

Executive Summary — Acknowledged

Mississippians do not ask for marketing. They ask for help with real moments: a first tuition bill, a tighter paycheck, a letter about unclaimed funds. The purpose of this engagement is to meet people at those moments with clear information, trustworthy guidance, and options that work. This proposal provides a practical plan that leads to more funded college savings accounts and more successful unclaimed property claims, while protecting the public dollar.

We begin with people, not channels. Parents and grandparents respond to simple, hopeful messages that fit life events such as a new child, tax season, and back-to-school. Employers value a low-friction 529 benefit that supports retention and family stability. Unclaimed property audiences need plain language and easy steps: how to search, how to verify, and how to claim. Community partners, schools, civic groups, and sports venues extend reach to households that are harder to contact through digital media alone.

Strategy sets the targets. Campaign plans translate those targets into television and radio, search and social, employer outreach, community events, and sports partnerships. Each tactic has a job, a timeline, and a metric. Creative is modular, so the team can move fast: an updated enrollment booklet, quick-turn flyers and brochures, banners and event displays, and web content that is accessible and, when appropriate, bilingual. Public relations supports key moments with announcements, milestones, and practical tips that make the programs feel useful and close to home.

Measurement is not an appendix. It is the operating system. Every activity connects to a KPI framework that moves from reach to engagement to conversion. Cost per enrollment and cost per claim serve as guiding metrics. Monthly dashboards present performance, what changed, and the adjustments that follow. Budget pacing is visible and conservative. Media buying includes guardrails such as brand safety controls, frequency caps, and waste checks. Production is bid competitively with pre-approval. All work products belong to the State.

The first ninety days focus on momentum. In the first month, we confirm goals and messages, capture baselines, finalize analytics tracking, and place quick-learn tests. By day sixty, the first flight is live in the highest return channels, and refreshed materials are circulating. By day ninety, we deliver a seasonal calendar, expand employer and community partnerships, and publish a lessons-learned note that informs the next wave.

Risks exist, including compressed timelines, inventory volatility, and misinformation about claiming. The plan mitigates them with pre-approved toolkits, alternate vendors, plain-language guides, and a change or stop-work posture that aligns with State policy. Staffing is right-sized, with explicit roles and backup coverage. Reporting follows a predictable cadence.

This is a partnership approach. The goal is not only to produce assets, but also to transfer capacity. Templates, playbooks, and brief trainings allow State staff to sustain momentum between major campaigns. The success measure is both numeric and human: more Mississippi families saving for education, more residents reclaiming what is theirs, and a public that sees these programs as practical tools they can use today.

Understanding of OST Programs & Audiences — Acknowledged

What OST programs do, in plain terms

- **College Savings of Mississippi (CPSM), including MPACT and MACS.** These programs help Mississippi families plan and pay for future education. One plan focuses on prepaid tuition commitments. The other focuses on tax-advantaged savings and investment for qualified education expenses.
- **Unclaimed Property.** This program reunites Mississippi residents and businesses with money that belongs to them. Common sources include dormant bank accounts, checks, insurance proceeds, and refunds. The work requires trusted outreach, clear instructions, and an easy path to verify and claim.

This RFP asks for communications and marketing that increase real participation. For CPSM, that means more funded accounts and ongoing contributions. For Unclaimed Property, that means more verified searches and paid claims. It also asks for materials, events, and media that reflect Mississippi's communities, with careful stewardship of public funds.

Audience landscape and why it matters

The programs reach broad populations, yet decisions are made by specific people at specific moments. The plan segments by life stage, role, and readiness, so messages and channels match what people need.

A. Parents, guardians, and grandparents

- **Who they are.** Adults who influence education decisions for children from birth through high school graduation. This includes multigenerational households and caregivers.
- **Key moments.** Birth announcements, open enrollment at work, back-to-school, tax season, graduation, and scholarship shortfalls.
- **What they need.** Simple steps to start, proof that small monthly contributions matter, clarity on flexibility and control, and trust that the program is safe and state-supported.
- **What works.** Short, hopeful messages, calculators or contribution examples, and reminders that tie to calendar moments. Use a mix of broadcast, search and social, email, and school or community touchpoints.

B. Employers and HR leaders

- **Who they are.** Public and private employers that can promote a payroll-friendly 529 benefit and seasonal outreach.
- **Key moments.** Open enrollment, new-hire onboarding, statewide benefit fairs, and financial wellness initiatives.

- **What they need.** A turnkey kit: one-pager, slide deck, FAQ, and sample emails that explain how employees can enroll or contribute.
- **What works.** Direct outreach, chambers and associations, webinars, and co-branded events where permitted by policy. Emphasize retention, low administrative lift, and family well-being.

C. Students and near-graduates

- **Who they are.** High school students, early college students, and adult learners. **Key moments.** FAFSA timelines, scholarship deadlines, and gap-funding conversations.
- **What they need.** Clear distinctions between savings, aid, and loans, with a short path to action that includes a parent or guardian when applicable.
- **What works.** School-based events, digital channels popular with teens and young adults, and sports or community venues with strong youth attendance.

D. Unclaimed Property claimants

- **Who they are.** Any Mississippian or Mississippi business with dormant or returned funds. This includes seniors, veterans, small business owners, college students who have moved, and heirs.
- **Key moments.** Tax time, move or name change, estate settlement, and media coverage of large returns.
- **What they need.** Plain language that explains the search and claim process, reassurance about security, and help in avoiding third-party fee schemes.
- **What works.** Step-by-step guides, radio and local news, community events, faith and civic partners, and high-trust spokespeople. Include phone and in-person options for residents with limited internet access.

Demographic and access considerations for Mississippi

The plan aims for reach and equity together. It pairs statewide media with targeted outreach where barriers are higher.

- **Geography.** Serve both metro areas and rural counties. Expect longer travel times and lower broadband adoption in some communities. Build routes that do not rely on digital channels alone.
- **Income and wealth.** Use contribution examples that start small, show growth over time, and respect tight household budgets. For Unclaimed Property, highlight that searches are free and official.
- **Language and literacy.** Provide plain-language materials, strong visual cues, and bilingual options where appropriate.
- **Age and caregiving.** Include materials that speak to grandparents and non-parent caregivers who often initiate or fund accounts.

- **Trust and familiarity.** Lead with the State's role, privacy protections, and simple steps. Use partners that communities already trust, including schools, veterans' groups, and faith-based organizations.
 - **Accessibility.** Ensure readable formats, alt text, sufficient contrast, and phone support. Provide print options for events and offices.
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Messaging that matches each audience

- **College Savings.** "Start small, start now," examples that show how a modest monthly contribution grows, and reminders tied to moments like a new child, back-to-school, or tax refunds.
 - **Employer Outreach.** "A benefit that families use," short setup, payroll-friendly, and no new tech required for the employer.
 - **Unclaimed Property.** "Search is free and official," three steps to claim, and clear guidance to avoid unnecessary fees or scams.
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Where to meet people

- **Broadcast and local news.** Build trust and widen reach, especially for Unclaimed Property and major program milestones.
 - **Search and social.** Capture intent for college savings and drive to official Unclaimed Property pages.
 - **Schools and community partners.** Parent nights, guidance offices, libraries, and county events.
 - **Sports and civic venues.** High-visibility placements and staffed booths for demonstrations.
 - **Employer channels.** HR newsletters, intranet posts, and benefit meetings.
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How this informs the plan

Each audience and demographic factor ties to a concrete tactic, deliverable, and KPI. For example, new-parent messaging pairs with hospital or pediatric touchpoints and a simple "first 30 days" savings guide. Employer kits map to open enrollment calendars and track employee click-through to account openings. Unclaimed Property campaigns run heaviest during tax season and county events, and they report verified searches, completed claims, and dollars returned.

Work Plan and Schedule — Acknowledged

1) Governance, cadence, and quality

Objectives. Increase funded CPSM accounts and contributions. Increase verified Unclaimed Property searches and paid claims. Maintain strong stewardship of public funds.

Team structure.

- Account Lead. Primary point of contact. Owns scope, schedule, and budget.
- Strategy Lead. Owns annual and campaign plans, testing roadmap, and KPI tree.
- Creative Director. Owns creative concept, brand, and accessibility standards and approvals.
- Designer and Copywriter. Produce materials and templates.
- Media Lead. Owns media planning, buying governance, and pacing.
- PR Specialist. Owns earned media calendar and press materials.
- Web Lead and Developer. Own content updates, tagging, and QA.
- Analyst. Owns dashboards, testing analysis, and lessons learned.
- Outreach Coordinator. Owns employer and community engagement.
- Production Manager. Sources bids and manages vendor schedules when needed.

Operating rhythm.

- Weekly status, 30 minutes, with task board and budget pacing.
- Monthly performance review with dashboards and decisions.
- Quarterly optimization workshop and test readout.
- Approval chain documented in a one-page RACI.

Quality controls.

- Creative checklist for brand, readability, and accessibility.
- Media checklist for brand safety, frequency caps, and tracking.
- Web checklist for tagging, link QA, and plain language.
- Pre-flight and post-flight reviews for every campaign.

