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**LIVE** zone  
Logistics Innovation and  
Vehicle Electrification Zone

LIVE Zone

# Marketing and Engagement Plan

Prepared For:



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Governments

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# Table of Contents

- Overview..... 2
- Strategic Plan ..... 4
  - LIVE Zone Vision Statement..... 4
  - LIVE Zone Goals ..... 4
  - LIVE Zone Objectives ..... 4
- LIVE ZONE KEY Messages ..... 4
  - Elevator Speech – Primary Key Message ..... 4
  - Sub Messages ..... 4
- LIVE Zone Marketing and Engagement Plan — Research ..... 5
  - SWOT Analysis ..... 5
  - Competitor Analysis..... 6
- LIVE Zone Marketing AND Engagement Plan — Purpose..... 8
  - LIVE Zone Marketing and Engagement Plan — Goals..... 8
  - LIVE Zone Marketing and Engagement Plan Objectives ..... 8
- LIVE Zone Target Audiences ..... 9
  - Primary Audience ..... 9
  - Secondary Audiences..... 10
- LIVE Zone Marketing and Engagement Plan – Strategies, Tactics and Tools ..... 11
- Implementation ..... 14
  - Measure and Monitor Results..... 14
  - Budget and Schedule..... 15

## Overview

### **LIVE Zone Marketing and Engagement Plan — Purpose**

The purpose of this marketing and engagement plan is to promote the vision and plan for the LIVE Zone, located in Mahoning and Trumbull counties in northeast Ohio.

This marketing plan identifies the identifies and defines goals, objectives, target audiences, research results, messages, marketing and communications tools and tactics. It is a roadmap to understand: where the LIVE Zone is today, where the LIVE Zone wants to be and how to get there.

### **LIVE Zone Marketing and Engagement Plan — Goals**

Marketing and engagement plan goals are specific, measurable, aspirational, realistic and time-bound (SMART) and serve as the “north star” for all marketing efforts.

#### ***Define the LIVE Zone’s unique message so that it is easily recalled***

- *Outcome:* Educate and engage potential funders and prospective tenants, as well as current project stakeholders and partners, by refining and creating additional messages, as needed, to market the LIVE Zone.

#### ***Expand the foundational branding with additional materials and assets.***

- *Outcome:* Educate and engage potential funders and prospective tenants, as well as current project stakeholders and partners, by refining existing and creating additional marketing materials (assets) to market the LIVE Zone. As noted below, these could include but are not limited to a website, LinkedIn page, revised fact sheet, presentation using key messages, talking points, email campaigns, events, earned media and others.

#### ***Introduce the LIVE Zone to prospective tenants and funders.***

- *Outcome:* Outline a strategy and process to identify and market to potential funders, and prospective tenants. After identifying and refining a list of targets and conducting additional research on their companies (or organizations), an implementation plan will identify a process of cultivate and educate the prospects with the ultimate goal of the locating in the LIVE Zone and using parts or all of the Zone’s ecosystem components.

#### ***Identify and cultivate LIVE Zone champions***

- *Outcome:* Outline a strategy and process to identify, cultivate and update LIVE ZONE champions who can take the project from concept to reality. A broad coalition of supporters will be needed, with champions coming from a range of categories: government, civic and business leaders, industry leaders and economic development corporation(s), including the chamber.

