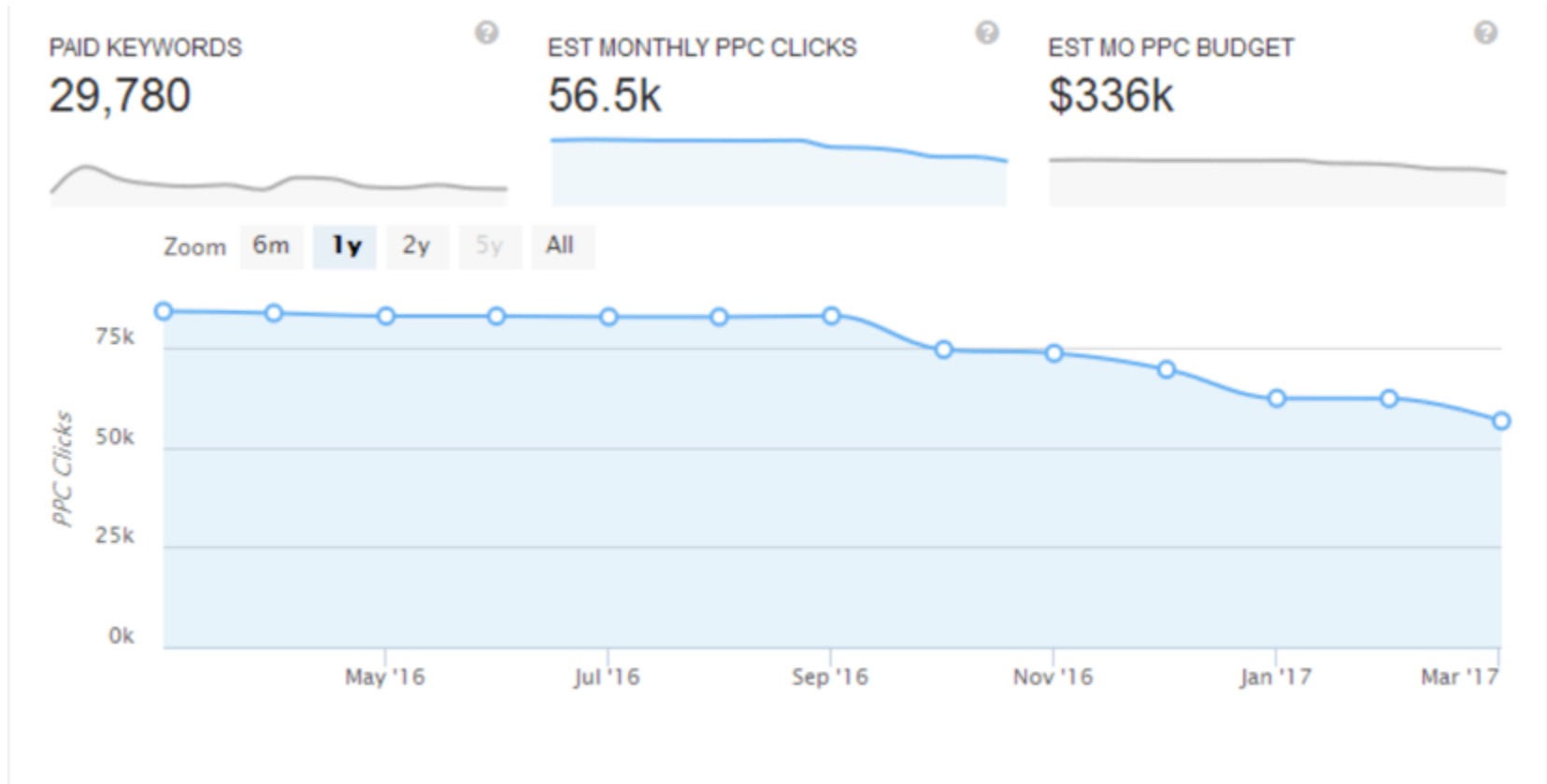


Projected Contextual Results: ~150,000 impressions, ~300 engagement

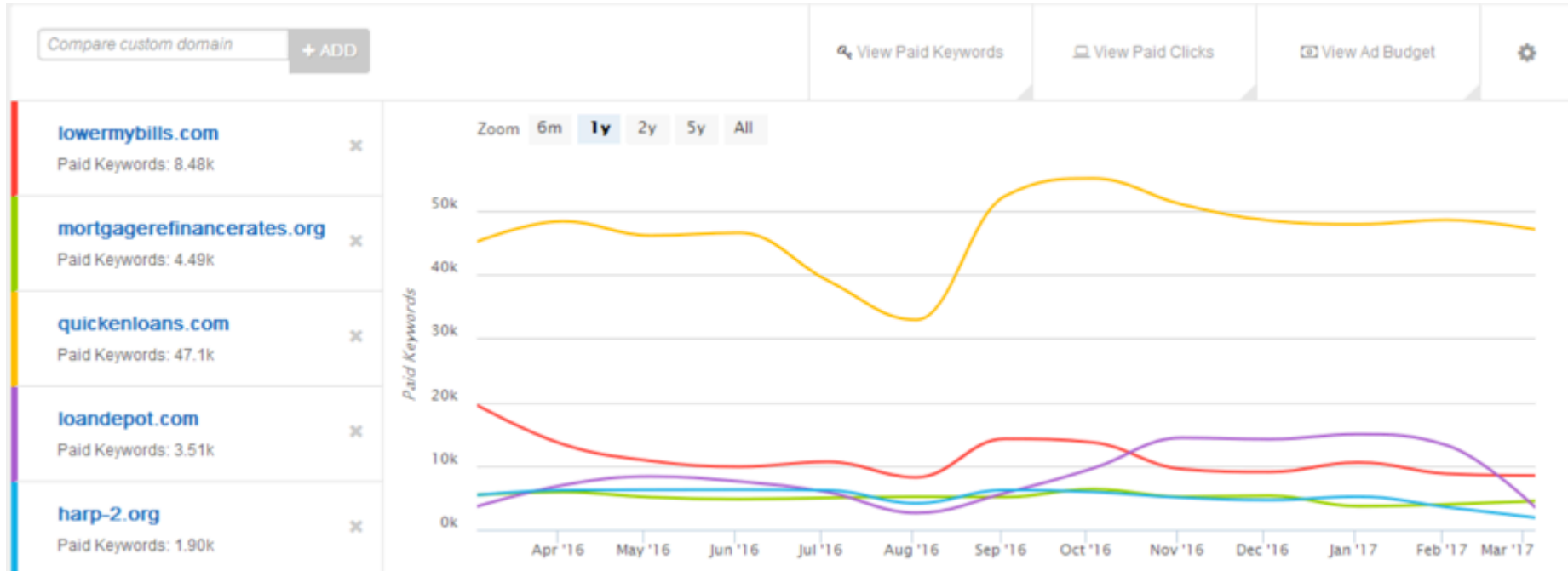
SEM (PPC) - CURRENT STATUS



SEM (PPC) - COMPETITOR



SEM (PPC) - COMPETITOR



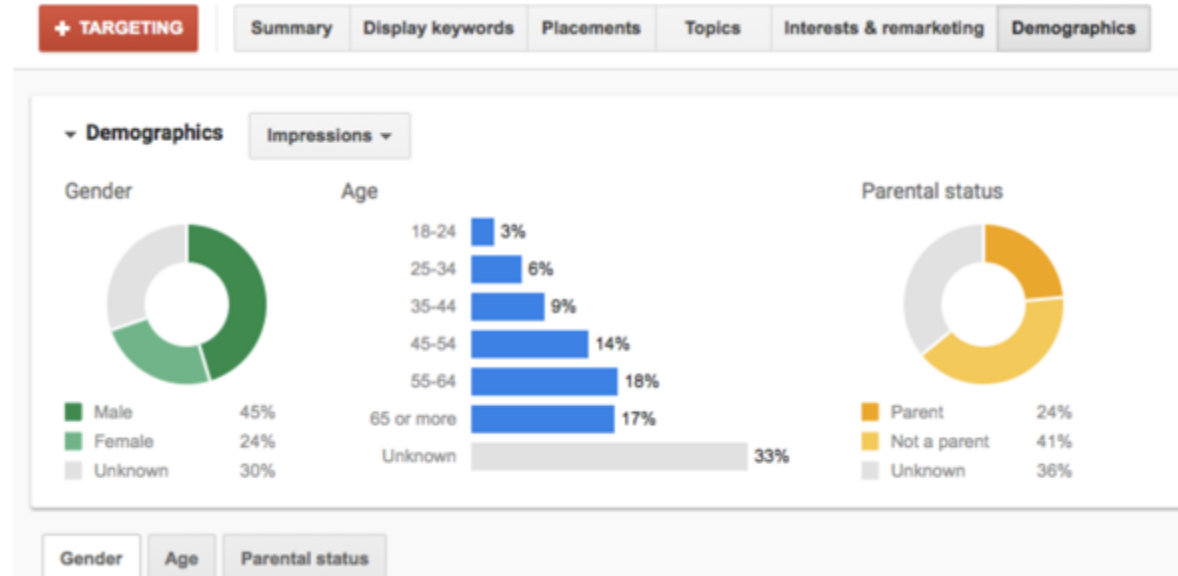
●●●● SEM – ADVANCED STRATEGIES

- Utilize Advanced Targeting Strategies to Increase Conversions, ROI & Decrease Cost Over Time
 - Negative Keywords
