

R-Ranch in the Sequoias



Marketing Plan

R-Ranch in the Sequoias is looking to revamp its digital marketing strategy. With the growth in digital assets, it's a must to have a website that is both conversion-focused and beautifully designed.

My plan is to explore both of those options for R-Ranch in the Sequoias.



About Matt

I'm located in Irvine, California - where I currently work as a digital marketing manager in the Fin-Tech industry. My age gives me key insights into the digital world because I never knew a time without the internet. I'm extremely well-versed in all necessary digital touchpoints across Google, Facebook, and other social platforms.

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My resume speaks volume for my marketing skills. I quickly made advancements in my current position after I increased our digital lead-gen by over 200% in a single year. Since then, I've gone on to manage a team of content creators, and web designers to scale our digital efforts. I've been with the company for 2 1/2 years now.

My talent is unique compared to others I work with. Think of me as a full-service Marketing/IT team. I specialize in everything from marketing strategy, web design, web development, and software integration.

With that said, I'm extremely excited to have the opportunity to work with R-Ranch in the Sequoias. Please take the time to look over my ideas in the remainder of this plan.

Matt's Plan

I broke my plan into three (3) separate phases. Phase one (1) and phase two (2) will both have noted tasks to complete and there will be a clear start and finish. I bucketed these two phases together because they will need to be completed before any digital marketing can be done. Think of them as prerequisites. Once completed, we can move to phase three (3) - which is continuous management of R-Ranch's digital marketing efforts.

I will explain each phase more thoroughly below. As the project moves forward, I am aware that all data belongs to R-Ranch. Upon an end to our partnership, I will promptly surrender all access to that data and any website assets.

Throughout the project I will provide weekly or bi-weekly updates on project statuses - this will ensure you are staying up to date on which projects are being completed. These can be in the form of email, phone call or Zoom call (depending on whatever is easiest).

Before any major changes to the website (ex. changes to digital identity) I will provide my initial idea along with examples of what the changes will look like to be approved before moving forward.

Info on pricing will be explained at the end of the document.

Entire project length - 3-4 Months

Phase one

3-4 MONTHS - Phase one will focus on optimizing/ redesigning the website and interconnecting all social media platforms.

• Exploration (1-2 Weeks)

During this time I'll be researching, asking questions, and exploring the industry and how R-Ranch stands out compared to competitors. It'll be important to know the following questions;

- What are the benefits of becoming an owner?
- What's the competition like? Both internal (vacation ownership) and external (vacation rentals).
- What sets R-Ranch apart from these competitors?
- What's the purchase flow?
- How long do owners have the property?
- Is there turnover?
- How do we keep data on our current and past customers?

• Website Redesign (1-2 Months)

The current website lacks conversion optimization and has an outdated design. The navigation bar is cluttered and makes it difficult to navigate the site. The call-to-actions are hidden and don't stand out (ex. Become an Owner). Image quality is below average. The footer offers poor navigation. The site lacks content to drive additional traffic such as blogs/resource pages. Throughout this phase, I plan to do the following;

- Revamp R-Ranch's digital identity with an updated website design.
- Strategically place call-to-actions to optimize conversions.
- Create a resource center to house blog content to drive additional traffic.
- Optimize user interaction by redesigning the navigation bar.
- Enhance usability and SEO by bringing navigation links to the footer.
- Implement on-page and technical SEO strategies to better the websites position on Google Search.
- Add chat features to website for easy onboarding and support.
- Any additional needs as they come up.

• Interconnecting Web Assets (1-2 Weeks)

I will interconnect all R-Ranch's digital assets to communicate with each other;

- Google Ads.
- Google Analytics.
- Facebook.
- Instagram.
- Bing.

Phase two

3-4 WEEKS - Phase two will focus on creating online advertising assets

• Create Ad Assets (2-3 Weeks)

During this time I will be creating all advertising assets including;

- Google Display Ads.
- Google & Bing Search Ad Copy.
- Facebook Ads.
- Remarketing Ads.
- Landing Page Designs.

• Launch Ad Campaigns (1 Week)

At this time, I will be launching all ad campaigns at an agreed upon budget. These will be the advertising mediums used;

- Google Display Ads.
- Google Search Ads.
- Facebook Ads.
- Bing Ads

Phase Three (Optional)

Continuous management of R-Ranch's digital marketing efforts. I made this phase optional and to be determined by the board's decision to keep our partnership after the website rebrand is complete.

• Optimize all incoming traffic to the website:

I will create and manage multiple variations of content to drive organic and paid traffic to the website including;

- Blogs
- Resources
- Media/ Video
- Digital Advertisements (Google, Facebook, Instagram, Bing, etc)

• Manage social media and post weekly

I will manage social media engagement and post frequently to drive traffic to the website.

- Facebook.
- Instagram.
- Twitter.

• Consistently monitor website engagement and optimize accordingly

I will make conversion-focused changes to the website based on the following data;

- Landing pages.
- Traffic sources.
- User behavior on website

Anything else?

Well, that's all I can think of for the time being. **BUT**, I will be happy to add more projects as we progress further throughout the agreement.

Pricing

Here is a breakdown of my fees. I would prefer to break pay periods up bi-weekly to keep things simple. I will send invoices out every two weeks that can be paid however you prefer (Venmo, Stripe, PayPal).

Hourly cost: \$45
Expected hours per week: 6-8
Total monthly cost: \$1080-1440

Questions?

Text or email me!
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