### **LIVE Zone Marketing and Engagement Plan Objectives**



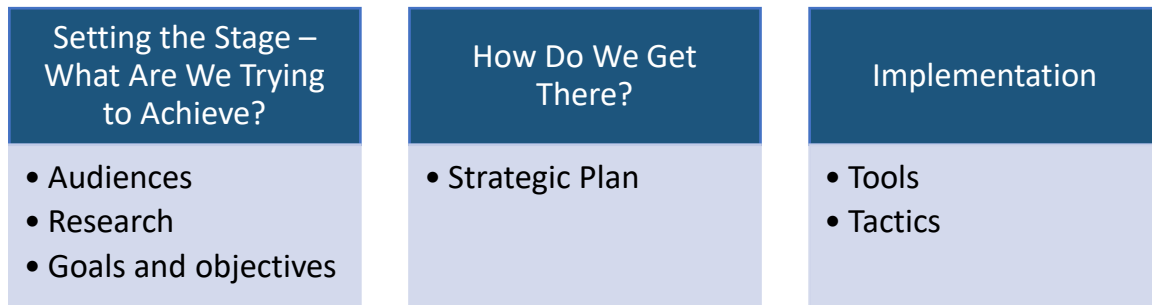
- Use branding, materials and other communications tools and tactics detailed below to market and communicate the LIVE Zone consistently, educate and seek funding for the LIVE Zone from prospective funders, market to prospective tenants, as well as current project stakeholders and partners.
- Use branding, materials and other communications tools and tactics detailed below to market and communicate about possible public-private partnerships and/or co-funding opportunities.
- Develop and implement additional marketing and communications tools and tactics to communicate with target audiences.
- Develop reporting mechanisms to monitor progress, identify successes and adjust as needed.

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### LIVE ZONE MARKETING AND ENGAGEMENT STRATEGIC PLAN - INTRODUCTION

The strategic plan establishes a foundation for positioning and awareness of the LIVE Zone, primarily in the Mahoning Valley. In addition, the plan will create a distinctive brand and logo, key messages, and other initial assets to position the project and tell its story.

The integrated marketing and engagement plan builds on the strategic plan by expanding the branding with additional materials and assets, identifying multiple types of tools and tactics — paid, earned, shared, owned (PESO), and using these tools and tactics to introduce the LIVE Zone to its primary audiences of prospective tenants and funders, while keeping secondary audiences such as partners and stakeholders informed and updated.



## Strategic Plan

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### LIVE ZONE VISION STATEMENT

The LIVE Zone will reimagine Voltage Valley in Eastern Ohio by creating a scalable and innovative ecosystem of smart and connected freight infrastructure that retains, expands and attracts businesses while retraining the workforce to create a sustainable, equitable and resilient economy.

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### LIVE ZONE GOALS

The goals of the LIVE Zone are:

- Technology planning and deployment
  - Economic development
  - Collaboration
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### LIVE ZONE OBJECTIVES

Led by the Eastgate Council of Governments, the LIVE Zone will achieve its goals through the following objectives:

Strategically deploying infrastructure

Using the infrastructure to spur and support economic development

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## LIVE Zone Key Messages

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### ELEVATOR SPEECH – PRIMARY KEY MESSAGE

- The LIVE Zone stands for Logistics Innovation and Vehicle Electrification Zone. The Zone is centered around Lordstown and Jackson Township, with a region-wide vision to connect logistics, manufacturing and transit. The Zone’s potential projects could include smart logistics and freight movement, vehicle electrification and automation.
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### SUB MESSAGES

- The Zone will use technology and innovation to expand existing logistics and manufacturing in Lordstown and Jackson Township and foster regional economic growth.
- There’s a strategic plan for the region that outlines a scalable ecosystem of connected and automated freight infrastructure  
As well as a roadmap for seeking public and private funding and creating partnerships to make the projects a reality.

## LIVE Zone Marketing and Engagement Plan — Research

### SWOT ANALYSIS

The Michael Baker team conducted an abbreviated SWOT analysis – strengths, weaknesses, opportunities and threats – with the project Steering Committee. Here is a summary:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Unique to Ohio, if not the US</li> <li>• Solid foundation – study, team and partners</li> <li>• Strong partnerships – Turnpike, regional entities – Chamber, Port, local communities</li> <li>• 19% of all freight tonnage passes nearby – Location! Ohio Turnpike, 2 RRs, interstate</li> <li>• Strategically located – national freight impact, significant private investment of private companies in place – TJX, etc.</li> <li>• Ample capacity for growth – there’s an “infrastructure” foundation – warehouses, power, scalability</li> <li>• Significant investment by locally-based firms and electric vehicle investments: Ultium, Lordstown Motors/ Fox Con, Monarch – tractor manufacturing and Fiskar passenger cars</li> <li>• Lower cost of living, a high quality of life in the region</li> <li>• Local transit – agency is committed to connecting workers to the LIVE Zone</li> </ul>	<ul style="list-style-type: none"> <li>• Funding</li> <li>• Lots of elements to the Zone (can be a challenge to explain succinctly)</li> <li>• Local government and local leadership – need for buy-in, home rule challenges</li> <li>• Fear of the unknown of new technology</li> <li>• Fear of change</li> </ul>