2) First 90 days

Days 0 to 30. Discovery, baselines, and quick wins

Approach. Confirm goals, audiences, and constraints. Stand-up tracking. Prepare materials that unlock early results.

Manpower. Account Lead, Strategy Lead, Analyst, Web Lead, Creative Director, Designer, Copywriter, Media Lead, Outreach Coordinator.

Key tasks and outputs.

1. Project kickoff and scope validation.
 - Output. Charter, RACI, and meeting cadence.
2. Data and channel baseline.
 - Output. Current state KPIs for CPSM and Unclaimed Property. Traffic sources, media inventory options, and seasonality flags.
3. Measurement framework.
 - Output. KPI tree and target ranges for cost per enrollment and cost per claim.
4. Analytics and tracking.
 - Output. Tag plan, UTM schema, and QA checklist.
5. Message and creative brief.
 - Output. Approved briefs for first flights and for refreshed materials.
6. Quick win assets.
 - Output. One refreshed flyer for CPSM, one Unclaimed Property one-pager, two search and two social ad variants, and three short PR story angles.
7. Media and outreach micro flight.
 - Output. Two-week test flight in high-return channels.
8. Employer kit, version 1.
 - Output. One-page overview, slides, FAQ, and two sample emails.

Days 31 to 60. First flight and materials refresh

Approach. Launch targeted media. Put refreshed materials into circulation. Add local trust builders.

Manpower. Media Lead, Creative Director, Designer, Copywriter, PR Specialist, Outreach Coordinator, Web Lead, Analyst.

Key tasks and outputs.

1. Media plan, wave 1.
 - Output. Plan with budgets by channel, timing, and reach goals.
2. Creative production, wave 1.
 - Output. TV or radio scripts if applicable, final digital ads, print-ready flyers and brochures, updated enrollment booklet content outline, and event display files.
3. Web updates.
 - Output. Landing paths for CPSM and Unclaimed Property with clear steps, short forms where appropriate, and accessible content.
4. Earned media.
 - Output. Press release, talking points, and pitch list.
5. Community and employer activation.
 - Output. Three priority partner events and a schedule of employer benefit meetings.
6. Reporting, month 1.
 - Output. Dashboard and early findings. Budget pacing and any reallocations.

Days 61 to 90. Expand, optimize, and lock the annual calendar

Approach. Scale channels that convert. Finalize the year plan and testing roadmap.
Manpower. Strategy Lead, Media Lead, Creative Director, Analyst, Outreach Coordinator, PR Specialist, Web Lead.

Key tasks and outputs.

1. Optimization pass.
 - Output. Channel reallocation based on cost per result and conversion rate.
 2. Materials, wave 2.
 - Output. Enrollment booklet layout draft, additional brochures, poster or banner set, and employer kit version 2.
 3. Sports and venue plan.
 - Output. Options and cost structures for sports marketing or civic venues, with activation concepts and measurement plan.
 4. Annual calendar.
 - Output. Seasonality map for CPSM and Unclaimed Property, with three planned waves and contingency windows.
 5. Testing plan.
 - Output. A and B tests for message, creative, and landing flow. Geo tests if feasible.
 6. Reporting, month 2 and month 3.
 - Output. Dashboards, lessons learned, and next steps.
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3) Months 4 to 12

Campaign Wave A. Late winter to spring

Focus. Tax refunds and FAFSA time. Early employer meetings.

Tactics. Search, social, local news, radio, and partner events.

Deliverables. Final enrollment booklet, refreshed website sections, Spanish versions where appropriate, and two PR moments with practical tips.

KPIs. Increase funded CPSM accounts and contributions. Increase verified searches and paid claims during tax season.

Campaign Wave B. Summer to back-to-school

Focus. New family life events and back-to-school routines.

Tactics. Broadcast, community events, school touchpoints, and sports venues that peak during the summer.

Deliverables. Event kits, employer kit version 3, and a new creative set with student or caregiver stories.

KPIs. Maintain cost per enrollment and cost per claim within target ranges while extending reach into rural counties.

Campaign Wave C. Fall to early winter

Focus. Year-end planning and charitable giving season, plus unclaimed property news pegs when available.

Tactics. Search and social retargeting, radio, and PR features.

Deliverables. “How to start before year-end” content, an updated direct mail concept if needed, and a year-end progress report.

KPIs. Lift in funded accounts and paid claims during year-end window. Improved conversion on returning visitors.

4) Deliverables map with schedule and roles

Deliverable	Due by	Primary roles	Notes
Charter, RACI, cadence	Day 10	Account Lead	One page each
Baseline KPI report	Day 20	Analyst, Strategy Lead	CPSM and Unclaimed Property
Tag plan and QA checklist	Day 25	Web Lead, Analyst	Includes UTM schema
Creative briefs, wave 1	Day 25	Strategy Lead, Creative Director	CPSM and Unclaimed Property
Quick win assets set	Day 30	Designer, Copywriter	Flyers, one-pagers, ads
Media plan, wave 1	Day 35	Media Lead	Budgets and placements
Web updates, wave 1	Day 45	Web Lead, Developer	Accessible content and paths
PR package, wave 1	Day 45	PR Specialist	Release, talking points
Employer kit, v1	Day 45	Outreach Coordinator, Designer	One-pager, slides, emails
Dashboard, month 1	Day 30	Analyst	Monthly thereafter
Enrollment booklet, layout draft	Day 70	Creative Director, Designer	Final in Wave A
Sports and venue plan	Day 75	Strategy Lead, Media Lead	With activation concepts
Annual calendar and test plan	Day 90	Strategy Lead	Seasonality and tests
Event kits and displays	Wave B start	Production Manager, Designer	Print bids if needed
Year-end progress report	End of Wave C	Analyst, Account Lead	KPIs and lessons learned

5) Measurement and reporting

Primary KPIs.

- CPSM. New funded accounts, contribution growth, cost per enrollment, conversion rate by channel, and assisted conversions.
- Unclaimed Property. Verified searches, completed claims, dollars returned, cost per claim, and conversion rate by channel.
- Cross program. Reach, frequency, click-through rate, landing task completion, and sentiment, where available.

Cadence.

- Monthly dashboard. Budget pacing, performance by channel, creative results, and actions.
- Quarterly workshop. Test results, new hypotheses, calendar adjustments, and recommendations.
- Post-campaign readouts. What worked, what to change, and how to scale.

Controls.

- Brand safety and viewability thresholds.
- Frequency caps by channel.
- Waste checks for sites and placements.
- Accessibility and readability checks for all materials.

6) Risks, dependencies, and mitigations

Compressed timelines.

- Mitigation. Pre-approved templates, modular creative, and a fast-turn production bench.

Production or vendor delays.

- Mitigation. Two backup vendors and early quote requests. Clear go and no-go dates.

Data gaps or tracking breaks.

- Mitigation. Redundant tag validation, weekly spot checks, and a manual backstop for key counts.

Misinformation and low trust.

- Mitigation. Plain-language guides, official domain emphasis, local partners, and PR that explain the steps to claim or enroll.

Access barriers.

- Mitigation. Print options, phone support information on materials, and event presence in rural areas.
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7) Assumptions and coordination

- OST approves creative and media plans within five business days when feasible.
 - Printing and media are pass-through with pre-approval.
 - Names and resumes live in the Management volume.
 - All deliverables become State property.
 - Subcontractor use, if any, is pre-approved by OST.
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8) Summary schedule

Q1. Discovery, baselines, quick wins, first flight, and annual calendar.

Q2. Wave A execution and first optimization cycle.

Q3. Wave B execution with school and community emphasis.

Q4. Wave C execution with year-end emphasis and full-year readout.

Quality Assurance and Risk Management — Acknowledged

1) Governance and acceptance

Quality policy. Every deliverable has a written standard, a review checklist, and a defined acceptance path.

Definition of Done. A deliverable is complete when it passes internal checks, stakeholder review, and final approval, and when source files and tracking details are archived.

RACI.

- Account Lead. Final accountability, schedule, and budget control.
 - Strategy Lead. Method and KPI integrity.
 - Creative Director. Brand, clarity, and accessibility.
 - Media Lead. Placement quality and pacing.
 - Web Lead. Tagging, privacy, and link integrity.
 - Analyst. Reporting accuracy and test design.
 - Outreach Coordinator. Event readiness and partner compliance.
- Approvals.** OST receives pre-flight proofs for creative and media, and gives written approval before release. Changes follow a simple change log with date, requester, reason, and impact.

2) Quality controls by workstream

A. Creative and content

- **Brand and plain language.** Checklist for tone, readability, and program accuracy. Readability target that supports plain language.
- **Accessibility.** Alt text, sufficient contrast, logical heading structure, and closed captions or transcripts for audio and video when provided.
- **Bilingual checks.** Side-by-side review where translations are appropriate.
- **Version control.** Unique filenames, date stamps, and redline tracking for edits.
- **Proofing path.** Writer and designer self-check, Creative Director review, peer proof, OST approval.