 - Re-target Website Visitors
 - Demographic Targeting/Bidding
- Utilize Display Select (similar to contextual)

SEM - ADVANCED TARGETING

■ Additional Targeting Strategies:

- Layered Targeting
- Competitor Retargeting
- Day/Time Targeting
- Location Targeting



SCOPE OF WORK

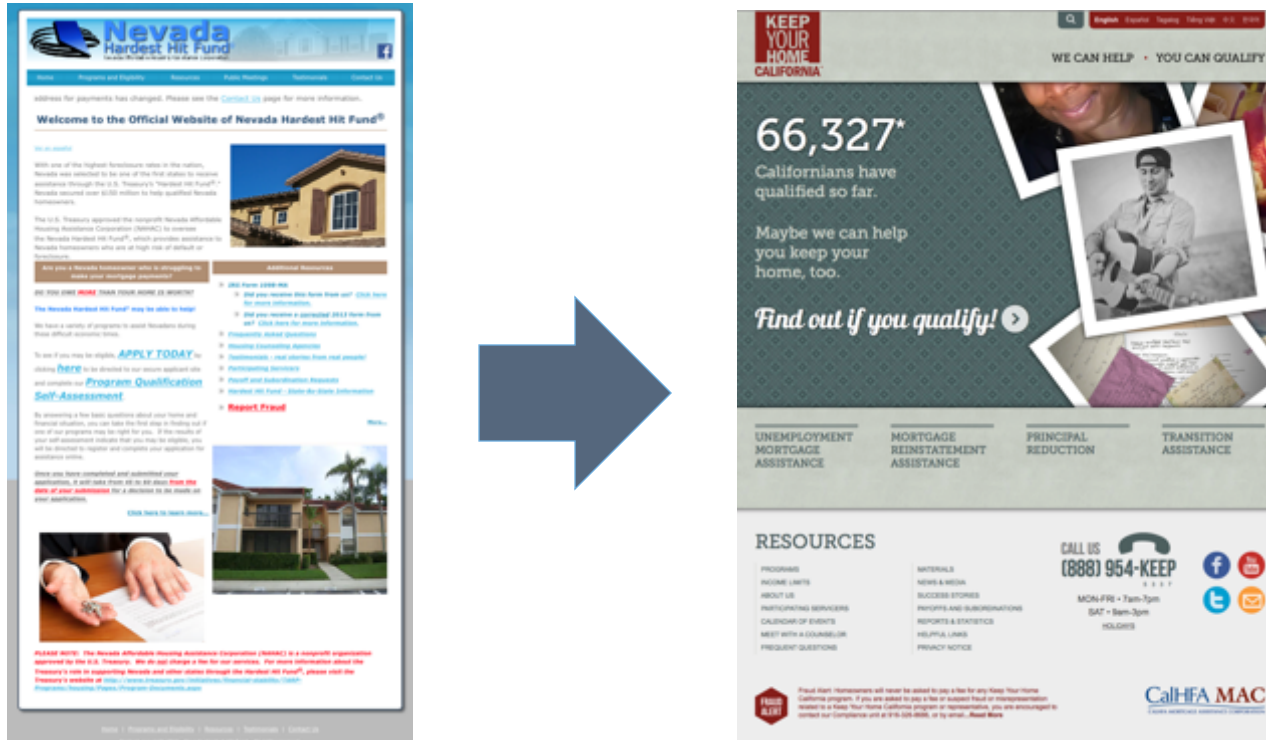
WEB, DIGITAL, SOCIAL AND PR



Kurt Ouchida, Managing Partner
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NEW WEBSITE

BRAINTRUST proposes to redesign a new NAHAC website with applicable elements from the Keep Your Home California site at left. The approach is to humanize the “cause” with source content provided by NAHAC and build a brochure-style site based on a scientific approach to lead prospects through the conversion process. Key elements include a user-friendly interface and clear call-to-actions to apply for Nevada’s Hardest Hit Funds.



