



Promote Swanton Project Website Proposal

by Kinetic Marketing LLC

Website Proposal

About Kinetic Marketing

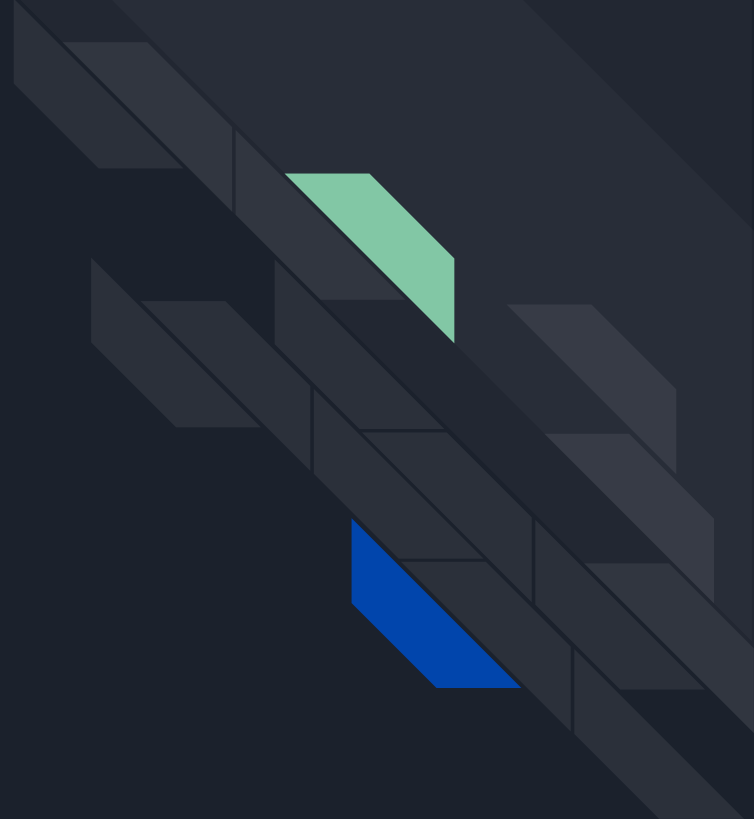
Project Objectives

Goals

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Scope & Timeline

Q&A



About Kinetic Marketing

- **Adam is a local Swantonian**
I grew up in Swanton and have lived here with my family nearly all my life.
- **In business since 2015**
My website design and hosting company started nearly 10 years ago with the launch of the Science Challenge Initiative and I am proud to say that they are still a valued client.
- **Focus on supporting local businesses**
I was originally servicing any person or business that needed assistance with technology. Since 2022, I have focused on supporting local businesses with design and marketing.