Opportunities	Threats
<ul style="list-style-type: none"> <li>• Strategic location</li> <li>• One hour away from multiple airports – Akron-Canton, Cleveland, Pittsburgh – passenger and freight airports</li> <li>• Partnerships with charging companies, Fox Con affiliate for charging stations</li> <li>• Unique (no one else has this vision and concept), exciting opportunity to be a part of it, bottle the excitement!</li> <li>• Repackaging disparate elements into a cohesive package</li> <li>• BDM property and its connection to the LIVE Zone</li> <li>• Housing – there is available land to build on, could Eastgate take a leadership role in this area and attract new housing to the Valley?</li> <li>• Quality of life – short commutes, good school district(s)</li> <li>• DRIVE Ohio</li> <li>• Working with local transit system to address first- and last-mile connectivity to the Zone, make it a more desirable place to do business</li> </ul>	<ul style="list-style-type: none"> <li>• Local government and leadership – mix of NIMBY and not able to “see” the vision</li> <li>• Lack of funding (federal)</li> <li>• Competition (for attention) from other regions and other project – around Ohio and the Midwest</li> <li>• Overcoming barriers or losing tenants/ customers to other locations</li> <li>• Declining population – could be a workforce issue</li> <li>• Available housing stock, losing houses faster than people (Land bank tearing down houses in urban areas), impacts quality of life and schools</li> </ul>

Many of these comments were echoed in the stakeholder interviews that Rasor, part of the Michael Baker team, conducted as part of the strategic plan’s development (an executive summary of stakeholder interviews is in the briefing book appendix).

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### COMPETITOR ANALYSIS

As part of the plan development there were two secondary research competitor analyses. Chang Industrial, part of the Michael Baker team, conducted a nationwide analysis of the autonomous vehicle landscape. The LIVE Zone would join about 20 other states and cities as early adopters of what is clearly



a mega-trend using similar technologies around the country. Several locations have similar initiatives for electrification and/or automation, although not with the freight and B2B focus.

During the marketing plan discovery session and SWOT analysis with the project Steering Committee Closer, the US33 Smart Mobility Corridor in central Ohio was identified as a competitor. The Smart Mobility Corridor positions itself as the longest connected highway in the world. While the Smart Mobility Corridor has a different focus, it is established, recognized and has funding.

With Intel constructing its new fabs in Central Ohio, the region was seen as competition, while also providing new opportunities for the LIVE Zone to supplement local freight supply chains and vendors.

There's also funding competition the Live Zone. However Steering Committee members felt that there are innovative funding opportunities to be explored, specifically with port authorities, like Western Reserve, that can issue their own bonds and with public-private partnerships (PPP). PPPs could help underwrite initial trials and demonstrations of the technologies in the LIVE Zone which then could be replicated at companies' other locations.



## LIVE Zone Marketing AND Engagement Plan — Purpose

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This marketing plan identifies the identifies and defines goals, objectives, target audiences, research results, messages, marketing and communications tools and tactics. It is a roadmap to understand: where the LIVE Zone is today, where the LIVE Zone wants to be and how to get there

## LIVE Zone Marketing and Engagement Plan — Goals

Marketing and engagement plan goals are specific, measurable, aspirational, realistic and time-bound (SMART) and serve as the “north star” for all marketing efforts.

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### DEFINE THE LIVE ZONE’S UNIQUE MESSAGE SO THAT IT IS EASILY RECALLED

- *Outcome:* Educate and engage potential funders and prospective tenants, as well as current project stakeholders and partners, by refining and creating additional messages, as needed, to market the LIVE Zone.

