



Laurel Taylor <ltaylor@town.irvington.va.us>

LovelIrvington

3 messages

Suzan French <sfrench@flackshack.com>

Mon, Sep 27, 2021 at 1:07 PM

To: amarchetti@town.irvington.va.us, Cay Bradley <president@steamboatermuseum.org>, Laurel Taylor <ltaylor@town.irvington.va.us>

Good afternoon, Anthony, Cay and Laurel:

We have been asked how much it would cost for the Town of Irvington to engage FlackShack to maintain its tourism website, www.loveirvington.com, and associated social media accounts (Facebook, Twitter, Instagram, Pinterest, Google My Business.) Monthly maintenance costs vary depending on the amount of time / frequency of updates. For example, it would cost more to research, write and upload weekly blogs to the website versus a monthly blog; daily social media posts on all five accounts versus 3-5 times weekly.

Our assumption is that the contract would be for the remainder of the FY, November 2021 to June 2022. The Town's previous contract with Flackshack was for a discounted monthly retainer of \$2,778. We are aware that this term would not be funded by a marketing grant; therefore, there may be potential for us to scale back deliverables and offer a further discount depending on the Town's needs and budget. Given the support for the previous campaign, perhaps there is the possibility for support from local stakeholders, who could be offered featured promotion on the website and social media channels (in a sense, advertising.)

We are happy to prepare a formal proposal at your request. But having worked with the Town of Irvington recently, we think the minimum council should commit to is as follows:

Topical blogs: a minimum of 1 blog per month

Blogs serve a number of important marketing purposes and were a very popular feature of the website when we were actively posting them.

- 1) Add new content to our website, which is crucial to SEO (see below.)
- 2) Enable us to drive potential visitors to where we "do our selling"--our website. (Read more under Website Events Calendar below.)
- 3) Provide us with social media content in which we post links to our website on our social media.

Website Events Calendar: updated continuously as events are announced

The **calendar on LovelIrvington.com** was the one place where residents and tourists could go to see nearly *every* event occurring in the Town of Irvington. Not just the highly publicized big events, but every event, from local music to church fundraisers to sidewalk sales. Having a central location to list events compels people to visit year round, any day of the week; and it encourages them to visit the website frequently, thus, gives us more chances to "sell" them on visiting us.

Social media: content posted a minimum of 3-5 times per week on Facebook, Twitter and Instagram (monthly on Google Business and Pinterest to correspond with blogs), plus participation in weekly/monthly social media chats when appropriate and response/engagement with followers within 24 hours.

The Town of Irvington presently has five different social media accounts. At a minimum, the town should pursue a maintenance strategy which keeps the accounts current, active and engaged. A growth strategy requires a more in-depth strategy and substantial amount of time researching, creating content, posting, engaging with other accounts, and participating in weekly and monthly social media chats.

PR: Ongoing, as Town news, trends, and seasonality dictate

Public and media relations allow us to get our messages out to a wide audience, all at once, quickly and efficiently. You can see from the **News page** on LovelIrvington.com that the town was featured in a number of high quality media over the past several months, all designed to spark interest and drive consumers to seek additional information. FlackShack has relationships with a number of relevant media contacts and subscribes to several databases which enables journalists working on a particular story to connect with potential sources.

SEO: ongoing with search terms researched and updated as necessary (minimum of monthly) to reflect current trends, seasons, news pegs

People need to know a website exists; and in order to find it, they do online searches. Where our website shows up in those searches--on Page 1 of Google or Page 100--is highly dependent upon SEO: Search Engine Optimization. Website changes, including new content being added and old items being removed (when needed) impact SEO. More importantly,

the changes the SERP's themselves do with algorithm changes need to be addressed on an ongoing basis, in order for our site to increase its Google ranking and appear first for specific keywords. Lastly, this is also where we keep track of what the competition is doing and bidding on so we have the appropriate intelligence to craft new content accordingly rather than "tossing rocks in the ocean".

Please do not hesitate to reach out to discuss further. It has been our pleasure to serve the Town of Irvington. We love the area and the friends we've made there and would like nothing better than to continue working with you. Note that we have renewed www.loveirvington.com as requested and will transfer ownership to you regardless of what you decide.

V/R

Suzan French Gennace

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Suzan French <sfrench@flackshack.com>

Mon, Sep 27, 2021 at 1:28 PM

To: amarchetti@town.irvington.va.us, Cay Bradley <president@steamboatermuseum.org>, Laurel Taylor <ltaylor@town.irvington.va.us>, Bonnie Schaschek <bschaschek@town.irvington.va.us>

All:

It has been brought to my attention that some may be unaware of our previous work with the Town of Irvington. We were remiss not to have noted in the previous email that FlackShack developed the tourism branding of LovelIrvington, the logos, the website, and all the social media accounts. We solely researched and uploaded/posted all information on events, businesses, news and other information for those assets, created advertisements and executed all the deliverables listed in the email previously sent.

We administered the VTC (Virginia Tourism Corporation) Marketing Initiative Grant and assisted in completion of the final report for VTC. We held biweekly status calls with all of the grant participants (from Town of Irvington, The Tides Inn, Hope & Glory, Steamboat Era Museum, and Northern Neck Tourism), submitted monthly status reports to the previous Town Manager, and created Powerpoint updates to be shared with Town Council.

We consider it our responsibility to maintain all of these activities, making it as seamless as possible and with as little effort on the Town's part as possible. Kindly advise if anything needs any further clarification. Thank you for your consideration.

V/R

Suzan French Gennace

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Laurel Taylor <ltaylor@town.irvington.va.us>

Tue, Sep 28, 2021 at 11:20 AM

To: Bonnie Schaschek <bschaschek@town.irvington.va.us>

Hi Bonnie,

This was received yesterday from Suzan.

Thanks,

[Quoted text hidden]

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Laurel Taylor

Town Clerk & FOIA Officer

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