Project Objectives

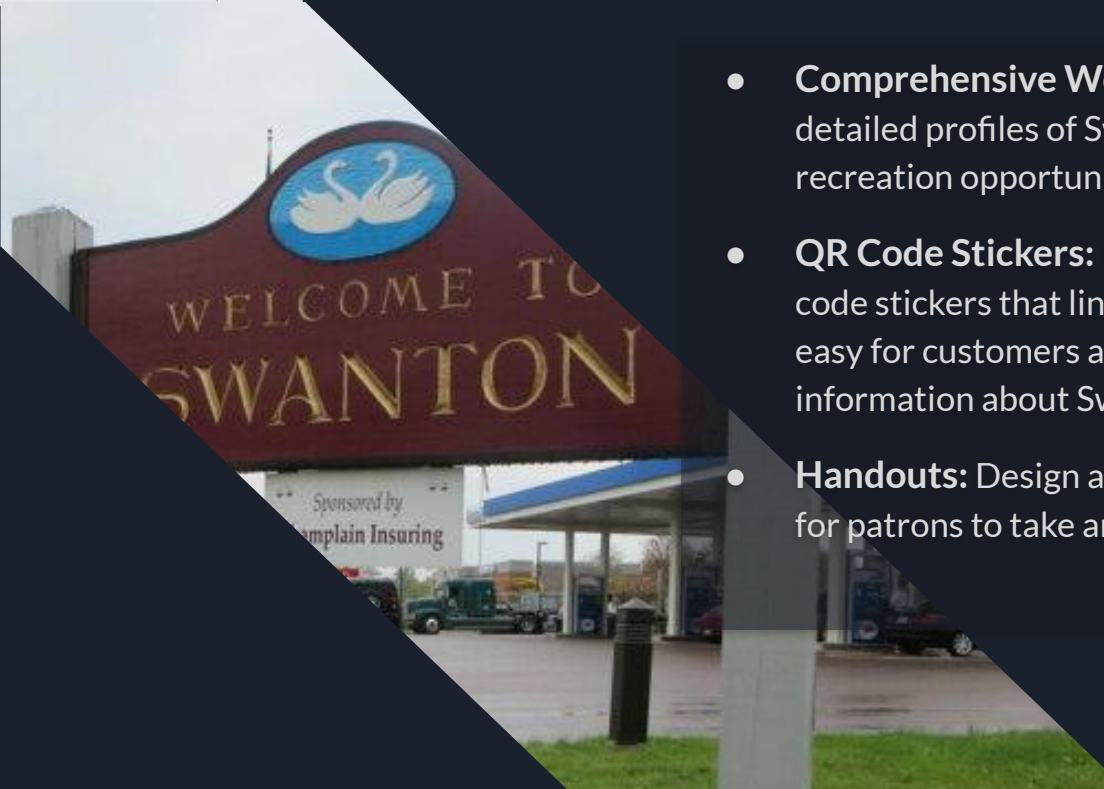
- 01 Increase Business Community Engagement:** Develop strategies to encourage local businesses to actively participate in providing accurate and up-to-date information about their services, products, and events.
- 02 Inclusive Community Event Coverage:** Ensure comprehensive coverage of Swanton's businesses, organizations, recreation opportunities, and local events on the website.
- 03 Promote Community Engagement and Feedback:** Incorporate mechanisms for community feedback and engagement on the website.
- 04 Measure and Report Impact:** Establish metrics to track the website's effectiveness in promoting Swanton.



Solution

Increase Business Community Engagement

- **Comprehensive Website Design:** The website will include detailed profiles of Swanton's businesses, organizations, recreation opportunities, and local events.
- **QR Code Stickers:** Provide businesses and organizations with QR code stickers that link directly to the project website, making it easy for customers and visitors to access comprehensive information about Swanton.
- **Handouts:** Design and print eye-catching rack cards or brochures for patrons to take and explore Swanton.



Solution

Community Engagement and Feedback



QR Code
Window Decals



Double-Sided
Rack Cards



Tri-Fold
Brochures

Images are AI generated and used for concept only.



Solution

Inclusive Community Involvement

- **Content Submission Process:** Develop a user-friendly process for businesses and organizations to submit and update their information on the website.
- **Event Integration:** Incorporate a dynamic event calendar linked to businesses and organizations so they can easily promote upcoming events automatically.
- **Community Event Submission:** Allow community members to submit public event details such as garage sales, fundraisers, or maybe outdoor activities. These would be on an approval basis.



Solution


Community Engagement and Feedback

- **Social Media Integration:** Integrate social media sharing options on the website and QR code stickers to facilitate community interaction and content sharing.
- **Community Involvement:** Stay in touch with the community and visitors by allowing them to sign up for a monthly newsletter.
- **Community Submitted Events:** Create a user-friendly interface allowing the community to submit calendar events subject to approval.
- **Feedback Mechanisms:** Implement surveys and polls to gather community feedback on the website's usability and content relevance.



