

**Memorial Heights Redevelopment  
Authority/TIRZ 5  
Marketing Proposal  
(#MHRA004)**

## SCOPE OF SERVICES OPTION ONE

### **Web Marketing (5 hours/month totaling \$600/month)**

To authentically reach your target audiences, we will guide your overall digital content to ensure your web presence always aligns with your community and media relations strategy.

- Medley will develop content for the website once monthly, to be published on the first Tuesday of each month
- Content will include articles and press releases
- The website will act as the main hub for content

### **Community Relations & Email Marketing (5 hours/month totaling \$600/month)**

- Utilize a targeted list (provided by MHRA) of local organizations such as area HOA's, Super Neighborhood Alliances, Houston Heights Association, Public Safety Groups and other civic groups in the area
- Ensure groups in the targeted list are consistently informed about:
  - Project status and updates
  - Community meetings
  - Contact information to express concerns and make recommendations directly to the MHRA team
- Develop a segmented email marketing campaign to uniquely reach residents and developers, business owners, and organizations listed above
  - Emails should be sent monthly on the first Thursday of each month.
  - Traffic control update emails will be sent out on an as-needed basis.

### **Digital Marketing (5.5 hours/month totaling \$800/month)**

- Utilize social media to ensure the public is informed on progress, changes, and specific impacts
- Mitigate crisis with planned posting and prepare strategies to respond to crises if and when they arise
- Develop monthly social media calendars detailing content plans (approved by the client before posting)
- Schedule one social media posts/week on Twitter and Facebook
- Post twice per month on Nextdoor
- Use social media as a tool to engage with key businesses, organizations, and members of the press by sharing their content at least two times/month and engaging on social media daily
- Consider adding additional channels after evidence of increasing social media reach and engagement
- Create custom social media graphics that align with the brand
- Ensure your digital presence always aligns with your community and media relations strategy, while telling a rich story about your organization and the positive impact of the changes ahead
- Measure audience engagement and advise on content according to posts with the highest user engagement

Implement tracking tools to measure conversion and impact of digital efforts

**Public Relations (Flat rate of \$5,500 for three media relations campaigns)**

- Develop press releases, media alerts, and media statements as needed
- Pitch stories aligned with communications themes
- Pitch and book appearances on television, radio, online, podcasts, and in print publications
- Develop database with high-resolution images (if unavailable)
- Act as intermediary and gatekeeper between external contacts (reporters, potential partners) and client
- Act as spokesperson as needed for both English and Spanish language media
- Consult on content developed internally as needed

**Crisis Management (Flat rate of \$2,500)**

- Develop crisis management messaging in advance for rapidly responding to the press
- Manage storytelling and controlling narratives by constantly publishing fresh content on your website/blog, on social media and distributing to the press
- Constantly monitor Nextdoor, social media sites and other online forums to gather insight on community complaints and concerns
- Equip area residential and commercial property owners with the latest information on changes to the area and messaging to communicate with their audiences
- Develop messaging and crisis scenarios for business owners, residents, commuters, tourists, and event organizers to inform them of the latest changes/construction

**The first 60-day tactics include:**

- Creating a crisis response policy and procedure
- Best practices for communicating with the press
- Specific media interview guidelines
- Best practices on digital comments and engagement
- A catalog of draft key messages for potential crisis communications scenarios

## **PROPOSED FEES**

**Monthly Retainer Fees (web marketing, community relations/email marketing and digital marketing)** - \$2,000/month, includes a budget of \$100 for targeted online ads

**Public Relations-** Flat rate of \$5,500 for three media relations campaigns.

**Crisis Management-** Flat rate of \$2,500

**Reporting:** The following will take place throughout our collaboration:

- Conduct bi-weekly meetings (can be through teleconference, phone conference, or in-person, where possible)

- Keep contact up-to-date on activities via email and telephone (as preferred) on an ongoing basis
- Attend and participate in additional meetings as necessary

## **STATEMENT OF QUALIFICATIONS**

Medley Inc. specializes in helping organizations reach diverse audiences through public relations, advertising, branding and digital marketing. We proudly tout a portfolio featuring campaigns on local, state, national and international landscapes.

We are known for our nontraditional approach to marketing and our ability to increase brand awareness.

Founded in 2009, we launched our agency with a specific desire to tell stories that represent diverse communities. We believe that our work as culturally competent communication experts is imperative. We should all be telling stories that humanize communities, that elevate unsung heroes and that contribute to a more equitable world. Our success stories include reaching record-breaking attendance for the Major League Baseball Civil Rights Game, securing approval of the Houston City Council on behalf of the Memorial Park Conservancy for a multi-million dollar park renovation and positioning a local health organization as the go-to destination for all women in need.

We specifically focus on supporting organizations in the nonprofit, government, health and education sectors. Our staff includes five full-time employees and four contractors (see page 9 for project team).

