



NHHBA

Vizuluxe | Request for Proposal





Marketing and Design

Objective

and Thoughts

We would to thank you for the opportunity to submit a proposal for the Marketing Services for The New Hampshire Home Builders Association. My name is Janet Bagley, and I have been working in the role of Executive Officer, and Board Member of *The Seacoast NH Home Builders Association* since November of 2016.

My background as the Director of Marketing at The Gove Group Real Estate, (of which I launched about 60 subdivisions in those 4 years) as combined with my relationships with the builders we worked with, puts me at a great launching point in understanding and interacting in the home builders industry. After starting my own Marketing and Design company, I began working with our Seacoast chapter. My first year, I helped to gain increased chapter traction as well as an increase our membership base numbers. Thereafter, till this point, I have been on the board directing the EO's with their roles.

Vizuluxe's client base continues to be a close connection to the home industry. Stabile Homes of Nashua, CJ Architects of Portsmouth, Jefferson Homes, Persimmon Homes, John O'Neill of Changing Places, and many more builders, members and affiliates.

We are
confident we
can enhance
the image and
engagement
in the eye of
the consumers
and members
of NHHBA.

Social Media

Awareness

Social media, in its many forms, has become the number one way in which companies interact with their customers. Each social media platform specializes in different things, and thus can be used in different ways by companies. A strong social media mix, and consistent presence, is paramount for businesses both large and small in 2018. **Here's how we tackle**



1. Platforms

The first step in creating a strong social media presence is to create strong brand identities on each platform/app. These pages all need to have the same look and feel (to build the brand) but, graphically, should be designed to work best with each platform. For example, a photo/graphic that would work nicely as a Facebook cover photo would not work well as an Instagram profile picture. There are specific sizes that each image should be built at, and they're all different. It sounds simple but it is a detail often overlooked.

2. Constantly Updating

The second step is to populate these pages. **CONSISTENTLY.** Too often companies both large and small only look to social media when they need it and act surprised when they don't get the reaction or interaction that they were expecting. This is often because they have not established a consistent presence. Between constantly updating algorithms and changes in user preferences, it's becoming more important than ever for companies to not only have social media pages, but to consistently post and interact with their followers. It's a lot of work, but keep in mind every post doesn't have to be a custom graphic or long, eloquent block of text. Moreover, posts should be promoted regularly. More on this to follow.

3. Leverage your following

The third step is to leverage your social media following. After a few months of regular posting, it'll become pretty clear which platform(s) resonate best with the HBA's target demo. Once this happens, there are two main ways to gain more followers and drive traffic to your website. The first is good ole' fashioned giveaways. Things along the line of "share this status for a chance to win xxxx" or "Best caption wins xxx". These posts generally resonate well with follows, as the idea of winning a dozen golf balls, for instance, is more than enough to get them to share/comment. The other avenue is to invest in promoted posts and advertisements. More on this below.

Tweets such as "how was everybody's weekend?" or Facebook posts asking followers to reply with pictures of their dogs, let's say, often net more interaction with followers (and can even gain new followers as people share the posts) than heavy content posts.

Social Media

Awareness, **Cont.**



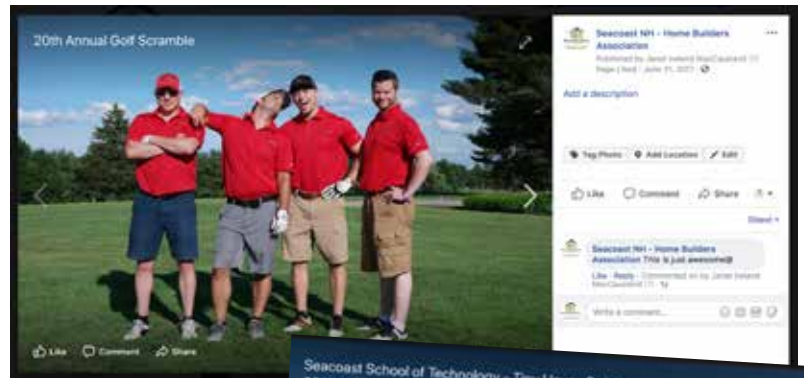
4. Paid Social Media

Paid Social Media is often the most economical use of advertising dollars. The demographic tools that Facebook (and others, but Facebook's ad tools are the best) provide and allow advertisers the ability to target very specific users based on any range of demographic benchmarks. As is the case with most things today, there are a few ways to spend money on Facebook. An example is a promoted/boosted post. This is the cheaper option and is simply a tool that promotes a standard post. Facebook ads are more advanced, and offer the buyer more posting options and more interaction options. This article does a fantastic job explaining the similarities and difference. Without any specific data, we would suggest promoting posts on a regular basis. For as little as \$20/week, upwards of 1000 people will see the post. Facebook ads should be used when there is a specific promotion or need. We suggest using ads when specific events get closer, but not regularly.