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### EXPAND THE FOUNDATIONAL BRANDING WITH ADDITIONAL MATERIALS AND ASSETS.

- *Outcome:* Educate and engage potential funders and prospective tenants, as well as current project stakeholders and partners, by refining existing and creating additional marketing materials (assets) to market the LIVE Zone. As noted below, these could include but are not limited to a website, LinkedIn page, revised fact sheet, presentation using key messages, talking points, email campaigns, events, earned media and others.

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### INTRODUCE THE LIVE ZONE TO PROSPECTIVE TENANTS AND FUNDERS.

- *Outcome:* Outline a strategy and process to identify and market to potential funders, and prospective tenants. After identifying and refining a list of targets and conducting additional research on their companies (or organizations), an implementation plan will identify a process of cultivate and educate the prospects with the ultimate goal of the locating in the LIVE Zone and using parts or all of the Zone’s ecosystem components.

## LIVE Zone Marketing and Engagement Plan Objectives

- Use branding, materials and other communications tools and tactics detailed below to market and communicate the LIVE Zone consistently, educate and seek funding for the LIVE Zone from prospective funders, market to prospective tenants, as well as current project stakeholders and partners.
- Use branding, materials and other communications tools and tactics detailed below to market and communicate about possible public-private partnerships and/or co-funding opportunities.

- Develop and implement additional marketing and communications tools and tactics to communicate with target audiences.
- Develop reporting mechanisms to monitor progress, identify successes and adjust as needed.

## LIVE Zone Target Audiences

The initial target audience for the LIVE Zone are prospective tenants and that would use some or all the technology in the ecosystem.

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### PRIMARY AUDIENCE

An initial profile of the primary target audience includes:

- Prospective tenants' demographics (by type of company, not person): distribution companies and warehouses that are autonomous; look at existing businesses in the region and how to support them.
- Prospective tenants' psychographics: want clean and green energy; are environmentally-conscious, have an interest in and are committed to ESG (Environmental, Social and Governance) principles.

The types of positions these people have, and possible employers include:

- COOs, VP of Logistics, VP of ESG etc. of current businesses in and near the LIVE ZONE, including: Fox Con-Lordstown Motors, Fed Ex, Ultium Battery Plant, Macy's, TJX, DHL, PPG Industries, XPO Logistics, Amazon, and others.
- COOs, VP of Logistics, VP of ESG, etc. of businesses that fit the profile of a prospective tenant based on the LIVE Zone's defined use cases, such as e-commerce businesses – especially retail, manufacturing firms, other logistics companies, private and possibly public delivery companies – UPS, Post Office, etc. Also consider other industry categories such as: health care – companies like Cardinal Health in Columbus; biotech – companies like such as SAFC (Sigma Aldrich) a biomanufacturer, Axio Med a manufacturer of replacement disc implants, and Proxy Biomedical in the Cleveland area; and high tech manufacturing such as Intel, and IoT firms.

When expanding beyond the initial area of the LIVE Zone, begin targeting around Ohio, then move to contiguous states, less than a day's drive from the Zone – Detroit, Chicago, Indianapolis, Louisville, Pittsburgh.

Other primary audiences include:

- Prospective funders, private and public
- Subject matter experts and industry leaders

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## SECONDARY AUDIENCES

- Local partners and stakeholders
  - o Government – local, state, federal
  - o Civic leaders – business, non-profit, academia
- General public

### ***What are prospective tenants looking for? What are their pain points? What problem can the LIVE Zone solve for them?***

The LIVE Zone’s ecosystem will provide multiple solutions for different business use cases, including electrification, batteries and storage, solar fields, etc. Messages would be tailored to the specific person or company.

Based on the research noted above, here are a few of the ways that the LIVE Zone could help tenants: identify and use reliable and different forms of energy; create a mechanism to make using clean and green energy sources a reality for companies; address workforce challenges and employees’ lack of transportation with the transit system’s first- and last-mile additions to service; improve access to and use of the Ohio Turnpike.