B. Web content and analytics

- **Tag plan.** UTM schema, event naming conventions, and privacy-aware settings documented before launch.
- **Pre-flight QA.** Link checks, form checks, mobile and desktop displays, and basic accessibility.
- **Post-launch QA.** Validate that events and goals fire, confirm data appears in dashboards, and spot-check daily for the first 72 hours.

C. Media planning and buying

- **Quality gates.** Allow lists, brand-safety filters, frequency caps, viewability thresholds, and geo limits for Mississippi audiences.
- **Insertion orders.** Verify flight dates, budgets, and make-goods language.
- **Reconciliation.** Match invoices to delivery, request credits for shortfalls, and document any make-goods.
- **Performance pacing.** Weekly budget and KPI pacing with clear rules for reallocation.

D. Events and outreach

- **Readiness.** Pack lists, booth checklists, and talking points.
- **Partner fit.** Confirm venue audience fit and any compliance restrictions.
- **Follow-through.** Post-event summary with leads, costs, issues, and next steps.

E. Research and reporting

- **Instrument QA.** Pilot any surveys, confirm skip logic, and test links.
- **Dashboard integrity.** Source labels, date ranges, and definitions panel on the first tab.
- **Audit trail.** Keep the query or calculation notes that produced each KPI.

3) Risk register and mitigations

Risk	Signal to watch	Mitigation	Owner
Compressed timelines	Late inputs or urgent requests	Pre-approved templates, time-boxed sprints, and early go or no-go dates	Account Lead
Production or vendor delays	Missed print or spot deadlines	Two backup vendors, early quotes, staged files, and partial approvals	Production Manager
Tracking gaps	Missing events or mismatched counts	Redundant tag validation, test traffic checks, and a manual backstop for key counts	Web Lead, Analyst
Media waste or fraud	Odd delivery patterns or low viewability	Allow lists, fraud filters, frequency caps, and removal rules for poor placements	Media Lead
Budget overrun	Pacing variance above threshold	Weekly pacing, escalation triggers, and written approval for any reallocation	Account Lead
Misinformation or low trust	Questions about legitimacy or fees	Plain-language claim and enrollment guides, official domain emphasis, and local spokespeople	PR Specialist
Accessibility gaps	Feedback on readability or usability	Accessibility checklist, contrast tests, captions, and periodic spot checks	Creative Director
Stakeholder turnover	New reviewers or shifting priorities	Single source of truth for decisions, recap memos, and quick onboarding packets	Account Lead
Data privacy concerns	Questions about data handling	Minimize personal data collection, publish a tagging plan, and document retention practices	Web Lead

4) Change control and stop-work readiness

- **Change log.** Captures request, reason, scope impact, cost impact, and schedule impact. Logged within one business day.
- **Prioritization.** Classify as must have, should have, or could have. Adjust the sprint plan in writing.
- **Stop-work.** Maintain a current list of active tasks, costs to date, and safe stop points to support any stop-work directive.

5) Service levels and response times

- **Business hours response.** Same day for routine questions, next business day for minor change requests.
- **Urgent issues.** Acknowledgment within two hours during business hours, plan of action within four hours.

- **Turnarounds.** Typical proofs in three to five business days unless otherwise agreed. Emergencies handled with staffing swaps and pre-approved overtime if required.

6) Testing and continuous improvement

- **Test plan.** Define hypotheses, sample sizes when practical, and success metrics before launch.
- **Cycle.** Build, launch, measure, learn, and document. Carry forward winners and retire underperformers.
- **Quarterly workshop.** Review creative and media performance, summarize lessons learned, and revise the calendar and test roadmap.

7) Documentation and handoff

- **Source files and templates.** Deliver organized folders with editable files, fonts, and usage notes.
- **Playbooks.** Provide quick guides for employer outreach, community events, and common web updates.
- **Closeout packet.** Final KPIs, budget summary, what worked, what changed, and recommendations for the next period.

Performance Measurement and Reporting — Acknowledged

This framework turns activity into accountable results. It defines what success looks like, how we measure it, and how we act on the findings in a cadence that aligns with OST decision-making.

1) Objectives and outcome metrics

College Savings (CPSM).

- New funded accounts, contribution growth, cost per enrollment, conversion rate by channel, assisted conversions, and completion of key site tasks.

Unclaimed Property.

- Verified searches, completed claims, dollars returned, cost per claim, conversion rate by channel, and completion of key site tasks.

Cross-program indicators include reach, frequency, click-through rate, and sentiment, where available.

2) KPI tree and funnel

We track movement from audience reach to measurable action. Each stage has a small set of KPIs and a rule for the next steps.

Stage	CPSM KPIs	Unclaimed Property KPIs	Action rule
Reach	GRPs or impressions; unique reach	Impressions; unique reach	If reach misses plan by 10 percent, adjust mix or flighting
Engagement	CTR; time on task; content completion	CTR; time on task; guide views	If engagement is low, test message, creative, and placement
Conversion intent	Lead form starts; calculator use	Search page entries; search completion	If intent stalls, simplify path and reduce steps
Conversion	Funded accounts; contribution starts	Paid claims; total dollars returned	Shift budget to sources with higher conversion
Efficiency	Cost per enrollment	Cost per claim	Optimize to lowest cost per result without harming quality

3) Data sources and tagging

- **Tag plan.** UTM schema and event naming conventions documented before launch.
- **Events and goals.** Form starts and completes, search attempts and completions, click to call, download, and key content views.
- **Attribution.** Last click for operational reporting with a view of assisted conversions. Simple media mix reviews each quarter when the signal is sufficient.
- **Data minimization.** Use aggregated and privacy-respecting data. Avoid unnecessary collection of personal information.
- **Validation.** Pre-flight checks for all tags and goals. Daily spot checks for the first 72 hours after launch. Weekly health checks thereafter.

4) Reporting cadence

- **Weekly.** Budget pacing by channel, delivery status, top creative, and any blocking issues.
- **Monthly.** Full dashboard with results by objective, channel scorecards, creative learnings, and planned actions for the next period.
- **Quarterly.** Optimization workshop with test results, cross-channel insights, and recommendations for calendar shifts or rebalancing.
- **Post campaign.** Readout that documents what worked, what changed, and what will be carried forward.

5) Scorecards and decision rules

Each report includes scorecards and a short action memo.

Channel scorecard.

- **Delivery.** Planned versus actual impressions or GRPs and reach.
- **Quality.** Viewability, frequency, brand safety incidents, and placement quality.

- Performance. CTR, cost per click, conversion rate, and cost per result.
- Action. Increase, hold, or reduce budget. Introduce a test or pause.

Creative scorecard.

- Winner, challenger, and new concept.
- Observed lift on engagement and conversion.
- Next action: scale, refine, or retire.

Website path scorecard.

- Task completion rates for the top paths.
- Drop off points with hypotheses and fixes.
- Accessibility spot checks and remediation status.

6) Targets and guardrails

- **Efficiency targets.** Cost per enrollment and cost per claim set each quarter and reviewed monthly.
- **Quality guardrails.** Viewability and frequency thresholds. Allow lists and removal rules for poor placements.
- **Budget guardrails.** Reallocation allowed within plus or minus 15 percent at the channel level with written notice. Larger shifts require prior approval.

7) Testing plan

- **What we test.** Messages, creative formats, offers, landing flow, and media mix.
- **How we test.** A and B comparisons with simple success metrics. When feasible, geo or time splits for channel tests.
- **Documentation.** Each test has a one-page brief, a measured result, and a decision. Winners roll into the next flight. Underperformers are retired.

8) Quality controls for reporting

- Source labels and date ranges appear on the first page of every dashboard.
- A definitions panel describes each KPI to avoid confusion.
- Calculations are documented so OST staff can reproduce any figure.
- All variances greater than 10 percent include a written explanation and a recommended action.

9) Example dashboard structure

1. Executive summary: outcomes for the month and year to date.
2. Budget pacing: plan, actual, and remaining by channel.
3. CPSM funnel: reach, engagement, and conversions with cost per enrollment.
4. Unclaimed Property funnel: reach, engagement, and conversions with cost per claim.

5. Channel scorecards with action flags.
6. Creative results and next steps.
7. Website task completion and fixes in progress.
8. Risks, issues, and decisions needed.

10) Handoff and continuity

Monthly reports and source files are archived in an organized folder with clear names and dates. Each quarter, we deliver a simple playbook that records the latest working messages, best-performing channels, and any updates to the tag plan. This ensures continuity if priorities change or if work pauses and resumes later.

Staffing and Resourcing Plan — Acknowledged

This plan provides the people, skills, and coverage needed to meet the scope, maintain quality, and deliver measurable results. To preserve blind evaluation, this section references roles only. Names and resumes appear in the Management volume.

1) Operating model and coverage

- **Team structure.** One integrated team with clear ownership of scope, schedule, budget, and quality.
- **Availability.** Core roles are assigned with defined weekly commitments. Backup coverage is identified for every critical role.
- **Hours.** Standard business hours coverage with rapid-response windows for live flights, media deadlines, and events.
- **Surge capacity.** A pre-cleared bench of designers, copywriters, and outreach staff is on call for seasonal peaks and events, subject to OST pre-approval.