WEB PAGE CREATION - SCOPE OF WORK

Month 1, BRAINTRUST would expend 100 hours building a newly branded website to use as a click-through page for digital marketing efforts. We would provide the following services:

1. Work in conjunction with NAHAC to identify general site look and feel
2. Creation of original artwork in conjunction with current NAHAC assets
3. Source additional images necessary for design
4. Page creative and design
5. Create plug-in for new Hardest Hit Funds online application
6. Page coding and back-end structure
7. On-Page SEO optimization
8. Form and contact integration
9. Locations integration
10. Pixel and tracking implementation
11. Create social media channels and links
12. Host online press release clearing house

Goal: Increase the effectiveness of digital and online efforts by creating newly branded page

Budget: \$10,000 one-time fee

DIGITAL MEDIA CAMPAIGN - SCOPE OF WORK

BRAINTRUST recommends a total digital media budget of \$50,000 spread over 12 months and divided between contextual, native and social.

1. Develop targeted and cost-effective media plan
2. Evaluation of current media efforts and potential future media partners
3. Create and activate campaign
4. Leverage extensive relationships, owned digital platforms and \$10 million in annual advertising spend to negotiate preferred advertising rates and added value
5. Implement media buying per month (only as approved)
6. Manage and maintain placement, insertions and schedules
7. Provide media audits and run verifications and online analysis
8. Ideation of social media content to drive engagement and grow audience
9. Monitoring and responding to comments and mentions across various channels
10. Analysis and reporting of digital analytics, trends and key performing indicators (KPI)

Goal: Strategically implement a multi-channel approach, which includes placements on digital & online services.

Budget: The digital media budget includes 15% commission on the gross.

Digital Marketing Buy Summary (monthly projected estimates)

Impressions: 925,900 Per Month

Engagements: 1,850 Per Month Avg.

ORGANIC SOCIAL MEDIA - SCOPE OF WORK

BRAINTRUST will focus on improving social media presence and engagement through:

1. Curate 30-day master calendar of original content postings
2. Provide auditing, content strategy, content creation and management
3. Create original content to optimize, maintain, and monitor current SM platforms; synergize with PR messaging/content
4. Interaction with users, including community engagement
5. Implementation of strategies and programs to help generate online traffic and engagement through calls to action and conversions
6. Fan building based via specific campaigns, contests and polls
7. Curate and post 3-4 Facebook posts/week, 3-4 Instagram, (or, Snapchat, Pinterest) posts/week,
8. Curate branded campaigns via social media that increase audience and awareness of the profile and brand
9. Provide original artwork for social media content
10. Engagement with audience by responding to all messages, comments, and reviews
11. Create brand voice via social media
12. Execute paid advertising campaigns and curate original artwork to be utilized within campaigns
13. Curate Facebook tracking pixel for brand to be used in any potential promotional paid advertising
14. Utilize social monitoring software used to interact with people mentioning NAHAC
15. Provide monthly reporting on performance

Social Media Outcome Summary (monthly projected estimates): Impressions: 450,000 Per Month Avg.; Engagements: 800 Per Month Avg. (note: SM is higher than PR due to online channels)

PUBLIC RELATIONS - SCOPE OF WORK

1. Draft, distribute and pitch the “NEW NAHAC” announcement release ASAP
2. Implement multi-channel PR plan that leverages BRAINTRUST’s long-standing media relationships
3. Refine NAHAC messaging for press use
4. Media train key personnel if needed
5. Adhere to editorial calendar of real estate topics, trends and events
6. Develop digital and traditional press assets, such as kits, FAQs, digital press kit with embedded links, one-sheets, image library, executive portraits, product images, talking points
7. Create pitch angle “story grid” comprised of media outlets and editorial slants
8. Create PR events calendar and editorial schedule for targeted pitches
9. Draft and pitch unique story angles per targeted media (maximum one per month)
10. Draft monthly press announcements to keep the media apprised of NAHAC activities and success stories; stage event photo opts and hiring releases; repurpose for online, digital and SM consumption.
11. Implement 2-4-6 PR strategy
12. Use BRAINTRUST’s proprietary databases to reach top business, real estate writers, influencers
13. Conduct on-air segments with TV and radio
14. Deliver timely and strategic pitches and media relations based on exclusive editorial calendars
15. Leverage BRAINTRUST’s stature as a trusted resource for “Help A Reporter Out” and the “Reporter Connection” online services

Public Relations Outcome Summary (projected estimates): Impressions: 500,000 Per Month Avg.; Engagements: 400/Mo. Avg.