In conclusion, a strong commitment to social media is imperative. Taking the time to properly set up each platform is an important first step, but making sure to post regularly and interact with followers is the real challenge. Once there is a few months of data, we'll know which platforms warrant the most attention, and therefore which platforms to spend advertising dollars with.

A rough cost breakdown is to the right. As things progress, dollars can be reallocated, but this is a solid starting point.

Item	Cost
Platforms Setup	\$500
Monthly maintenance fee	\$300
	X 12 Months
	\$3,600
Promoted Posts	\$3/day
	X 365 Days
	\$1,095
Facebook Ads (When Needed)	\$1,605
	6,800



Engaging
video showing
members having
fun at events,
and students
learning on the
job!

Section 2

Granite State Builder Magazine



Magazine

Granite State Builder Magazine



An extremely important tool for NHHBA. Not only is it the members flagship publication, but it's the most powerful communication and engagement tool to both non/potential members alike. With on-point topics, and even more small sponsorship opportunities, the GSBM can be a strong revenue generator for the NHHBA. Although the magazine is now in great shape, there are three changes we'd suggest making.

1. Design Enhancement

The new summer issue and design works, but, in our humble opinion, it could be a bit better, visually. Especially with the ad sponsors. All of the content should stick with the same formula, but enhancing with in action event imagery. A simple ad facelift and a further guided design enhancement will provide an instant boost to readership and advertisers. Sports teams do this all the time with their uniforms. Teams like the Cowboys and Yankees have the largest followings in American sports and sell more jerseys than any other teams. They also have not changed their uniforms...Ever. The Arizona Diamondbacks and Tampa Bay Buccaneers, however, are not as popular. Those franchises have had 3 separate looks in the past 15 years. Each new look gives them a bump in revenue and allows them to position themselves as "new" and "reinvested". The same concept works for magazines. The second reason is that you can charge more for ads in something that's "new" and "redesigned." A 5% increase in ad cost will pay for the cost of a redesign in an issue or two.

2. Distribution

The current magazine is uploaded to the HBA website purely as a PDF. Although this is easy, we'd guess that the posted PDF gets very few views as the content won't show up in Google searches, and the hosting site gets no credit in SEO rankings from the content of the PDF. We suggest an online version of the magazine where the articles are posted like blogs a few days after the print version is mailed. Digital ads can be sold (or included in print ad cost). Also, we suggest allowing non NHHBA members or affiliates to subscribe to the publication for a nominal fee. This increases distribution, which increases ad revenue.

3. In-depth Profiles

Each issue should feature an in-depth feature about a builder/supplier etc. A multi-page spread featuring photos and a profile that's written WITH the subject. Although the profile will feature some shameless self promotion, the article would be more of a story about how their business was started and grew and not about specific advertising offers.



With increased
"true to life"
content comes
increased ad
revenue and
increased
readership and
engagement as
features like this
are sure fire ways
to gain views,
especially online.

Magazine

Granite State Builder Magazine **Cont.**



Media Kit

Per the RFP, we asked for and received a copy of the current media kit, and, all things considered, it's in good shape! As mentioned above, we think the magazine needs a graphic/editorial photographic facelift, meaning the media kit would also see similar changes. Beyond the general facelift, here are a few changes we'd make:

- ☐ Feature photos of homes and construction projects instead of stock photography of builders.
- ☐ The statistics about readership on page 3 need to be featured more prominently. We would create an info-graphic that highlights the percentages, as this is what advertisers really care about.
- ☐ Allow non-NHHBA members to subscribe to the magazine.
- ☐ Obtain a mailing list of builders from retail outlets such as Home Depot and Lowes, and or Build.com to grow our membership base.