2) Roles and responsibilities

- **Account Lead.** Overall delivery, scope control, budget pacing, approvals workflow, and issue escalation. Chairs weekly status and monthly performance reviews.
- **Project Manager.** Day-to-day schedule, task board, risk and change log, and vendor coordination.
- **Strategy Lead.** Annual plan, campaign briefs, KPI framework, test roadmap, and quarterly optimization workshops.
- **Media Lead.** Channel plans, buys, trafficking oversight, brand safety controls, pacing, and reconciliation.
- **PR Specialist.** Earned media plan, release drafting, pitch list management, and spokesperson preparation.
- **Creative Director.** Concept development, brand and plain language standards, accessibility checks, and final creative approval before OST review.

- **Designer.** Layouts, templates, flyers, brochures, banners, displays, and social assets.
- **Copywriter.** Plain-language copy, bilingual drafts when appropriate, and message testing variants.
- **Web Lead.** Content updates, landing paths, accessibility checks, analytics tagging, and QA.
- **Developer.** Light build tasks, performance fixes, and link integrity support.
- **Analyst.** Dashboards, budget and KPI pacing, test analysis, and post-campaign readouts.
- **Outreach Coordinator.** Employer kit adoption, community partner scheduling, event operations, and lead capture hygiene.
- **Production Manager.** Print bids, timelines, proofs, and delivery checks when production is required.

3) Level of effort by phase

Days 0 to 30. Higher concentration of Strategy Lead, Account Lead, Analyst, Web Lead, Creative Director, Designer, and Copywriter to complete discovery, baselines, briefs, tagging, and quick-win assets.

Days 31 to 60. Media Lead and PR Specialist increase time for first flight and earned placements. Creative and Web maintain steady support for updates.

Days 61 to 90. Strategy Lead and Analyst devote additional time to optimization and the annual calendar. Creative and Outreach scale for materials wave 2 and partner events.

Months 4 to 12. Time shifts with the campaign waves. Media and Creative peak during flights. Analyst leads monthly and quarterly readouts. Outreach expands during school and community seasons.

A weekly capacity sheet tracks planned hours by role against the live schedule so OST can see and adjust resourcing in advance.

4) Collaboration and governance

- **Cadence.** Weekly status, monthly performance review, and quarterly optimization workshop.
- **RACI.** Account Lead is accountable for delivery. Strategy Lead is accountable for method and KPIs. Creative Director is accountable for brand and accessibility. Media Lead is accountable for placement quality and pacing. Web Lead is accountable for tagging and privacy. Analyst is accountable for reporting accuracy. Outreach Coordinator is accountable for event readiness.
- **Approvals.** Written OST approval is required before media placement and before the release of public-facing materials.

5) Quality, accessibility, and bilingual capacity

- Every creative deliverable follows a readability target, plain language checks, and an accessibility checklist.
- When appropriate, bilingual drafts are prepared with side-by-side review and final proofing by the Creative Director.

- Web updates include alt text, logical headings, contrast checks, and captioning or transcripts for audio or video when provided.

6) Event and field support

- **Footprint.** The team plans for statewide coverage that includes metro and rural counties.
- **Staffing.** Outreach Coordinator schedules staffing for employer meetings, civic events, and sports or community venues.
- **Kitting.** Event kits include talking points, one-pagers, call to action cards, and lead capture forms with privacy guidance.

7) Vendor and subcontractor management

- Subcontract use, if any, is limited to defined specialties, is pre-approved by OST, and follows the same quality and accessibility standards.
- The Production Manager obtains competitive quotes for print or specialized production when required and documents make-goods or credits.

8) Risk controls within staffing

- **Redundancy.** At least two people are trained on critical paths: trafficking and tagging, report production, and deadline releases.
- **Cross-training.** Designers are trained on template updates. Copywriters are trained on accessibility and plain language.
- **Continuity.** A handoff pack is maintained for each workstream so onboarding of a backup resource can happen within one business day if needed.

9) Documentation and transparency

- A live task board shows status, owners, and due dates.
- A resourcing dashboard shows planned versus actual hours by role.
- All source files, templates, and reports are organized in a shared folder structure with clear names and dates.

Relevant Experience and Case Snapshots — Acknowledged

The following snapshots are written to match this RFP's scope and scoring. They show work that parallels OST's needs: statewide awareness and trust, bilingual and accessible materials, disciplined media and analytics, and fixed-price deliverables that are easy to evaluate. Evidence comes from the attachments you provided.

1) State and local recovery program: bilingual outreach that moved people to act

What we delivered. A continuous stream of plain-language content, email, social posts, and landing pages in English and Spanish. The set included a newsletter, event posts, a registration flow, and mirrored Spanish pages, which is directly applicable to OST's need for materials and quick launches.

Why it fits OST. The campaign exceeded engagement expectations and supported event conversions. For OST, that same kit structure can translate to enrollment booklets, flyers, brochures, banners, website paths, and claim guides that are bilingual and accessible.

RFP alignment. Shows modern channel use, rapid production, and analytics-aware content planning, all favored in Technical scoring for emerging strategies and analytics capacity.

Transfer to OST deliverables.

- Ready-to-print enrollment and claim one-pagers in two languages.
 - Event kits for county fairs, employer meetings, and sports venues with easy call to action steps.
 - Web landing paths with clear, step-by-step actions and tracking.
-

2) Large county initiative: targeted ads plus success-story momentum

What we delivered. A combined organic and paid strategy that targeted small businesses, featured participant success stories, and then scaled with paid ads as response to improved. Early paid results were promising and month-over-month engagement increased.

Why it fits OST. The same success-story engine can humanize College Savings and Unclaimed Property. For example, short family-saver vignettes and claimant testimonials can raise trust and conversion, especially in local media and social channels.

RFP alignment. Demonstrates analytics-informed creative and the ability to iterate quickly, which maps to the evaluation criteria for creative staffing and analytics specialization.

Transfer to OST deliverables.

- A template for “Mississippi saver” and “Claimed and done” stories that fit broadcast and social.
 - A test-and-scale playbook where budget shifts to the best-performing channels each month.
-

3) Narrative branding: make programs feel local and trustworthy

What we delivered. A rebrand built on cultural narrative and place identity. The strategy connected a program to local history, with careful, respectful storytelling and design. Results included a stronger emotional connection and improved response.

Why it fits OST. College Savings and Unclaimed Property succeed when residents feel the programs are “for us.” Narrative devices tied to Mississippi life and milestones can raise recall and reduce skepticism, which is essential for claiming and for starting a savings habit.

Transfer to OST deliverables.

- A Mississippi-centric creative theme that stitches through broadcast, community events, and sports partnerships.
 - Visual and copy standards that emphasize trust, clarity, and the State's role as steward.
-

4) Multilingual public-program marketing at scale

What we delivered. Multilingual campaigns and community events for public initiatives, with reports and workshops that documented outcomes. This shows the capacity to operate across multiple jurisdictions with consistent quality.

Why it fits OST. OST's audiences include rural communities, caregivers, and seniors. Multilingual and plain-language practices help reduce access barriers and increase conversions for both enrollments and claims.

Transfer to OST deliverables.

- Side-by-side bilingual layouts for the enrollment booklet and claim guides.
 - Event materials and talking points that work in low-bandwidth or offline contexts.
-

5) Fixed-price, accountable delivery model

What we delivered. Work plans and reporting that tie deliverables to outcomes with monthly dashboards, which aligns with this RFP's fixed-price, task-based payment approach and budget pacing reviews.

Why it fits OST. OST evaluates cost relative to quality and expects budget reports and clear completion criteria. Our examples show how we package projects so they are easy to approve and audit.

Assumptions, Dependencies, and Deliverable Ownership — Acknowledged

Assumptions

- Fixed-price by task. Invoicing in arrears, monthly, itemized by task.
- OST provides timely approvals within five business days when feasible.
- Media and printing are pass-through with prior written approval.
- Technical and Cost volumes remain blind. Names and resumes appear only in Management.

Dependencies

- Access to current brand assets, style guidance, and program facts.
- Access to websites or CMS for content updates, plus analytics accounts for tagging.

- Availability of subject matter reviewers for legal and policy checks.
- Event participation depends on venue availability and partner confirmation.

Deliverable ownership

- All work products, source files, data, and research produced under this contract become the property of the Office of the State Treasurer.
- Any third-party licensed elements will be disclosed and cleared with OST prior to use.