HOW IT ALL FITS TOGETHER

INTEGRATING ALL DIGITAL CHANNELS



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INTEGRATED DIGITAL APPROACH

BRAINTRUST's digital approach includes aspects of Paid, Earned, Shared and Owned media channels and use multiple platforms to maximize the NAHAC brand. Our digital strategy ties into:

- Advertising (Traditional)
- Advertising (Digital)
- Pay Per Click
- Sponsorships

paid

earned

- Media Coverage
- Blogs / Vlogs
- Word of Mouth
- "Viral" / "Buzz"

- Social Media Channels
- Reputation Management
- Blog Platforms

shared

owned

- Websites / Microsites
- Newsletter / eNewsletter
- eBlasts
- Blog

DIGITAL CHANNELS WE EMPLOY

BRAINTRUST implements a 360-degree approach to digital – it is oriented with media communication tactics that are cognizant of SEO strategy, keyword rich content, and utilizing press releases and media coverage to build high authority backlinks to benefit the NAHAC search campaign.

By taking the NAHAC message digital, BRAINTRUST focuses on messaging and imaging that reaches the influential bloggers and influencers that dictate real estate and business trends.



BUDGET AND TIMELINE



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BUDGET COMPARISON



\$22,666 per month

BRAINTRUST created and executed a full-scale, and cost-effective, state-wide marketing and advertising campaign (with concentration in Southern Nevada), to promote this new service. The professional scope of services included:

1. Branding Consultation
2. Graphic Design
3. Web Design
4. Digital Design
5. Public Relations
6. Social Media
7. Media Consultation

\$479,000 ad buy – year one



Nevada Affordable Housing
Assistance Corporation

\$10,000 per month

BRAINTRUST intends to provide a 56% discount to create and execute a full-scale, state-wide marketing and advertising campaign (with concentration in Southern Nevada), the professional scope of services shall include:

1. Branding Consultation
2. Graphic Design
3. Web Design
4. Digital Design
5. Public Relations
6. Social Media
7. Media Consultation

TBD Ad buy – year one \$50,000

SCOPE SUMMARY

BRAND DEVELOPMENT AND PROFESSIONAL SERVICES

1. New logo and primary marks
2. New slogan
3. New color palette and typography
4. New identity package (new biz cards, letterhead)
5. Refined mission and vision statements
6. New “Elevator Pitch” (corporate script)
7. New brand positioning and relative market positioning
8. New brand narrative
9. New Overall Brand Guidelines / Brand Book
10. New marketing materials (digital presentation, brochures, hand-outs etc.)
11. New advertising campaign and ad mats (B2C)
12. New photography (Curated Stock)
13. New photography and Video (estimated \$2,000 one-time fee)
14. Cross-marketing with non-profits
15. Ongoing Public Relations and Social Media (ASAP)

MONTHLY RETAINER FEE OF \$10,000

WEBSITE DEVELOPMENT (30 to 45 day build out)

1. New website design
2. HTML5 compatibility
3. Responsive design for “any device” compatibility
4. Social media integration and data capture functionality
5. Application submission forms
6. Newsroom / Media Center
7. Optimized with SEO
8. Edited content based on NAHAC’s current site
9. SEO / SEM campaign management available at additional cost
10. Hosting and maintenance available at additional cost
11. Photography and Video (\$2,000 budget repurpose)

\$10,000 PROJECT FEE. ONE-TIME EXPENSE OF \$10,000, OR TWO (2) MONTHS AT \$5,000 PER MONTH, FOR AN INTERACTIVE BROCHURE SITE

DIGITAL AND TRADITIONAL MEDIA BUYING AND PLACEMENT:

