

Proposal submitted to Monona Terrace
July 7, 2016

Philosophy

Foxwell Digital strives to provide clients with a comprehensive, transparent, and valuable understanding of social media marketing, specifically focused on Facebook and Instagram advertising strategies.

Initial Questionnaire

When considering the two project options below, please keep in mind the following questions, which will in turn help clarify ongoing project priorities:

Organizational Overview

- What are your organization's current social marketing methods?
- How does your organization currently track and evaluate social impact?
- What is the history specifically of Facebook/Instagram advertising within your organization?

Project Overview

- What are your specific project goals with Facebook/Instagram marketing?
- What are your expectations with Facebook/Instagram marketing for this project?
- What is your project timeline?
- What is your ideal cost per acquisition? Or, in other words, what are the project's key performance indicators?
- Who are your target customers?
- What is your Facebook/Instagram advertising budget for this project?
- What new customer information do you hope to garner with this campaign?

Expected Outcomes

The expected outcomes of this contract would be as follows:

- Maximization of digital presence
- Ensuring digital ad dollars are spent most effectively
- Greater understanding of website traffic, social media followers and where opportunities lie to more effectively communicate to core audiences
- Know what social media content has worked, is working and where to focus efforts in the future
- Increased ability to attribute sales to social media posts
- Ability to track potential customers for more targeted marketing approach
- Comprehension of advanced social media marketing tools

Project Options

Monona Terrace requested proposals for two specific project budgets; please see proposed project outlines below.

Option #1

Social Media Audit and Website Overview (5 hours)

- Basic Facebook/Instagram/Twitter audit, including final written report
- High-level Facebook content audit over the past three months
- Review current audience demographics
- Review what specific content the audience engages with most (photos, posts with questions, posts containing numbers, etc)
- Review recent posts (which posts were the most successful, which posts need work, etc)
- Review origin of Likes (researching if Likes come from ads, the organization's website, or other sources)
- Review what time of day and which day of the week work best for content posting and engagement
- Review website landing pages and user flow

Content Planning and Audience Profiling (10 hours)

- 1 half-day on-site meeting with Andrew Foxwell and Don Stanley (*Digital Marketing Professor, UW Madison*)
- Scheduled discussion 1 to 2 weeks following our in-person meeting to ensure content is planned and audience profiles are understood more completely
- Scheduled video chats or conference calls to discuss your content plans and refine ongoing content strategies

Introduction to Facebook Ads Manager/Power Editor (5 hours)

- Overview of Ads Manager/Power Editor with sample ads
- Overview of recommendations for continued campaign optimization

Option #1 Fee: \$4,950 for 20 hours @ \$247.50/hour

Client References

"Finding Andrew and Gracie of Foxwell Digital has been one of the highlights of the year for our business and for my team! We don't have an agency trying to sell us something at every turn,

we have a partner who is invested in our success. Thanks to Foxwell Digital, I now have a team that is trained in the constantly changing world of Facebook advertising – a world we stay attuned to because of their up-to-the-minute intel and insights. We're able to develop foundational campaigns as well those that take advantage of quick turnaround opportunities, with them there by our side, helping to guide, interpret data and offer creative solutions. We always knew Facebook could be a good marketing tool. Thanks to Foxwell Digital, it is now one of the hardest working tools in the box!" - Barb Schaetz, Vice President, Marketing & Sales, [Grand Ole Opry](#)

"Andrew knows his Facebook ads. I trust him so much that when I get requests to manage ad campaigns, I send them Andrew's way. He's creative, knowledgeable, and just gets results." - Jon Loomer, Facebook ad expert and CEO of [Jon Loomer Digital](#)

"Foxwell Digital has been absolutely stellar to work with. Their expertise and knowledge combined with their passion and personalities have allowed our business to grow at a rapid and steady rate. They're tactful, strategic, and most importantly, trustworthy. Simply put, the Foxwells are the best in the biz and are a pleasure to work with." - Chase Fisher and Blake Jensen, Co-Founders, [Blenders Eyewear](#)

"Before we started working with Andrew, we found Facebook ads to be hugely intimidating. But he's been a stellar guide—he's super-smart about his approach, tremendously helpful and thoughtful, and patient with us. He really wants us to learn what we're doing and to be able to evolve our strategy to suit our business, and it's exciting to leave every encounter with him feeling like we know more and are improving a skill. Plus, meeting with him is fun! Seriously!" - Erica Cerulo, Co-Founder and President, [OfaKind](#)

Additional client references available upon request, and are also viewable at <http://foxwelldigital.com/cred/>.