APPENDIX A PRICING SCHEDULE

Fill out the below table with the service and the proposed price. Include the unit for price (per hour, percentage above cost, etc)

SERVICE	PROPOSED PRICE
Annual Marketing Strategy & Plan	\$10,000
Campaign Creative Concept	\$6,600
MPACT Enrollment Booklet – Design/Layout	\$11,000
Collateral Design	\$1,000/ Unit
Website Content Updates (minor)	\$90/Hour
Website Redesign	\$24,000
Digital Advertising Management	\$2,500/ Month
Media Planning & Buying	10%
PR & Media Relations	\$110/ Hour
Community/Employer Outreach Staffing	\$90/Hour
Event Booth/Display Coordination	\$1,100/ Day
Unclaimed Property Awareness Campaign	\$25,000
Research: Post-Event Awareness Survey	\$7,500

Volume 2 — Cost (Blind) — Acknowledged

Rate Card by Role — Acknowledged (Blind)

Role	Hourly Rate (USD)
Account Lead / Director	130
Strategy Lead / Senior Strategist	130
Creative Director	130
Media Lead	130
Project Manager / Account Manager	110
PR Specialist	110
Web Lead / Developer	110
Analyst / Data Specialist	110
Designer	110
Copywriter	110
Outreach Coordinator	90
Research Associate	90
Administrative Support	90

Pass-Throughs and Production — Acknowledged (Blind)

What qualifies as a pass-through at cost

- Printing and bindery.
- Media placement dollars (commissioned separately per schedule).
- Talent, licensing, and usage fees.
- Venue, rights, and sponsorship fees for events or sports.
- Postage, shipping, and fulfillment.
- Survey recruiting and participant incentives.
- Stock assets or specialized software are required for a deliverable.

Controls and documentation

- Prior written approval from OST is required before any commitment.
- At least two to three competitive quotes when practical.
- Zero markup on vendor invoices; originals provided with reconciliation.
- Make-goods and credits flow to OST.
- Travel, if approved, follows State policy and is billed at cost.

APPENDIX B
Office of the State Treasurer

Request for Proposals - Communications and Marketing Consultants

**PROSPECTIVE CONTRACTOR'S REPRESENTATION REGARDING
CONTINGENT FEES**

Roads Consulting Group (Company name) represents that it HAS / HAS
NOT (please circle the appropriate answer) retained any person or agency on a percentage,
commission, or other contingent arrangement to secure this contract.

Signed 

Print Name Jose G Perez

Title CEO

Date 10 / 09 / 25
MM DD YY

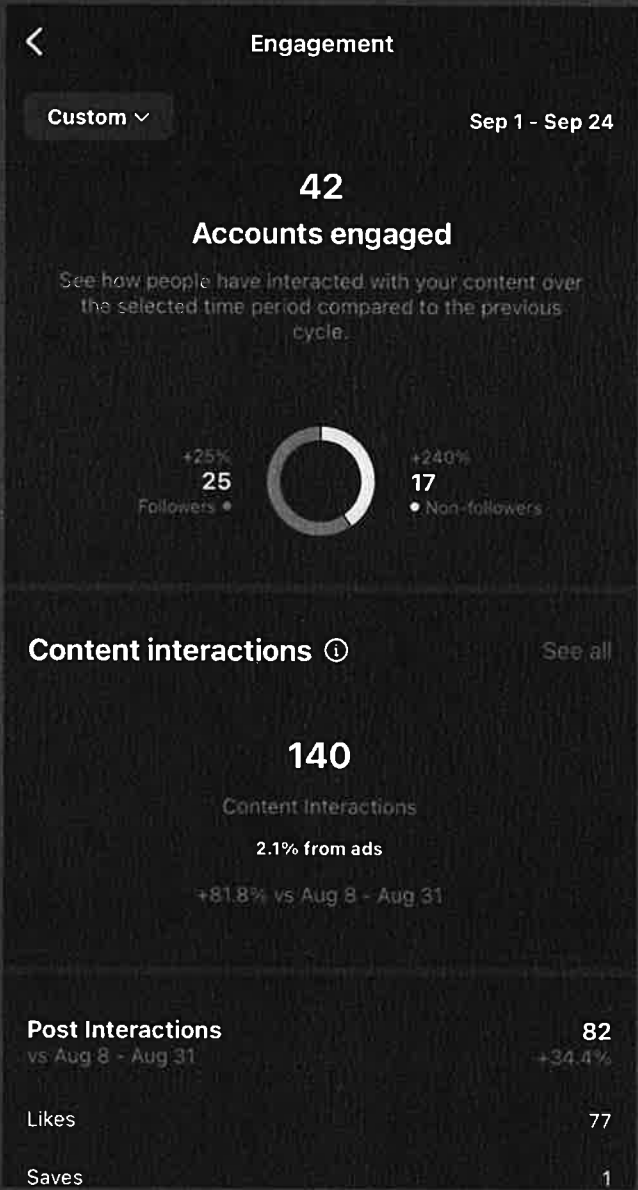
Chelsea Strong

Progress Report

September
2023

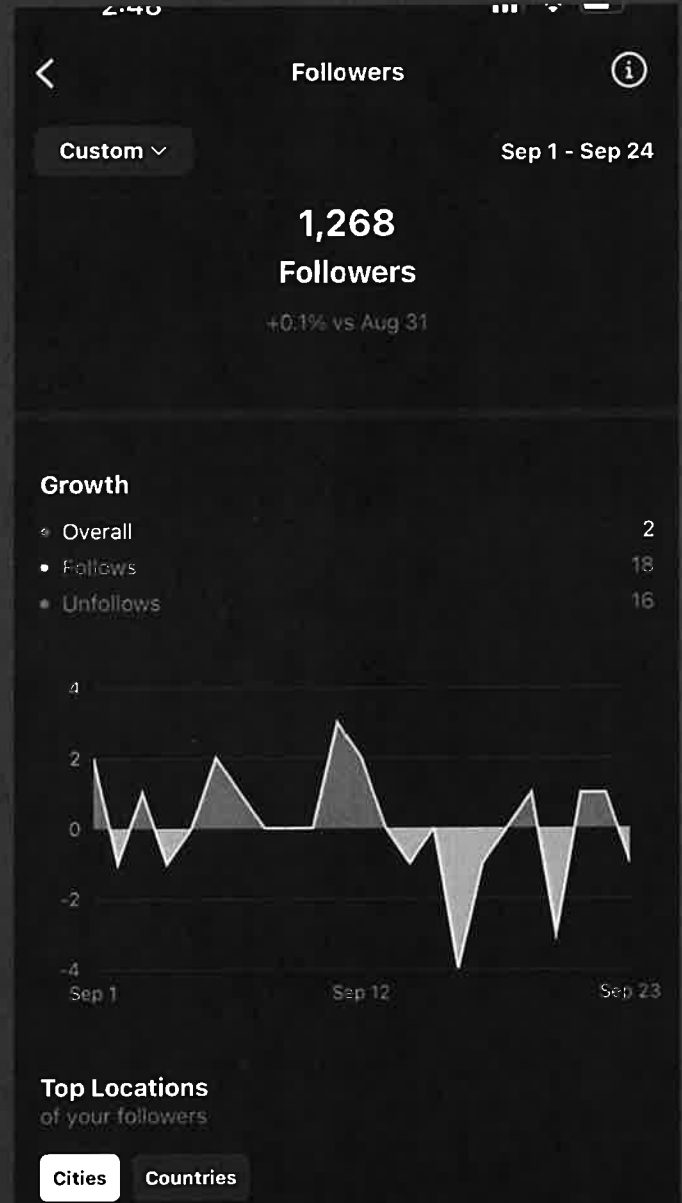
Social Platform Analytics

Our posts and reels have exceeded all expectations, capturing the attention of our audience. Moving ahead, we remain committed to our mission: equipping small business owners with valuable tips for success. Our proven metrics speak volumes - our content is not only appealing, but also highly engaging.



Social Platform Analytics

Our latest social media campaign successfully achieved its main goal of informing and encouraging our followers. We effectively communicated the presence of our program and promoted our small business banking seminar.



We are pleased about the significant impact our social media campaigns have had, and we are excited to keep cultivating meaningful connections with our community.

Contract and tenancy law seminar newsletter

CHELSEA STRONG BUSINESS PROGRAM NEWSLETTER

READS
REAL ESTATE ADVISORS



Get Legal Insights for Your Business!

Dear Chelsea Strong Business Owners,
We are excited to invite you to a transformative event that could shape the future of your business endeavors. As part of our commitment to supporting the growth and success of Chelsea's business community, we are thrilled to present an in-person seminar that will empower you with essential legal knowledge.



Introducing Our Expert Speaker: Attorney Mark White

Attorney Mark White has over seventeen years of experience as an attorney, specializing in real estate and small business transactions. His firm, Mowtow, has offices in Chelsea, Worcester, Plymouth, and Miami. Mark's diverse team is fluent in Spanish, Portuguese, French, and Haitian Creole.

Attorney White's expertise covers transactions, litigation, landlord/tenant disputes, title matters, and family support services. He is committed to strengthening relationships, hiring from within, and providing top-notch legal guidance.

Don't Miss This Opportunity!

Attend our seminar and gain a competitive edge by harnessing the power of legal insights. Join us on September 26 at 6 pm. This is your chance to make informed decisions, mitigate risks, and navigate the complex legal landscape. Let's empower your business journey together.