### **What makes the LIVE Zone stand out?**

#### ***What is its unique selling proposition (USP)? What makes the LIVE Zone uniquely qualified to solve a problem for the target audience?***

While the LIVE Zone has many strengths, its unique selling proposition (USP) is its strategic location, specifically for freight logistics — 19% of the nation’s freight passes through the LIVE Zone and its nexus of two interstates, two Class I railroads and proximity to multiple ports and airports.

The LIVE Zone is novel in that it is going to support and expand activities of existing local businesses, while also attracting new ones. Additionally, the multiple components of the LIVE Zone will help it appeal to a range of targeted audiences. There also is not another location in the country creating an ecosystem with these components.

The messages, graphics, assets – photos, videos and use case studies – will define the LIVE Zone’s USP and its value proposition – how it will solve tenants’ problems (or “pain points”).

## LIVE Zone Marketing and Engagement Plan – Strategies, Tactics and Tools

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### REFINE, AND POSSIBLY EXPAND, TARGET AUDIENCES AND CREATE MARKETING PERSONAS FOR PROSPECTIVE TENANTS, CONDUCT 3-5 KEY PROSPECT INTERVIEWS

Using the demographics and psychographics of the primary audience targets outlined above, one of the early tasks in an implementation plan would be creating marketing personas (also referred to as buyer personas). A marketing persona is a document that details your target audience's who, what, when, where, and why, in addition to understanding general demographics information such as gender, job title, job function, business size, team size, needs, pain points, and challenges. Part of the persona development process could include interviews with three-five key prospects. The interviews will also be an early step in building relationships to ultimately secure tenants.

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### UPDATE LIVE ZONE FACT SHEET

With the completion of the strategic plan and refined use cases, update the general fact sheet. Also consider possible variations of the "base" fact sheet targeted at different audiences and with different calls to action.

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### CREATE A STAND-ALONE WEBSITE, BUILDING ON THE CONTENT ON EASTGATE'S SITE

The website will be the LIVE Zone's online "home." The site is where calls to action in social media, emails and presentations will direct people. It can begin with a few pages and build out as the LIVE Zone becomes a reality. Additional options are landing pages for various campaigns and CTAs, as the marketing plan is implemented.

As the website is developed and programmed, there are few key elements to include. One is Google Analytics. This free tool, or any website analytics tools, provides invaluable information about the site and how it is being used. This includes: origins of website visitors, how website visitors navigate and interact on and throughout a website, what content and web pages they're most engaged with, how long they stay and how they exit the site.

Another key element of the website is ensuring it can be found. A combination of prospective tenants' key word searches, analyzing competitors' websites, and including the words and phrases from the analysis on the website to help with search engine optimization – being found by the search engines, and ideally on their first page of results, if not the top result. Since Google remains the leading search engine, it is important to be aware of their search algorithms as part of keyword analysis, website copy development and optimizing the site.

A relatively simple, well-designed site can be written, designed, optimized and launched relatively quickly using many of the assets noted in the plan. However, once the site is launched, adding videos – animated or live action – of the LIVE Zone's ecosystem components and how they work (see below) will enrich prospect's experiences on the site to see how the LIVE Zone can solve their problems.

A website development and related activities process – SEO, etc. – would be part of an implementation plan.

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#### CREATE A LIVE ZONE LINKEDIN PAGE

Social media is an opportunity to build the LIVE Zone’s reputation and awareness of it among the target audience before they have an active need. An implementation plan would include an initial editorial calendar and posting schedule.

These organic posts could be supplemented with paid ads on LinkedIn, depending on budget and opportunities. For example, if the LIVE Zone team is presenting at a national conference, there could be paid posts to encourage people in the target audience(s) who are at the conference to attend the session.

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#### EMAIL LIST(S), EMAIL UPDATES AND/OR NEWSLETTER

Email remains a cost-effective and efficient communications tool. Email can be used to market the LIVE Zone to prospective tenants, share successes and update stakeholders. By using Eastgate’s current Constant Contact there would be minimal additional costs.

