

2018-2019 Budget Estimate

Rowan County Marketing & Communications Budget Estimate

	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	Cost Per	Annual Total
Brand Development (Logo & Tag)	1							\$575.00	\$575.00
Web Site Development	0.5	0.5						\$6,500.00	\$6,500.00
Web Site Hosting		1						\$385.00	\$385.00
Web Content Updates (Maintenance)		1	1	1	1	1	1	\$200.00	\$1,200.00
SEO for Website		1	1	1	1	1	1	\$350.00	\$2,100.00
PPC Development/Monitoring		1	1	1	1	1	1	\$200.00	\$1,200.00
PPC Ads		1	1	1	1	1	1	\$500.00	\$3,000.00
Social Media Setup	1							\$500.00	\$500.00
Social Media Implementation/Monitor		1	1	1	1	1	1	\$775.00	\$4,650.00
Facebook/Instagram Sponsored Ads		1	1	1	1	1	1	\$340.00	\$2,040.00
You Tube Sponsored Videos		1	1	1	1	1	1	\$450.00	\$2,700.00
Videos & Photography		8	8	8	8	8	8	\$250.00	\$12,000.00
Silo Embassadors		1	1	1	1	1	1	\$5,000.00	\$30,000.00
Public Relations (Editorial Submissions)		3	3	3	3	3	3	\$250.00	\$4,500.00
Audience(s) Database Management (All Audiences)	1	1	1	1	1	1	1	\$250.00	\$1,750.00
SYMple - (Templates Development)		1		1		1		\$125.00	\$375.00
SYMple Content Newsletter(s) Development/Setup		8	8	8	8	8	8	\$125.00	\$5,000.00
SYMple - (based on 20000 eAds per mth)		1	1	1	1	1	1	\$200.00	\$1,200.00
Rowan Influencer Program (Setup & Mthly Events)	1	1	1	1	1	1	1	\$750.00	\$4,500.00
Welcome Kit Development		1						\$875.00	\$875.00
Welcome Kit Production		1						\$1,250.00	\$1,250.00
Account Management (Travel, Phone & Postage billed at net)	1	1	1	1	1	1	1	\$750.00	\$5,250.00
								<b>Sub-Total</b>	<b>\$91,550.00</b>
								<b>In-Kind</b>	<b>\$11,550.00</b>
<b>Monthly Billing</b>	<b>\$8,000.00</b>	<b>\$12,000.00</b>	<b>\$12,000.00</b>	<b>\$12,000.00</b>	<b>\$12,000.00</b>	<b>\$12,000.00</b>	<b>\$12,000.00</b>	<b>Total</b>	<b>\$80,000.00</b>