Sincerely,
Chelsea Strong Business Program

Event Details:

Date and Time:
Tuesday, September 26,
6:00 pm to 8:00 pm



Seminar Highlights

- 📌 **Legal Knowledge and Compliance:** Stay updated on the latest updates and changes in tenancy and contracting laws. Operate within legal boundaries and reduce the risk of disputes and penalties.
- 📌 **Risk Mitigation:** Understand potential legal pitfalls and risks in business operations. Take proactive measures to minimize conflicts and financial liabilities.
- 📌 **Better Decision-Making:** Learn how to make informed decisions aligned with legal requirements, from drafting contracts to understanding tenant rights.
- 📌 **Tenant-Landlord Relationships:** For landlords and property managers, master the tenancy laws essential for positive tenant-landlord relationships.
- 📌 **Time and Cost Saving:** Invest time in learning now to prevent legal disputes later. Save time and money by avoiding the aftermath of legal conflicts.
- 📌 **Adapting to Changes:** Laws evolve, and so must your business practices. Be up to date with the latest legal developments and adapt your strategies accordingly.

BOLETÍN DEL PROGRAMA CHELSEA STRONG BUSINESS

READS
REAL ESTATE ADVISORS



¡Obtén Conocimientos Legales para Tu Negocio!

Estimados Dueños de Negocios Legales de Chelsea:
Estamos emocionados de invitar a un evento transformador que podrá marcar el futuro de tus emprendimientos. Como parte de nuestro compromiso de apoyar el crecimiento y el éxito de la comunidad empresarial de Chelsea, nos complace presentar un seminario presencial que te empoderará con conocimientos legales esenciales.



Presentamos a Nuestro Experto Orador: Abogado Mark White

El abogado Mark White cuenta con más de diecisiete años de experiencia como abogado, especializado en transacciones inmobiliarias y negocios pequeños. Su firma, Mowtow, tiene oficinas en Chelsea, Worcester, Plymouth y Miami. El diverso equipo de Mark habla español, portugués, francés y creole haitiano.

La experiencia del abogado White abarca transacciones, litigios, disputas arrendador/inquilino, asuntos de títulos y servicios de apoyo familiar. Está comprometido a fortalecer relaciones, contratar internamente y brindar orientación legal de primer nivel.

¡No Pierdes Esta Oportunidad!

¡Únete a nuestro seminario y obtén una ventaja competitiva aprovechando el poder de los conocimientos legales. Únete a nosotros el 26 de Septiembre a las 6 pm. ¡Es tu oportunidad de tomar decisiones informadas, mitigar riesgos y navegar el complejo panorama legal. ¡Veniremos a empoderarte juntos tu camino empresarial!

Compartimos
Programas Chelsea Strong Business

Detalles del Evento:

Fecha y Hora:
Martes, 26 de Septiembre,
6:00pm a 8:00pm



Aspectos Destacados del Seminario

- 📌 **Conocimiento Legal y Cumplimiento:** Mantente al tanto de las últimas actualizaciones y cambios en las leyes de arrendamiento y contratación. Opera dentro de los límites legales y reduce el riesgo de disputas y multas.
- 📌 **Mitigación de Riesgos:** Comprende los posibles obstáculos y riesgos legales en las operaciones comerciales. Toma medidas proactivas para minimizar conflictos y responsabilidades financieras.
- 📌 **Mejor Toma de Decisiones:** Aprende cómo tomar decisiones informadas alineadas con los requisitos legales, desde redactar contratos hasta entender los derechos de los inquilinos.
- 📌 **Relaciones Arrendador-Inquilino:** Para propietarios y administradores de propiedades, domina las leyes de arrendamiento esenciales para mantener relaciones positivas arrendador-inquilino.
- 📌 **Ahorro de Tiempo y Costos:** Invierte tiempo en aprender ahora para evitar disputas legales más adelante. Ahorra tiempo y costos al evitar las consecuencias de los conflictos legales.
- 📌 **Adaptación a los Cambios:** Las leyes evolucionan, y tus prácticas empresariales también deben hacerlo. Mantente actualizado con los últimos desarrollos legales y adapta tus estrategias en consecuencia.

Contract and tenancy law seminar posts



CALLING ALL CHELSEA SMALL BUSINESS OWNERS!

Join us for an in-person seminar on Sept 26 at 6 pm to gain valuable insights into tenancy and contracting laws.

ENHANCE YOUR LEGAL KNOWLEDGE AND PROTECT YOUR BUSINESS.

xxx





ATENCIÓN A TODOS LOS DUEÑOS DE PEQUEÑOS NEGOCIOS!

Únete a nosotros en un seminario presencial el 26 de Septiembre para obtener conocimientos valiosos sobre leyes de arrendamiento y contratación.

MEJORA TU CONOCIMIENTO LEGAL Y PROTEGE TU NEGOCIO.

xx





¡ELEVA TU CONOCIMIENTO LEGAL!

Únete a nosotros el 26 de Septiembre 6 PM

Te ofrecemos un seminario enfocado en leyes de arrendamiento y contratación. El abogado Mark White te guiará a través de **conceptos clave para el éxito.**



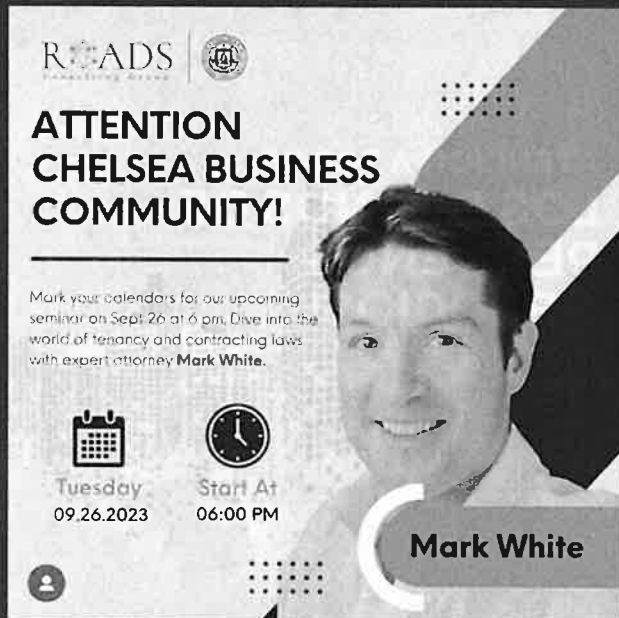


ELEVATE YOUR BUSINESS ACUMEN WITH LEGAL KNOWLEDGE!


Join us on **September 26th, 2023** for a seminar focused on tenancy and contracting laws. Attorney Mark White will guide you through key **concepts for success.**



Contract and tenancy law seminar posts



Contract and tenancy law seminar landing page

READS | 



FREE SEMINAR

Join Us for a FREE Seminar on Tenancy Law and Contract Law!

Mark White,
Expert Attorney

 **Tuesday, September 26th, 2023**

📍 **Location:** Chelsea Public Library
569 Broadway | Chelsea, MA 02150

🕒 **Time:** 6:00 pm to 8:00 pm EST

What to Expect:

Gain valuable insights into essential tenancy and contract laws that every



business owner should know. Our expert speaker, Mark White, will


READS | 




What to Expect:

Gain valuable insights into essential tenancy and contract laws that every business owner should know. Our expert speaker, Mark White, will provide practical knowledge to empower you in making informed decisions for your business.

Key Topics Covered:

 **Navigating Tenancy Law:**
Understanding the legal intricacies of leasing agreements and tenant rights.

 **Mastering Contract Law:**
Enhancing your understanding of contract formation, terms, and enforcement.

READS | 



CHELSEA FREE SEMINAR

RESERVE MY SEAT



CHELSEA FREE SEMINAR

Contract and tenancy law seminar landing page spanish



SEMINARIO GRATUITO

¡Únete a Nosotros en un Seminario GRATUITO sobre Leyes de Arrendamiento y Leyes de Contrato!

Mark White,
Abogado Experto




Martes, Septiembre 26, 2023



📍 **Lugar:** Chelsea Public Library
569 Broadway | Chelsea, MA 02150

🕒 **Hora:** 6:00 pm to 8:00 pm EST

Qué Esperar:

Obtén conocimientos valiosos sobre las leyes esenciales de arrendamiento y contrato que todo dueño de negocio debe conocer. Nuestro experto ponente, Mark White, proporcionará conocimientos prácticos para empoderarte a la hora de tomar decisiones informadas para tu negocio.






Qué Esperar:


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Temas Clave a Cubrir:

- 🏠 Navegando las Leyes de Arrendamiento: Comprender las complejidades legales de los acuerdos de arrendamiento y los derechos de los inquilinos.
- 📋 Dominando las Leyes de Contrato: Mejorar tu comprensión de la formación de contratos, términos y cumplimiento.



