

Support Intervention Document for Snipe Class Association

Targets

- **Short term:** give visibility to the activity of the Class outside of the current members
- **Medium term:** Improve the visibility and the presence on-line of the Snipe Class, through an integrated media-strategy on social media and sailing magazines (on-line edition and possibly on-paper version) thanks to a set of actions focused on:
 - Search Engine Optimization (SEO),
 - FaceBook ADV
 - Publishing pieces on web and paper
- **Medium/Long term:** Conversion of on-line and off-line engagement in new Snipe Class Members, attraction of local and general sponsor on specific activity of the Snipe Class

Kind of interventions

- Elaboration (reworking) of existing on-line contents in Search Engine Optimization (SEO) way
- Creation of original content and Community Management for all the Social Accounts owned by Snipe Class Association
- Search Engine Optimization (SEO) activity on-Page, to improve the existing Snipe Class Association FaceBook page and reach new potential members through posts published and sharable by all the Users
- FaceBook ADV to promote contents produced through the Social Network
- Creation of new contents for publishing on Sailing Magazines after approval from the Editorial Staff of the Snipe Class Association

Blog & Social Media

timing: from 01/V/2016 to 31/XII/2016

Go-to Strategy

1. Optimization of the existing FaceBook page
2. Definition and implementation of an integrated communication strategy on the Social Account owned by the Snipe Class Association, considering first existing channels (FaceBook) and all those to create ad hoc (Twitter, Instagram)
3. Creation/up-dating od a new FaceBook Public Group where involve Snipe Class Members, Snipe Class Members wannabe or just people curious about the Snipe
4. Creation of a new Instagram account (sharing of catching images and short videos to increase the engagement through emotional marketing)
5. Organization of multi-media contents as published in Pictures and Videos sections of all Social Accounts, using first all the existing contents available on web-sites&blogs already covering Snipe Class activity.
6. Publishing of original contents (Events, pecies, links, etc.) useful for the Snipe Class Member
7. Publishing informative and promotional material about the Snipe Class, related to specific events (top-regattas, etc.) or promotion activities (clinics, open-days)
8. Analysis and sharing of the results, promotion activity optimization (based on quantitative results analysis) and on-line/off-line media managing of the Snipe Class

One time Costs

	Optimization existing FaceBook group	XXX€
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Monthly Costs

	Social Account Community Management	XXX€
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SEO & FaceBook ADV Snipe Class Association

timing: from 01/V/2016 to 31/XII/2016

Go-to Strategy

1. Creation of contents under SEO modality for publishing on optimized FaceBook Group
2. FaceBook ADV through the promotion of specific posts/contents as selected on the base of measured engagement
3. Search Engine Marketing (SEM) activity to oversee the Google Search Engine Result Page (SERP) for the term "snipe", to gain visibility than the other Sailing Classes Associations

One time Costs

	Contents creation/reworking under SEO modality, for publishing on FaceBook Group (2 pieces/month from May to December).	XXX€
	Facebook Advertising through the promotion of specific posts as selected considering the engagement obtained.	XXX€ (budget)

Economic quotation for the Search Engine Marketing (SEM) campaign - Monthly Costs -

SEM activity to cover Google SERP: "Snipe" to gain	XXX€
Budget costs for AdWords advertising activity to be discussed separately.	-

Production of pieces for Sailing Magazines

timing: from 01/V/2016 to 31/XII/2016

Go-to Strategy

1. Creation of contents to be published on Sailing Magazines after approval from the Editorial Staff of the Snipe Class Association
2. Creation of Adv. text to publish on FaceBook Group owned by the Snipe Class Association

On time Costs

Creation of 1 piece/month (about 800 words) from May 2016 to December 2016.	XXX € Cad.
Creation of advertising promotional text (about 100 words) to put on the web-site	XX€ Cad

Rome _____