When it comes to pricing, any changes would be predicated on how things are currently going. If the pricing structure in place is working well, we would not change it just for the sake of changing it. We would request more information about this as we get further into this process. That said, if too many ad spots are going unsold, we'd lower the prices. If they are selling out too quickly, we'd adjust as well. Ad prices are always changing as the market dictates what can be charged.

The only other change we'd make is that we would offer our design services to advertisers. If they supplied us the necessary files (logos, etc) and the copy, we'd be more than happy to create something for them.

Ad Sales

Similar to the way we would handle the media kit, if the current setup for ad sales is working, we wouldn't make changes just for the sake of making changes. At Vizuluxe, we have a number of contractors we work with, who are more than capable, that would be happy to take on an added role here that included ad sales. That said, if there is a person or two that are handling ad sales now that would like to continue doing so under our watch, we'd be happy to keep them involved! It's hard to suggest changes and propose new ideas without knowing what the existing setup looks like.

Content Development

Once again, we'd take a look at how things are currently set up between the board and the other stakeholders surrounding the magazine. Without knowing the current process for content development, we'd suggest using the Google suite (docs, calendar, drive) to coordinate amongst contributors. A weekly call with key contributors and a presence at every board meeting are also a must.



Section 3

NH State Home Show



Home Show

Awareness



In the same way that the magazine is the flagship publication of the NHHBA, the annual home shows in Manchester is the largest event of the year. With 300+ booths and 3 days of events, the NHHBA really gets to flex its muscles at the annual home show! The home shows in recent past have been a mild success, but we think it's pretty clear the shows would benefit from a facelift (just like the magazine discussed earlier). Here's what we would do:

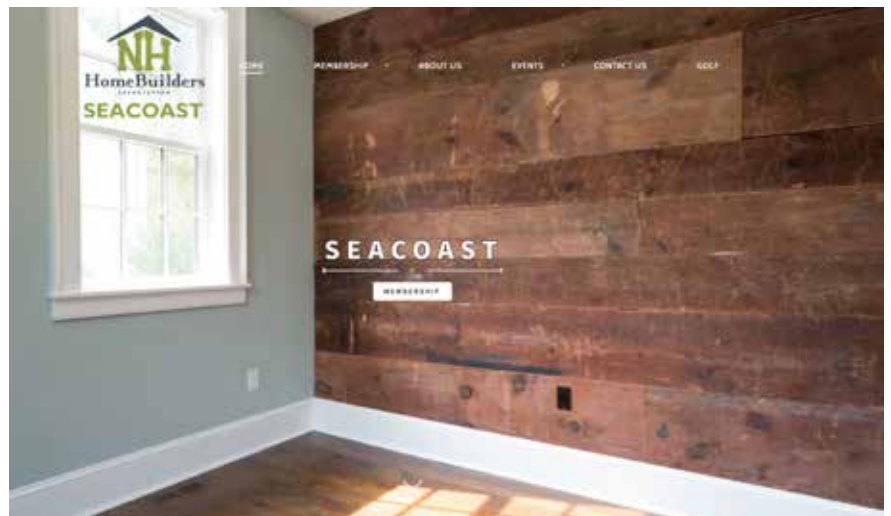
1. Refresh the Look and Feel

Keeping with the theme of a facelift that we introduced in the magazine section above, it's our recommendation that the home show be rebranded. Bringing an updated look to everything will create some buzz around the homeshow and will, hopefully, result in higher attendance. A perfect example of a rebrand is Chobani Yogurt. As you can see in the image to the right, the messaging is exactly the same on the left and right, but the look "evolved" due to the massive competition in the yogurt marketplace. A refresh like this creates buzz and is aimed to not only draw in new customers, but also (and more importantly) re-engage existing or past customers who may have "forgotten" about the brand. When done right, a refresh like this is subtle enough that faithful customers won't mind, but impact-full enough that it will be noticed by other customers in the market as more organic and with more substance. This type of refresh is what we are envisioning for the Home show.



2. New Website

The current website would succeed with simpler, clearer navigation and overall presentation. All of the pertinent information is available, but the visual layout and user interface leaves a lot to absorb. Larger impact imagery and simplistic tone setting photographs and video will be necessary to this facelift. In the next section we will get into more detail, but a refresh of the home show website will be one of the first things to happen.



