

BREC Agency-Wide

Marketing Tactics Breakdown with Budget Allocation

Overview

- **Objective:** Enhance BREC's visibility and engagement across all departments.
- **Target Audience:** East Baton Rouge Parish residents and visitors.
- **Budget Cap:** \$360,000

Tactics, Costs, and Impressions

Tactic	Description	Cost	Reach /Impressions	Estimated Hours	Hourly Rate	Total Cost
Social Media Campaigns	Regularly post high-quality photos, videos, and stories highlighting different facilities and their unique features.	\$50,000	1,500,000 impressions per month	200 hours	\$150	\$80,000

Influencer Partnerships	Collaborate with local influencers and bloggers to showcase their experiences at various BREC facilities.	\$20,000	500,000 impressions per campaign	100 hours	\$150	\$35,000
Email Newsletters	Send out monthly newsletters featuring a "Facility of the Month" along with upcoming events and promotions.	\$10,000	50,000 subscribers	50 hours	\$150	\$17,500
Website Enhancement	Ensure the BREC website is visually appealing and user-friendly, with dedicated pages for each facility.	\$30,000	100,000 monthly visitors	150 hours	\$150	\$52,500
Press Releases	Regularly distribute press releases to local media about new facilities, major events, and significant milestones.	\$5,000	200,000 impressions per release	30 hours	\$150	\$9,500

Dedicated Web Page	Create a section on the BREC website for construction updates, including timelines, progress photos, and more.	\$10,000	50,000 monthly visitors	60 hours	\$150	\$19,000
Community Meetings	Host virtual and in-person community meetings to provide updates and gather feedback from residents.	\$10,000	1,000 participants per meeting	60 hours	\$150	\$19,000
Social Media Updates	Post regular updates on social media with photos and videos of the construction progress.	\$5,000	500,000 impressions per update	30 hours	\$150	\$9,500
Signage	Place informative signage at construction sites to keep visitors informed about upcoming amenities.	\$5,000	100,000 impressions	30 hours	\$150	\$9,500

Email Updates	Include a segment in the monthly newsletter specifically for construction updates.	\$5,000	50,000 subscribers	30 hours	\$150	\$9,500
Cross Promotions	Promote events across all BREC platforms, including social media, email, website, and physical locations.	\$5,000	300,000 impressions per event	30 hours	\$150	\$9,500
Content Calendar	Develop a comprehensive content calendar to coordinate social media posts, email newsletters, and website updates.	\$5,000	N/A	30 hours	\$150	\$9,500
Event Branding	Create cohesive branding materials (flyers, posters, social media graphics) for each event.	\$10,000	200,000 impressions per event	60 hours	\$150	\$19,000

Partnerships	Partner with local businesses and organizations to co-promote events.	\$5,000	100,000 impressions per event	30 hours	\$150	\$9,500
Impact Stories	Share stories and testimonials from community members who have benefited from BREC facilities and programs.	\$10,000	200,000 impressions	60 hours	\$150	\$19,000
Media Outreach	Engage with local media outlets to cover upcoming events, ensuring consistent messaging.	\$10,000	500,000 impressions per event	60 hours	\$150	\$19,000
Annual Report	Publish an annual report highlighting key achievements, community impact, and financial transparency.	\$15,000	10,000 impressions	90 hours	\$150	\$28,500

Community Events	Host community events that demonstrate BREC's role in enhancing quality of life, such as health fairs and workshops.	\$30,000	1,000 participants per event	120 hours	\$150	\$48,000
Infographics	Create infographics showcasing statistics and data on BREC's contributions to the community.	\$5,000	100,000 impressions	30 hours	\$150	\$9,500
Local Media Features	Work with local newspapers, radio stations, and TV channels to feature stories about BREC's community impact.	\$10,000	200,000 impressions	60 hours	\$150	\$19,000
Travel Blogs and Websites	Engage travel bloggers and websites to feature BREC as a must-visit destination.	\$15,000	300,000 impressions per feature	90 hours	\$150	\$28,500

Tourism Partnerships	Collaborate with local tourism boards and visitor centers to promote BREC facilities and activities.	\$20,000	500,000 impressions per campaign	120 hours	\$150	\$38,000
Brochures and Guides	Create brochures and guides for distribution at hotels, airports, and tourist attractions.	\$10,000	50,000 impressions	60 hours	\$150	\$19,000
Welcome Packages	Include information about BREC in welcome packages for new residents.	\$5,000	10,000 impressions	30 hours	\$150	\$9,500
Targeted Advertising	Use geo-targeted online advertising to reach tourists and newcomers with information about BREC's offerings.	\$30,000	1,000,000 impressions	150 hours	\$150	\$52,500

Total Budget Allocation

Tactic Category	Total Cost	Total Impressions
Branding and Promotion	\$115,000	2,350,000 impressions
Construction Project Updates	\$35,000	650,000 impressions
Monthly Event Messaging	\$35,000	800,000 impressions
Community Value Demonstration	\$70,000	2,310,000 impressions
Tourist and Newcomer Education	\$85,000	1,860,000 impressions

Conclusion

- **Hourly Rate:** \$150
- **Total Estimated Hours:** 1,280 hours
- **Total Estimated Cost:** \$192,000 (Hourly) + \$168,000 (Tactics) = \$360,000