## MISSION STATEMENT

Our mission is to strengthen organizations' brand reputation and increase recognition among diverse audiences through public relations and digital marketing services.

## WHAT SETS US APART?

- **Multicultural Marketing.** Our employees have extensive knowledge of the shifting demographics in both our city and the nation that informs a strong focus on authentically engaging communities.
- **Industry Experience.** Our experiences range from launching aggressive social media campaigns to implementing custom search engine optimization plans that increase organic visibility.
- **New Technology.** Revered for our knowledge and implementation of new technology, we seamlessly integrate digital media marketing strategy with traditional PR for a multifaceted approach to your campaign as well as our approach to using digital media for organization promotion.
- **Partnered Solutions.** When necessary, we partner and collaborate with agencies across the country to build productive relationships and develop custom solutions designed to meet our clients' goals with a creative twist.

## OUR TEAM

### Ashley Small, Founder/CEO



In 2008, when social media was newly on the rise, Ashley set out on a mission to marry traditional PR with the latest trends in

technology. She launched Medley Inc. the following year and has since helped brands grow their visibility, amplify their voice and expand their reach across the world. Over the past nine years Ashley has acquired and retained clients such as Healthcare for the Homeless, The Rose Houston, AT&T, The Black Heritage Society, the Houston Arts Alliance and more.

Her primary role on these past and current accounts has been to develop campaign strategies, maintain commitment to supporting clients' annual marketing goals and lead in message development. Prior to Medley, Ashley worked with brands, political figures and nonprofits such as the Houston Chronicle, former Houston Mayor Bill White and Susan G. Komen for the Cure.

**Awards:** Houston Business Journal 40 Under 40, Greater Houston Partnership HYPE Impact Award Leader, Public Relations Society of American (PRSA) Excalibur Award: Multicultural Public Relations

**Qualifications for scope:** With more than 12 years of experience owning and operating Medley, Ashley has launched more than 100 campaigns geared towards reaching diverse communities with cultural competency. In addition to overseeing the Midtown Houston account for the past five years, Ashley served as the digital marketing account lead for Memorial Park Conservancy before joining their board. Her work helped lead to Houston City Council's approval of the \$200 million, 20 year master plan for Memorial Park.

## **Angelica Ramirez** **PR & Digital Marketing Account Executive**



Angelica is a first-generation Latina, native Texan, but above all, a Houstonian first and foremost. She graduated from the University of Houston with a Bachelor's degree in Political Science. She is a former policy and political analyst nerd, turned marketing rockstar. Angelica loves using data to analyze trends and evaluate campaigns to cultivate rich communities in the beautiful City of Houston. She considers herself a public servant, no matter what role she's in.

Prior to joining Medley, she worked at a variety of Houston area companies and organizations such as Girls Scouts of San Jacinto, IGNITE National and the Houston Grand Opera.

**Qualifications for scope:** With a rich, diverse background in the arts, government and nonprofit sector, Angelica adapts to each client's needs with high competency and efficiency. She is currently pursuing her Master's Degree in Strategic Communication and Digital Strategy from The University of Oklahoma.

**Ashley Segura**  
**Digital Marketing Account Executive**



Ashley is a native-born Texan with a passion for content creation and social media strategizing. Prior to Medley, she served as the Digital Organizer at Jolt as a Digital Organizer and ran her inspirational website *New Mom in a New Era*, which is dedicated to creating a positive narrative around being young Latino parents through sharing stories about her family's lifestyle. She also worked as a Public Relations Specialist for Big Oak Tree Media and is a former Intelligence Analyst for the Texas Army National Guard.

**Qualifications for scope:** For several years, Ashley has run a successful website reaching minority, millennial moms online. She has strategically built an audience of more than 35,000 followers by authentically appealing to today's diverse, bilingual consumer.

**Lis Harper**  
**Senior Client & Project Manager**



With a background in nonprofit communications and client management, Lis's goal is to ensure everything goes according to plan, from client initiation and support to timely reporting of successful outcomes. Her organizational and project management skills support the daily operations and help ensure client and agency communications are consistently streamlined.

**Qualifications for scope:** Lis has a diverse background in public policy, real estate, and marketing that allows her to uniquely serve each of our clients at Medley, ensuring we meet the goals and objectives outlined in our tactical plan.

**Education:** Indiana University, Bachelor of Arts in History and Gender Studies, May 2006; The George Washington University, Master of Arts in Public Policy, May 2011

**Ameena Rasheed**  
**Social Media Manager**



Ameena Rasheed is a social media manager and graduate

school student pursuing her master's degree in data analytics. As a member of the Junior League of Houston and volunteer for Black Girls Who Code, she's passionate about community service and helping build better communities.

**Qualifications for scope:** Ameena is currently pursuing her Master of Science in Data Analytics and has a multimedia background in print, TV, and digital media.