Home Show

Awareness

3. Show Graphics

Keeping with the theme of a facelift, the graphic identity of the show will be refreshed. This includes not only the “in-show” graphics like signage and fliers, but also any public-facing advertisements. Print ads, digital ads, billboards, radio spots etc. They will all feature the refreshed brand. Once again, the rebrand/refresh will bet subtle yet impact-full and set in a tone of imagery from the field. Here is a drone video clip/still that we shot for a builder to promote his brand.



[Link to the drone promotional movie:](#)

https://youtu.be/m_-bZVjSuaY

4. Work with a great media buyer

Media buyers are like financial advisors. There are a lot of them, and they all claim to be the best out there, but the proof is ultimately in the pudding. We work with a media buyer out of Manchester who has extensive experience buying media in New Hampshire. Moreover, the +/- \$55,000 media budget is right around the size budget that our buyer specializes in.

She brings a client-first mentality to every project she works on. As a team we do extensive research on both target demographics and media outlets **BEFORE** recommending any media placements. We believe that a strong understanding of the target demo and a thorough knowledge of the media outlets available make the strongest foundation possible for an effective media plan.

Before we would be able to put a media plan together, even a tentative one, we need to conduct our own research, as well as take a look at what has been done in the past to promote the home show. I'm positive we can come up with a media plan that's as good or better than any other company can. We (vizuluxe and our media buyer) would be more than happy to jump on a call and answer any questions you may have for us after reading this. We understand that \$55K is a large budget, and that you need to do your due diligence before making a decision.

This research, especially the demographic research, is something that we'll present to the NHHBA, and provide copies of, for future projects.

In the past, we've found that this demographic research has helped clients in more ways than they had anticipated.



Ad example
utilized in print
and online.

Home Show

Awareness



5. Find a great Hook

Great graphics, lots of vendors, and a convenient location are the foundation of any good convention. As long as you have those, you'll be successful. But the truly great conventions and trade shows find a way to entice fringe consumers to attend by using some sort of "hook." When putting together events in the past, we have used celebrity appearances (recently retired athletes are usually the best bet), large giveaways (like a nice camera each day), and golf/ski season passes. Although the cost of these items are high, potential attendees who are on the fence about coming are much more likely to attend if they know they will meet a former Patriots player, or if there is a chance in winning a season pass to their favorite ski mountain.

The rest of the items listed in the RFP all fall under what we would call "account services." We'll work closely with everyone involved in the home show, from vendors to the board; from the venue to the printers who will produce our graphics. Customer Service and clear communication are the keys to our success as a business, so we're confident that we'll not only meet, but surpass your expectations of a marketing company.

The proposed budget of \$5,000 for the home show work, not including the media buy, is fair. There is a lot that will go on, so line itemizing the cost of everything doesn't make sense, but between creating show graphics/ads, and the amount of account management (meetings/phone calls etc) involved, an itemized budget would add up to more than \$5,000. That said, when looking at the home show as part of a larger project (this whole RFP), we can make the budget work!



Even at small events, you can draw a large crowd. For example; we hosted a member meeting at Red Hook Brewery, besides the obvious event location, it's main draw was our speakers from Audio Video Experience. They taught our builders about the finer details of building for the future of the technical/smart home.



Section 3

Website



Websites

Development



Last but certainly not least is the NHHBA website, NHHBA.com. If social media is the main way that companies interact with their customers in 2018, websites are the **ONLY** place customers, both potential and existing, go to for indepth information. Whether you're a restaurant that lists hours and a menu online, an airline that has lists flights and sells tickets, a good website is a must have. In the above sections, we've discussed our vision for the magazine, the home show and media pages, but the linchpin is the website. The current website is pretty good, and in our opinion, the brand-wide design changes could easily be implemented into the existing site. Here's what we're suggesting:



1. Umbrella Brand

As we discussed earlier, we're recommending a facelift for the entire brand. These changes would **START** with the website. Before we update the magazine, well before the home show graphics are produced, and even before we roll out new social media graphics, the website would be refreshed. Currently, nhhba.com, nhcornerstoneawards.com, and nhstatehomeshow.net have three very different looks. The cornerstone website is only one whit a discernible style. The other two lack any design in both style and layout. Once we nail down the whole brand refresh, we'll implement them into these three websites, creating some cohesion between them. This doesn't mean that all three will look identical, though. Each site will have it's own unique features while also incorporating the refreshed master brand. Sticking with sports analogies from above, mlb.com is a great example of how this works. Each team has their own site (redsox.com, yankees.com) that's branded specifically to them, while still having a similar "feel." This is the goal of the umbrella brand, from an online perspective.