\$50,000 gross advertising buy total - 15% commission

BUDGET BREAKDOWN

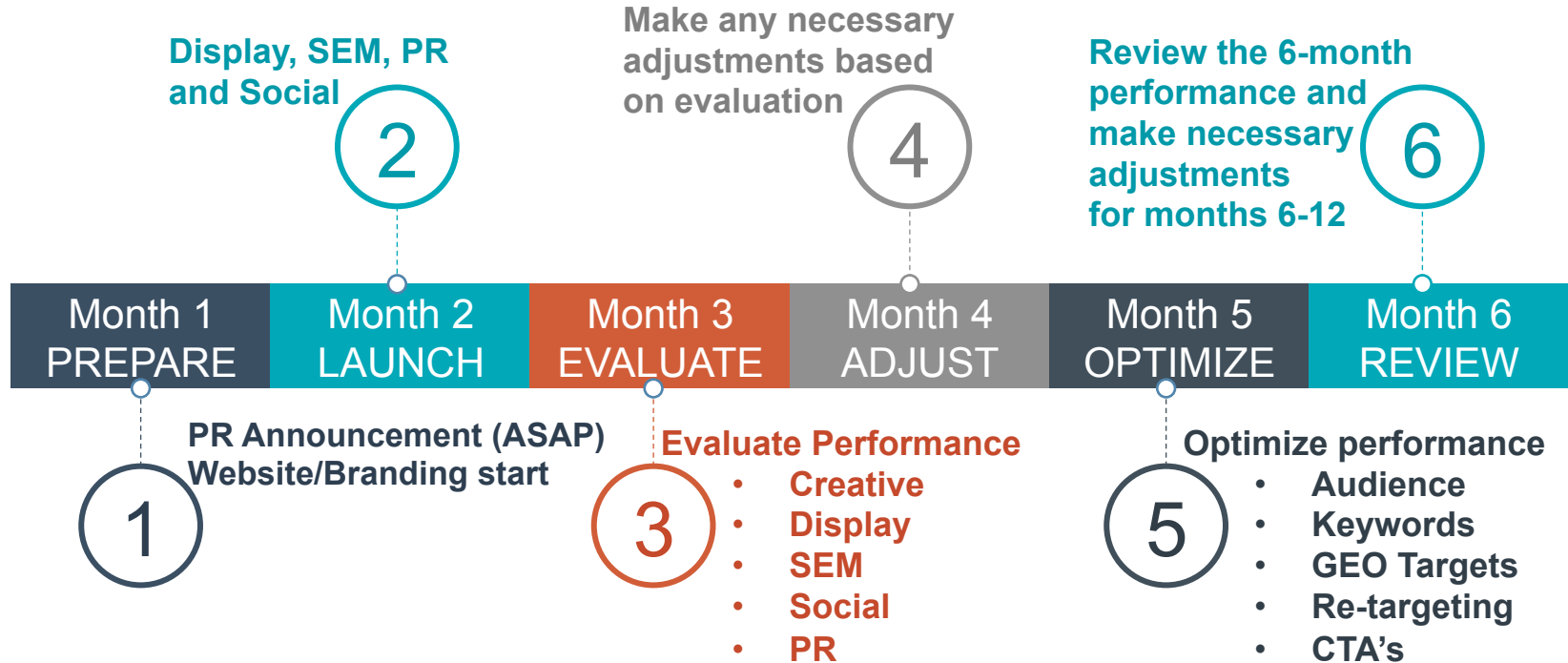
Per our recent meeting, BRAINTRUST shall provide comprehensive professional services that cover the scope outlined previously. Here's a breakdown of proposed hours applied and divided between creative, PR, SM and web design:

<u>Month</u>	<u>Phase</u>	<u>Monthly Fee</u>	<u>Proposed time</u>	<u>Services</u>
April	PR Launch/Ramp Up	\$10,000*	100 hours per month	Creative, PR, SM
May	Design/Plan	\$10,000	100 hours per month	Creative, PR, SM
June	Design/Web	\$20,000	200 hours per month	Creative, web, media
July	Web	\$10,000	100 hours per month	Web, PR, SM
Aug. to Mar.	Program Exec.	\$8,500	85 hours per month	PR, SM, media
<u>Grand Totals</u>		Professional Service Fees: \$92,500		
		Photo/video fees: \$2,000		
		Advertising/Media Buy: \$50,000 (gross amount to spend; commissions included in this total)		
		Grand Total: <u>\$144,500</u>		

**BRAINTRUST annual projected totals: 22.5 million impressions per year
36,600 engagements with the NAHAC website per year**

*Note: It is public record Nevada's Attorney General's Home Again – Nevada Home Owner Relief program as administered by the Financial Guidance Center compensated BRAINTRUST \$22,666 per month for first year of the program. To that end, BRAINTRUST is open and willing to provide a considerable discount of 56% from the Home Again program to NAHAC and BRAINTRUST. However, consistent monthly hourly overages of 10% or more beyond the proposed monthly time expenditures shall be addressed and adjusted only after approval. Keep in mind, we are not “clock watchers”, but we are beholden to provide service that gets the job done.

TIME LINE - MONTHS 1-6



TIME LINE - MONTHS 7-12



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