Initial steps would be to create a LIVE Zone-specific email design template and create LIVE Zone specific list(s). The benefit of Constant Contact is that there can be multiple lists – for example: prospects in Cleveland, e-commerce companies with delivery hubs in the Midwest or elected officials in Mahoning and Trumbull counties. Detailed next steps would be outlined in an implementation plan.

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#### VIDEOS – WEBSITE, SOCIAL MEDIA, EMAIL

Videos are a powerful and effective tool to market the LIVE Zone. Animated or live action videos showing how the various parts of the LIVE Zone ecosystem work on their own and together can tell the story in a way still images can’t. The popularity of video-based social media platforms (Tik Tok, Instagram’s Reels, YouTube, etc.) confirm video’s appeal to a wide range of audiences

These videos can be used on the website as well as in social media posts and email, either in full or part. Research shows that emails that include a video have a 200-300% increase in their click through rates and organic social media posts that include video have a 135% greater reach than those with still images. Over time, multiple videos in a series can then be used to communicate with prospective tenants and funders, as well as with media outlets for coverage and for partners to share, extending their reach and use.

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#### EVENTS, CONFERENCES, SPEAKING OPPORTUNITIES

Work with project partners (BRITE, Chamber, Port, Eastgate, Drive Ohio etc.) to identify and participate in conferences, meetings and events. We suggest starting with one event per quarter. An implementation plan would include a working session with the partners to specifically identify events and conferences, around the region, state and possibly national events and then develop a strategy for targeted outreach, presentation proposals, etc. Such events also are fodder for emails, social media posts and/or videos (of the presentation) for

content on the LIVE Zone’s various communications channels. This would supplement regular updates and speeches locally to stakeholders at events or meetings hosted by project partners.

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## PUBLIC AND MEDIA RELATIONS

Develop and implement a public and media relations strategy (earned media) for local, regional, statewide, national and trade outlets, as well as podcasts, guest blog posts on SME experts’ blog or websites. This process includes identifying reporters at targeted outlets, researching editorial calendars (where germane), brainstorming pitch ideas, pitching and coordinating and scheduling interviews.

A related strategy to consider are advertorial placements in targeted media outlets– which are not earned but purchased. An earned (and possibly paid) media and public relations strategy would be refined in an implementation plan.

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## PITCH DECK AND LIVE ZONE OVERVIEW PRESENTATION

Using the refined and updated messaging and graphics, work with the team to create a LIVE Zone pitch deck and a second LIVE Zone overview presentation. While the general content will be the same, the pitch deck’s content would be refined for different audiences, business use cases and calls to action, depending on the situation. The overview presentation would be more “evergreen” and could be used at conferences, meetings and events, as well as to give updates to various stakeholders. The presentations also include the videos noted above.

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## INTEGRATED MARKETING CAMPAIGN

Once the LIVE Zone’s initial marketing and communications tools and channels are created, we will develop and implement a digital-first integrated campaign using some of the tactics above. Potential topics could include speaking engagements, earned media placements and project updates. Initial campaign components could include:

- Regularly scheduled and sent emails
- Regularly scheduled and posted social media content and graphics (organic posts)
- Pitching and placing earned media
- Sharing earned media stories through the above channels

Details, tactics and outlets would be discussed and refined for inclusion in an implementation plan.

## Implementation

The plan's implementation would be under the umbrella of the entity overseeing the LIVE Zone's overall creation. The proposed messages, audiences, goals, objectives, strategies, tactics and tools outlined above will need to be reviewed and refined in at least one working session with Eastgate, the Steering Committee and others from the LIVE Zone's governance organization, as appropriate. Once confirmed, a detailed implementation plan would be created with accompanying assignments, timelines, budgets and metrics.

The plan should be implemented with an experimental mindset – test and analyze to identify the strategies that are working. Move the tactics that aren't working to a “parking lot,” include them in an annual marketing plan review and discuss why they may not have been as successful at this point in the LIVE Zone's ecosystem development. Like the Zone itself, the marketing plan is fluid and living, not static or sitting on a shelf.