SEMINARIO SIN COSTO



SEMINARIO SIN COSTO

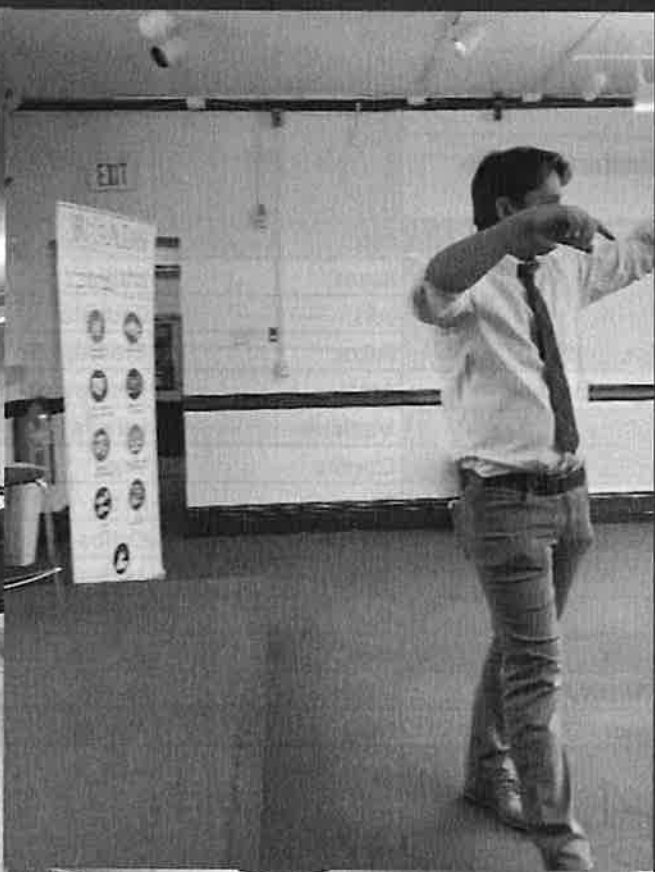
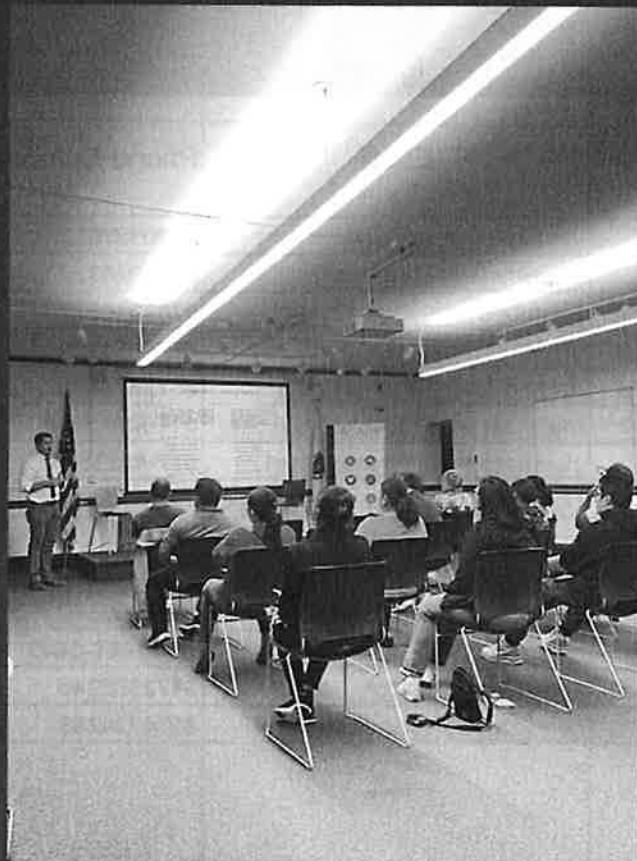


RESERVAR

Contract and tenancy law seminar registration sheet

Business Name	First Name	Last Name	Email	Phone Number
Janete Guzman	Janete	Guzman	ibsjanete@gmail.com	6176957012
Excellence's Beauty	Icauri	Mejia	icaurimejia@icloud.com	6179910327
Barbería del Cibao	Luis	Bautista	Luismbautista2@gmail.com	9783946627
Art & More	Petra	Montero Goller	lifed47@gmail.com	6174614129
Blessing staffin inc	Arely	Hernandez	Arely01101979@gmail.com	8572878402
Labella & Associates LLC	Marlene	Labella	multi_services388@hotmail.com	617-884-5858
Children PlayHouse	Claudia	Vega	claudiamvega16@gmail.com	617-4613514
Carpentry construction	Dayana	Ortiz	Odayana871@gmail.com	7818081902
Blanca Ochoa FCC	Blanca	Ochoa	lsela88a@gmail.com	6173098794
Family ChildCare	Merlin	Andino	merlinchel@hotmail.com	617-6502347
Alba's cleaning llc	Alba	Preciado	albap618@gmail.com	6173099370
Placing Staffing	Elvis	Portillo	dylangab2021@gmail.com	(617) 461-5445
Agape Realty Partners	Edgar	Ferrer	Edgar@agaperp.com	6172935246
Selesa inc	Nora	Arango	Selesa2022@yahoo.com	8574724283
Esmeralda unisex hair salon	Lindsay	Arias	12lindsay6@gmail.com	8572843186
Arlequin home Day Care	Reina	Martinez	cambelen132@hotmail.com	617 887 1359
Lopez barbershop	Mario	Lopez	Lopez97718@yahoo.com	8573893685
Manitas Creativas	Ana	Reyes	anareyes0630@hotmail.com	857-253-1147

Contract and tenancy law seminar



Client Case

Website Design/ marketing

COMO EN CASA BAKERY



Client Case

COMO EN CASA BAKERY

Como en Casa Panadería - Tu Hogar de Sabores Auténticos en Chelsea

¡Descubre la Comida que Amas!

En Como en Casa Panadería, te recibimos con los brazos abiertos para brindarte una experiencia gastronómica única que refleja el auténtico sabor de tu hogar. Nuestra panadería y restaurante en Chelsea, Massachusetts, es el lugar perfecto para satisfacer tus antojos y compartir momentos especiales con tus seres queridos.

Nuestros Clientes:

- Latinos que Buscan Autenticidad: Sabemos lo importante que es sentirte en casa, incluso lejos de ella. Ofrecemos auténticos sabores que te transportarán directamente a tus raíces.
- Profesionales en la Zona: Después de una larga jornada de trabajo, ¿qué mejor que un lugar acogedor para relajarse y disfrutar de una deliciosa comida?
- Familias que Valoran la Tradición: Nuestras recetas tradicionales y ambiente familiar hacen de Como en Casa el lugar perfecto para pasar tiempo con tus seres queridos.
- Residentes de Chelsea, East Boston, Everett, Lynn y Revere: Estamos justo en tu vecindario, listos para satisfacer tus antojos en cualquier momento del día.

Propietarios:

Familia Alvarez Bedoya - Apasionados por brindarte los auténticos sabores de casa, se enorgullecen de

Propietarios:

Familia Alvarez Bedoya - Apasionados por brindarte los auténticos sabores de casa, se enorgullecen de ofrecer una experiencia culinaria que te hace sentir como en familia.

Servicios:

- Panadería: Desde el amanecer, nuestro horno produce deliciosos panes, pasteles y dulces recién horneados. ¿Hay algo mejor que empezar el día con el aroma de pan fresco?
- Brunch y Almuerzo: Nuestra oferta de brunch y almuerzo es ideal para disfrutar de platos caseros y reconfortantes. ¡Cada bocado es una celebración de sabor!
- Restaurante: ¿Quieres una cena especial? Nuestro menú de restaurante incluye una variedad de opciones para satisfacer los paladares más exigentes.
- Comidas Rápidas para Llevar: Sabemos que la vida puede ser agitada, por eso ofrecemos opciones rápidas y deliciosas para que puedas llevar contigo.
- Postres Irresistibles: ¿Quieres darte un capricho? Nuestra selección de postres te invita a disfrutar de momentos dulces y especiales.

2 / 2

- Servicio a Domicilio: Llámanos y disfruta de nuestros sabores auténticos desde la comodidad de tu hogar.

Horarios de Atención:

- Lunes a Viernes: 5:00 am - Tu lugar para empezar el día con un desayuno caliente.
- Lunes a Viernes: 7:00 am - 8:00 am - El rincón perfecto para llevar a tus hijos antes de la escuela.
- Lunes a Viernes: 12:00 pm - Momento de un almuerzo delicioso y reconfortante.
- Tarde: Cafés y comidas rápidas para sacar rápido en la tarde.
- Tarde: Postres para endulzar tus tardes.
- Noche: Cerramos a las 10:45 pm

Síguenos en Redes Sociales:

Mantente conectado con nosotros a través de Instagram y YouTube para conocer las últimas novedades, promociones especiales y videos que te mostrarán cómo creamos los sabores que amas.

Ubicación y contacto:

107 Shurtleff Street, Chelsea, MA 02150

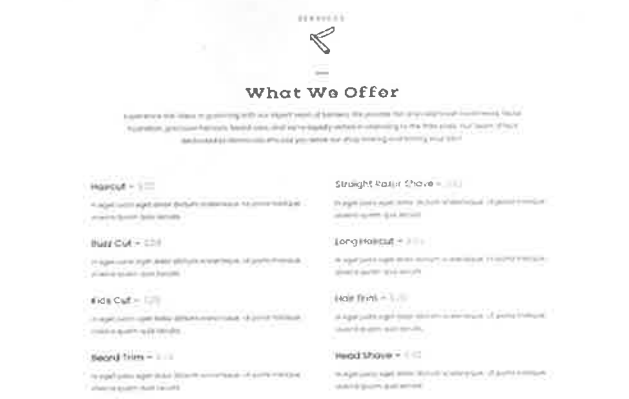
¡Estamos aquí para brindarte la mejor experiencia gastronómica! Si tienes alguna pregunta o deseas hacer un pedido, no dudes en llamarnos al (617) 466 0932.

