

# **RFP Response:**

# **RAYAC Consumer Outreach**

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*Prepared by:*

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THANK YOU for your interest in our services. We are pleased that you have afforded us this opportunity to submit our response to your RFP regarding Consumer Outreach.



## YOUR PARTNER

Caskey Group has the tools and experience to assist you in identifying, reaching and engaging your customers. We understand that as a membership organization, your success is determined not only by the number of homeowners you assist, but also by the support you are able to provide to your member real estate professionals. We look forward to working together with RAYAC to develop an effective and sustainable marketing plan that will put RAYAC and its members at the forefront of the York and Adams real estate community.

### ***Your Marketing Team - Bringing you the York and Adams Counties advantage...***



**Christy Sumbury**

A native and resident of Adams County, Christy brings a combined 28 years of graphic design, public relations, marketing and print experience to her role as Caskey's Marketing Coordinator.



**Jessica Sweigart**

A native and resident of York County, Jessica brings a combined 7 years of marketing and copywriting experience to her role as Caskey's Marketing Assistant.



**Rob Dunbar**

A Lancaster native and York County resident, Rob brings a combined 17 years of graphic design, photography and videography experience to his role as Caskey's Creative Manager

## OUR COMMITMENT

When you entrust your marketing needs to our team, you gain partners who are committed to ensuring the success of your business, not just your project.

We invite you to visit our facility here in York, PA at your earliest convenience so that you may see firsthand our commitment to quality and craftsmanship. We look forward to introducing you to our Caskey team and working together with RAYAC to ensure that all of your marketing and communication needs are met.

## SCOPE OF PROJECT

The Marketing Plan outlined in this proposal is specifically designed to support RAYAC in achieving its goals as outlined in the 2015-2017 Strategic Plan, with special emphasis on Goal 3: Consumer Outreach; Objective 5: Develop a Public Relations Campaign.

Our approach delivers results by utilizing a multi-layered communications strategy to increase customer engagement. After establishing key target markets, multiple touches will be made to your audience throughout the year, using various media.

Our goal is to help RAYAC reach potential homebuyers and sellers, current renters and individuals looking to relocate to the area for business. Campaigns will be designed to stress the benefits of home ownership and using a realtor, create awareness of the programs RAYAC offers to consumers, and drive leads to RAYAC member professionals.

## Marketing Plan

The media tools detailed within this plan are those that we feel will provide the most return on investment for your budget of \$25,000. This includes updating the RAYAC brand and web presence, engaging customers and members through a combination of direct mail and social media, and providing materials to support the updated image.

The media elements contained in this plan produce metrics that will allow RAYAC to receive ongoing feedback and measurement during the campaign, as well as create a limited database of customer email and mailing addresses to use for future campaigns.

- **Re-Branding** - Develop a current and fresh new, updated brand with a modern look and feel to include tagline/message, logo redesign, and graphic standards manual (corporate color selection, typestyles and direction on imagery). New brand would then be incorporated into all marketing components.
- **Update Website** - Utilizing current content, create mobile-friendly website that reflects re-branded image. This will increase functionality, ease of use and integration with social media.
- **Online Marketing**
  - **Social Media Campaign** - Facebook campaign targeting potential clients based on internet behaviors, interests, etc. Posts and targets can be customized and changed throughout the campaign. Click-throughs will be directed to a landing page to collect client information, build database, create leads, etc.

- **Email Blasts** - Email communication program designed with RAYAC members as the target audience. The objective of the campaign will be to address concerns related to realtor professionalism and value.
- **Promotional Materials**
  - **Printed Materials Collateral** - Develop two handouts: one for potential home buyers focusing on the benefits of buying a home; and one for sellers on selecting the right real estate agent, staging your home, etc. These can be handed out at trade shows and events.
  - **Promotional Items/Giveaways** - Select items that focus on home ownership with imprint of new logo and website.
  - **Direct Mail** - Purchase a mail list targeting renters in York and Adams counties. Design a direct mail piece to focus on benefits of home ownership and working with a realtor; includes a list of members/offices closest to recipient.
  - **Newspaper and Magazine Ads** - Develop ads/editorial pieces to be run in local publications that reinforce the RAYAC brand and messages.
- **Trade Show Exhibit** - Design a 10 ft. x 10 ft. trade show exhibit based on new brand to be used at trade shows, community events, etc.

## CURRENT (INTERNAL) ADVERTISING and PR

We recommend that RAYAC continue current in-house Advertising/PR initiatives that reach and attract the targeted audience, including:

- Provide housing market statistics
- Be a resource for housing-related stories to the media
- Participate in community events (Shred event, Scholarships, Reach Out event)
- Social media posting of current RAYAC news/events/human interest stories
- Organize and participate in fundraisers and charitable events

Our team is available to consult with RAYAC on determining the effectiveness of each of these elements, if necessary.

## TIMELINE

We recommend that the project timeline allow for a gradual introduction of each component of the marketing plan over the course of at least nine months. This would require that the measurement phase take place after all plan elements have been implemented, with an expected assessment date to be determined in early 2017.

## OTHER SERVICES

In addition to our proposed marketing services, we can also assist in the development of...

- Sales Sheets
- Promotional Items/Giveaways
- Direct Mail
- Newspaper and Magazine Ads
- Social Media Campaigns
- Email Marketing
- Internet Advertising
- Variable Data Printing
- Scented Printing
- Video Brochures
- Indoor and Outdoor Signage
- Vehicle Wraps
- Website SEO
- *And much more!*

### ***Caskey Group's History***

Located just a half-mile from RAYAC in York, PA, the Caskey companies have helped organizations across the country fulfill their marketing communication needs by providing MORE Communications, MORE Services and MORE Results.

Founded in 1986 as a commercial printing company, Caskey Printing began its growth by adding in-house mailing, bindery, and digital printing services to further meet its clients' printed communications needs.

As new technologies emerged, Caskey adapted to the changing digital marketing environment by offering a new selection of online tools to complement our clients' printed communications.

Over time, Caskey Group has evolved into a full-service marketing and communications company that services clients across the United States.



THANK YOU again! We appreciate the opportunity to meet with you to discuss how a partnership between our two organizations can provide RAYAC with the marketing support you need, while allowing Caskey the pleasure of adding another member to our corporate family. We care deeply about our customers and their success, and we hope to have the opportunity to assist you with your marketing and communication needs.

## Consumer Outreach to the Hispanic Population in York and Adams County



The combined Hispanic population in York and Adams Counties constitutes the second-largest population demographic, with over 35,000 potential consumers. This is a highly mobile segment, where most consumers already own smart phones and use them as their primary internet resource. Additionally, market research shows that Hispanic purchasing power is growing at more than two times the national rate.

We recommend targeting this demographic with a 6-month campaign utilizing Facebook ads, internet display ads and email blasts with video. If RAYAC has bilingual member realtors, we recommend allocating the bulk of resources to areas served by these members.

Facebook, Internet Ads, and Email Blasts - \$24,000

Facebook and Internet Ads - \$12,000

2-3 minute Video - \$1,500