Moreover, each of the individual regions, who currently all have their own websites, will all have their own micro-sites that live on and are hosted on the nhhba.com website. Content from their existing sites will be pulled to populate them. Overall more video clips can be incorporated to enhance that overall arching theme of inclusive motion imagery.

Websites

Development

2. Nuts and Bolts

The current website, which is visually basic and lacks engaging design, actually offers a usable blank canvas for us to create something great. From what we can see without access to the back end, we potentially can build upon what already exists without having to start from scratch, or spend a ton of time undoing a previous design. Wordpress has thousands of plugins, such as bakery, that will allow us to take the existing nhhba site to a new level, visually. The home show website content is present, and easily integrated. Finally, the cornerstone awards site looks to be a straight html site built with style sheets. This would be no problem to overhaul as well.



Brayerston.com

3. Navigation and Links

Next we would take a look at the UX (user interface) and navigation. Using a service such as [dynamapper](#), we'd create a current [site map](#) that shows how the navigation and link structure is currently set up on all three sites. Using that as a starting point, we'd reorganize and reorder links in order to make the sites as user friendly and intuitive as possible. Each of the three sites will be linked to each other, and the links will be easily identified, above the fold, main level navigation clicks. Graphics are the first thing that people notice when visiting a website, but even the best looking website in the world is nothing without good UX and logical navigation.

4. Logins, Calendars, and more

As mentioned above, wordpress has an endless amount of plugins that can be incorporated seamlessly into sites built on the platform. This includes hundreds of easily update-able calendar plugins. There are so many that tech websites even put together top ten lists, [like this one](#). Each plugin is slightly different, so we'd present a number of options and decide which one works best as a group.

Password protecting the website can also be done by installing a wordpress plugin! Again, there are hundreds of plugins to choose from, and again, there are [top ten lists](#) of password plugins! These plugins offer varied levels of access, meaning tiers of access can be granted.

5. Updating the Site

The best part about a wordpress website is that, once it's set up, it's easy to update and modify. After we get all three sites up and running, we will create a document that gives step-by-step directions on how to do everything from updating existing pages, to adding new pages and deleting old ones. After spending a few minutes in the back end of a wordpress site, it becomes intuitive and the directions document will collect dust somewhere!

Graphics are nice, but UX is what keeps people coming back, so we make sure to give them the time and energy they deserve.

Websites

Cost



Once again, estimating line itemed costs for a project with as many moving pieces as this is not easy, especially without a meeting or two to discuss particulars. In fact, a round table discussion with everyone involved with the project would be the very first step in the process. Getting everyone on the same page from the beginning not only makes the project move quicker, but eliminates a lot of headaches.

ROUGH Budget

Here is a rough budget for the website development portion of this project. Costs with an (*) next to them are ballpark estimations of costs incurred via a third party, like hosting and plugins.

Web Development

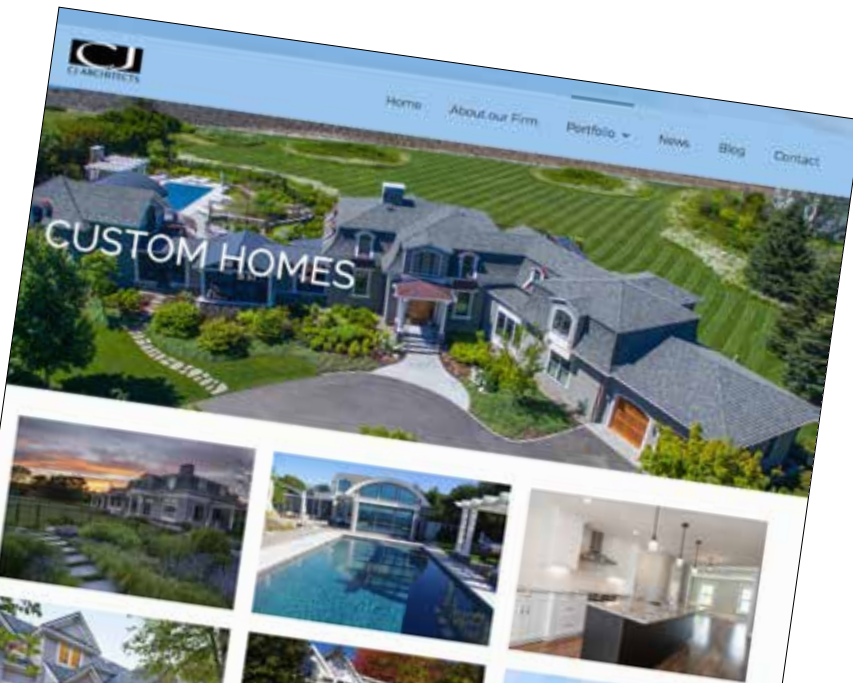
Item	Cost
Hosting (each website)	\$300*
	X 3 Sites
	\$900
Develop master look and feel	\$1,000
nhhba.com redesign including graphics, nav, UX	\$3,000
nhcornerstoneawards.com refresh	\$1,000
nhstatehomeshow.net refresh	\$1,000
local chapter microsites (each)	\$250
	X 6 Sites
	\$1,500
	8,400