## Measure and Monitor Results

After implementation is measuring and monitoring results. At this point in the LIVE Zone's development, metrics are a recommended measurement tool, not KPIs (key performance indicators). KPIs demonstrate the business impact of marketing efforts and is popular business buzzword. Until the LIVE Zone is at least somewhat built out and is generating income, there is not a fiscal impact to measure. Metrics on the other hand are quantifiable measurements and align with implementation tactics. Eventually these metrics could evolve to align with the LIVE Zone's KPIs.

Potential metrics could include:

- Surveying prospects to identify pain points, as needed, for feedback on messages and CTAs
- Using survey results from above, do A/B testing to analyze the effectiveness of calls to action (CTAs) in emails and/or social media, continue using those that get engagement, sign ups, etc.
- Use the Google analytics that were set up as part of the website to look at traffic on various pages
- Analyze email open rates and click through rates on links in the email
- Analyze the engagement different types of LinkedIn posts get and use that information to inform upcoming editorial calendars and posts
- Quantify number of presentations and/or conferences and results from them: prospects, email sign ups, follow up meetings scheduled, etc.

As part an implementation plan, the team would work together to identify, refine and then track the identified metrics.

With the backdrop of a rapidly changing technology and societal landscape, it is important to remember that the marketing and engagement plan is a living document. It should be updated annually and reviewed regularly as part of the LIVE Zone's implementation.

Additionally, the plan should be implemented with an experimental mindset – test and analyze to identify the strategies that are working. Move the tactics that aren’t working to a “parking lot,” include them in an annual marketing plan review and discuss why they may not have been as successful at this point in the LIVE Zone’s ecosystem development. Like the Zone itself, the marketing plan is fluid and living, not static or sitting on a shelf.

## Budget and Schedule

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### BUDGET

The proposed messages, audiences, goals, objectives, strategies, tactics and tools outlined above will need to be reviewed and refined in at least one working session with Eastgate, the Steering Committee and others as appropriate. Once confirmed, a detailed implementation plan would be created with accompanying assignments, timelines, budgets and metrics.

Depending on the budget and funding for the LIVE Zone, this could be a 1-3 year marketing plan. Funding and LIVE Zone implementation also is a factor.

There are a few options to structure budgeting. They range from a task order contract with a marketing and communications consultant like those used by ODOT and other agencies with a not-to-exceed budget amount, an hourly contract with a marketing and communications consultant with a not-to-exceed budget amount, or a retainer contract with a marketing and communications consultant that would give Eastgate (or the contract-holder) access to staff at the marketing and communications consultant for a certain number of hours up to the monthly retainer amount. NOTE: Some of the tools and tactics outlined above include outside costs in addition to labor hours.

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### TENTATIVE SCHEDULE

As part of the refinement process, we recommend that the team identify three-five high priority implementation items and focus on them in the short to medium term (six-12 months), to continue building a solid foundation of LIVE Zone marketing and communications assets, which then could be expanded upon.

Once the initial foundational materials are created, then outreach efforts/ campaigns can be developed, budgeted for, implemented and evaluated.

Since the LIVE Zone currently does not have a firm construction or build-out timeline, this schedule includes estimated timelines and a suggested cadence for tactics.





Tactic	Estimated timeline	Notes
Kickoff meeting, implementation plan development	Weeks 1-6	
Refine messaging	Weeks 6-8	
Marketing persona(s) development	Weeks 6-8	
Update fact sheet with refined messaging	Weeks 9-10	
Public and media relations plan development, implementation	Weeks 8-12, Implementation Weeks 13-52	
Create/update presentations with refined messaging	Weeks 11-13	
Create LinkedIn page, initial editorial calendar and posts	Weeks 9-10 Posting Weeks 11-52	
Identify first year’s quarterly speaking opportunities and conferences	Weeks 8-10 Implementation and scheduling Weeks 11-52	
Standalone website development	Weeks 8-16	
Email – template, list, schedule	Weeks 9-10 Implementation Weeks 11-52	
Videos, two	Weeks 12-24	