Solution

Measure and Report Impact

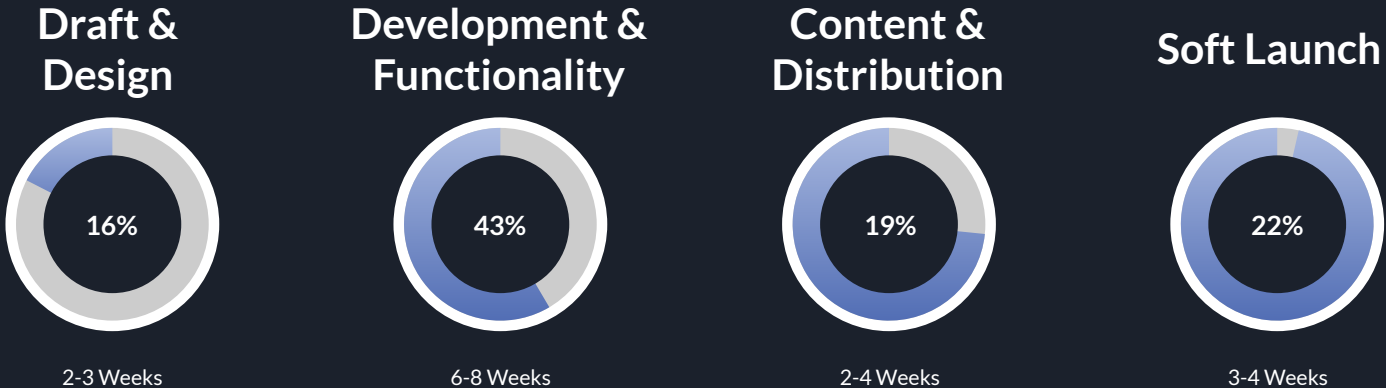
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- **QR Code Analytics:** Utilize QR code analytics tools to track scans, user engagement, and traffic flow to the project website.
 - **Website Analytics:** Implement robust website analytics to monitor traffic, page views, and bounce rates.
 - **Regular Reporting:** Provide board members with regular reports on QR code and website performance, highlighting successes, areas for improvement, and community feedback.
 - **Continuous Improvement:** Use analytic data and feedback to optimize content, features, and outreach strategies to maximize the project's impact.



Scope & Timeline (13-19 Weeks)

For consistency and effectiveness, I request that the board appoint 2-3 members as part of a subcommittee that I can work with directly during the development and testing phases of the project.

Over the course of 4-5 months, we will be working closely to design, develop, test, and implement the website and handout materials.



Draft & Design (2-3 Weeks)

- **Layout & Draft:** During the initial stages, we will work to develop the design and draft content of the site, including how to determine the best way to organize and compile information for an easy user experience.
- **Logo Design & Color Scheme:** Gather ideas and suggestions from the committee on appropriate logos and colors that best support the website's and Swanton's intent. Create several designs for presentation.
- **Domain Names:** Compile a short list of possible available domain names.
- **Board Email Notification:** We will email the essential information regarding layout, logo, color schemes, and domain names to the board for approval.

Development & Functionality (6-8 Weeks)

- **Compile Content:** Based on the most effective data-gathering method, the subcommittee will gather and compile data on local organizations, businesses, and other required information.
- **Website Development & Functionality:** I will be working to develop and build the website based on the direction of the subcommittee, including framework, layout, design, plugin functionality, and setup.
- **Functionality Conflict Testing:** Once the framework has been developed, I will begin testing for any conflicts and functionality issues before we start inputting content. Doing this early on will help reduce the risk of delays.
- **Printed Materials:** We will design, get approval, and print the QR code stickers and rack cards.
- **Email Notice:** We will design and get approval for an email distribution notification for contributing organizations such as the Village, Town, Library, etc., so they may send it to their email distribution channels once notified.

Content & Distribution of Materials(2-4 Weeks)

- **Importing Content:** The subcommittee will have enough time to gather content from local sources. I will begin to import the content throughout the site.
- **Distribution:** Subcommittee members will distribute QR code stickers and rack cards to local organizations and businesses in preparation for launch day.
- **PRESENTATION TO BOARD:** Upon final presentation and approval of the board, we will set an official launch date for the site

Soft-Launch Testing (3-4 Weeks)

- **Testing:** We will invite the board members and anyone else deemed appropriate to review the site. This step is imperative to ensure that the site's content, functionality, and ease of use are in good shape before we officially launch it to the community.
- **Modifications:** The subcommittee and I will review visitors' suggestions and observations to update and modify the site as needed.





Ready For Launch

1 Week before launch

- **Notices:** Notify the organizations and businesses when they can begin handing out the information to their patrons.
- **Email Notification:** Submit email to contributing government organizations so they may distribute to their mailing lists.

Launch Day & Beyond

- **Monitor & Maintain:** We will monitor, manage, and maintain the site to ensure intended functionality and user experience.
- **End User Support:** We will support your site's visitors through email support.
- **Monthly Reports:** The subcommittee member will receive monthly reports regarding site modifications, analytical data, and user insights.