Te Esperamos en Como en Casa Panadería - Donde Cada Sabor Te Hace Sentir en Casa

Client Case

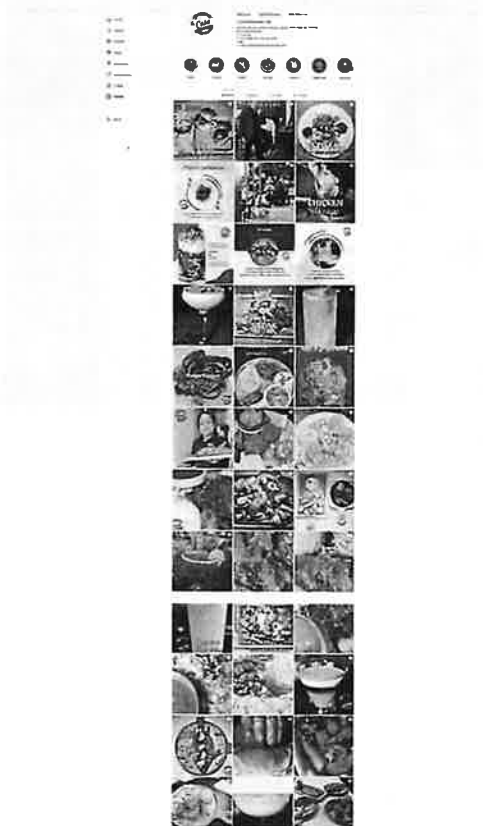
Website Design /Marketing

Del cibao barber shop



Client Case marketing

Tu casa restaurante



Tu casa restaurante - Parrilla Relanzamiento - Reel 1

September 21, 2023 • Andrea Bernal

Add a description to explain what this video is about.



Tu casa restaurante - Parrilla Relanzamiento - Reel 2

September 21, 2023 • Andrea Bernal

Add a description to explain what this video is about.

Client Case Marketing

Tu casa restaurante

¡Prepara tus sentidos!



Algo increíble está por venir!

Tu Casa

Nueva decoración, menú fresco y cocteles que te harán soñar.

¿Quieres saber qué se cuece en los bastidores?



Tu Casa

Estamos transformando nuestro espacio para brindarte *una experiencia única.*



Tu Casa

Sumérgete en un ambiente renovado que te hará sentir *como en casa*

Desde la decoración hasta la iluminación, cada rincón ha sido diseñado para crear una atmósfera única y acogedora.

En Tu Casa

cada detalle cuenta.



Tu Casa

Nuestro equipo está trabajando incansablemente para traerte una *experiencia culinaria excepcional.*

Mia Handcrafted Studio

There are some small companies in Boston that make handcrafted wax items that we can use as a model for continuing good commercial and marketing practices.

Boston, Massachusetts's two main theaters do little hand-to-hand business, including comedy shows, rock concerts, and other attractions.

[illegible]

Plan: you need to identify the market for your product, identify a target market, and then to research customer needs and estimate their requirements. You need to conduct a market analysis including the market size, growth, competition, and technology.

Identify your competitors and find out the other businesses that offer related products. You need to see what makes them successful and what makes them fail.

Identify your strengths. List the advantages that are the unique features, benefits, and quality of your products and services and how they differ from the competitors.

Identify your weaknesses. List the areas for improvement from your products and services, including the weaknesses of competitors.

Identify a marketing strategy to help you sell and distribute your products and services, including the selection of a distribution channel.

3. Research

Identify the market size and growth of products and services that you want to sell. Do you have the right products? How can you improve your products? Do you have a competitive advantage?

Identify your competitors and find out the other businesses that offer related products. You need to see what makes them successful and what makes them fail.

Identify your strengths. List the advantages that are the unique features, benefits, and quality of your products and services and how they differ from the competitors.

Identify your weaknesses. List the areas for improvement from your products and services, including the weaknesses of competitors.

Identify a marketing strategy to help you sell and distribute your products and services, including the selection of a distribution channel.

4. Financial

Identify the market size and growth of products and services that you want to sell. Do you have the right products? How can you improve your products? Do you have a competitive advantage?

Identify your competitors and find out the other businesses that offer related products. You need to see what makes them successful and what makes them fail.

Identify your strengths. List the advantages that are the unique features, benefits, and quality of your products and services and how they differ from the competitors.

Identify your weaknesses. List the areas for improvement from your products and services, including the weaknesses of competitors.

Identify a marketing strategy to help you sell and distribute your products and services, including the selection of a distribution channel.

1. **4. Finally, you need to link your WhatsApp Business account with Google My Business.** This will allow you to display a link to your WhatsApp Business profile so that customers can easily contact you on WhatsApp.
 - If you can use the following steps to link your account:
 - 1. Log in to Google My Business.
 - 2. If you have multiple locations, open the dashboard you want to manage.
 - 3. Click the menu icon for a tab labeled.
 - 4. Click Turn on messaging.
 - 5. Enter your WhatsApp phone number and click next.
 - 6. Verify your phone number by entering the code sent to you via text on WhatsApp.

[illegible]

Client Case Marketing

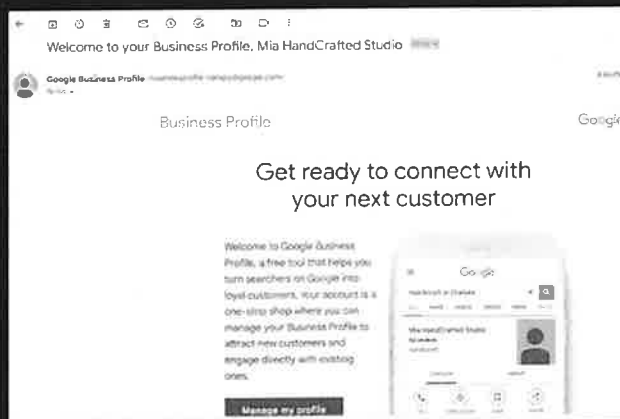
Mia Handcrafted Studio

Empresa Mia Handcrafted Studio, más que crear un website, sugiero consolidar una estrategia digital consolide los objetivos de la empresa, donde se pueda identificar un producto core o pareto así como unos canales digitales que además de posicionar la marca y comunicar su oferta de valor.

Por este motivo, sugiero enfocar la consultoría en:

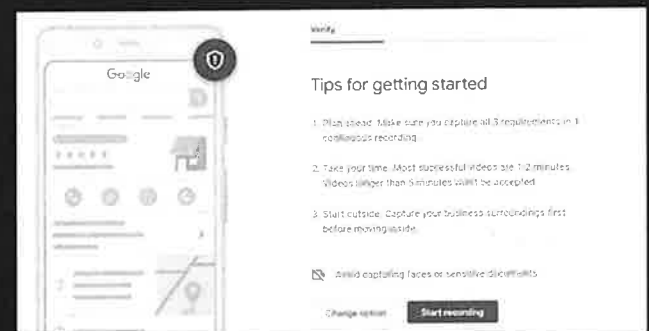
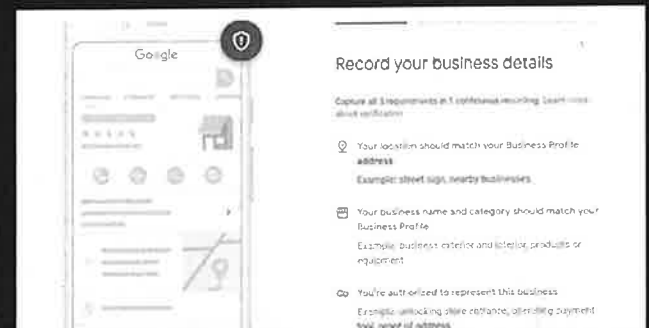
- Investigación de mercado donde identifiquen (Audiencia, Problema, Solución, Valor Agregado y Benchmark)
- Creación y consolidación de Google My Business
- Creación de cuenta Google Ads (Aprovechar \$USD 500 gratis de Google)
- Consolidación de Redes Sociales (Facebook e Instagram)

Creacion de Google My Business - OK



En esta productiva sesión se confirma la creación de Google My Business, una herramienta gratuita que permite a las empresas gestionar su presencia en línea en Google. Con Google My Business, las

verificación del negocio, por este motivo se solicita hacer un video y en el proceso de grabación seguir los siguientes pasos:



Consolidación de Redes Sociales: Es importante desarrollar Facebook y continuar con la creación de Instagram. Esto nos permitirá crear una estrategia de contenido mucho más alineada a los objetivos de la compañía con el fin de consolidar su negocio en medios digitales más accesibles y fáciles de utilizar que les permitan de igual manera transaccionar y vender de manera online.