*\$300/site price based on stand alone sites, and the most popular Godaddy package. Existing hosting setup may reduce this price.

Maintenance

Item	Cost
Site Maintenance (annual)	\$750
	X 3 Sites
	\$2,250
	2,250

After crunching the admittedly rough numbers, the development costs will be slightly higher than the allotted budget, but the maintenance will be a bit lower. The quoted *total* budget of \$10,800 (\$7,500 + \$3,300) is actually higher than our proposed budget of \$10,650 (\$8,400 + \$2,250).



Websites

Timeline



As is the case with the majority of this proposal, our proposed time-line below is just a rough estimate. Any project of this scale is going to involve numerous people, all of whom have different schedules and needs. In our past experiences, a project of this size and type should take between 2 and three months to complete, barring any unforeseen road blocks.

Kickoff Meeting

To discuss, in fine detail, the project and all of its elements. For a project of this size, the initial meeting will be at least 2 hours and will cover everything ranging from the current setup, to wants and needs, and everything in-between.

Implement Changes to nhhba.com

It generally takes about a month to implement site wide design and navigation changes to a site the size of nhhba.com. We'll start on the main nhhba.com site, and work towards getting that to a spot everyone is happy with before we make the changes to the other two sites. This process involves multiple back and forth between the client and Vizuluxe. It's in now way radio silence for a month.

3-6 weeks

Testing and Tweaks

After changes are made and the new sites are live, the first few weeks are always filled with tweaks and small changes. Generally, after about a month of a site being live and available for public consumption, it can officially be considered done.

4(ish) weeks

Present Options

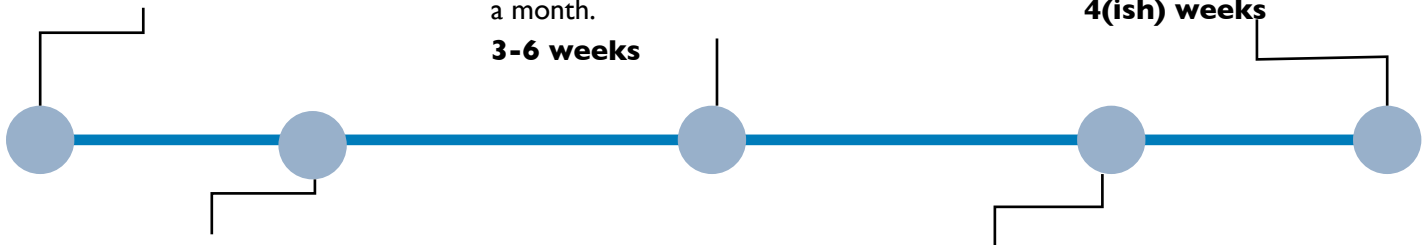
Two weeks after the kickoff meeting, we will present our proposed design changes, as well as a details list of how we will implement them. We will suggest plugins, have a both current and proposed site maps for all three sites.

2-3 weeks

More Changtes

Once the nhhba.com site is done, we'll implement similar changes to the other two sites and the local chapter microsites. Although all of the sites will not be mirror images of one another, they will share enough design elements that finishing the main site first is a must. That also means that we will have a blueprint to follow when updating the second and third sites, as well as the local chapter micro-sites

1-3 weeks



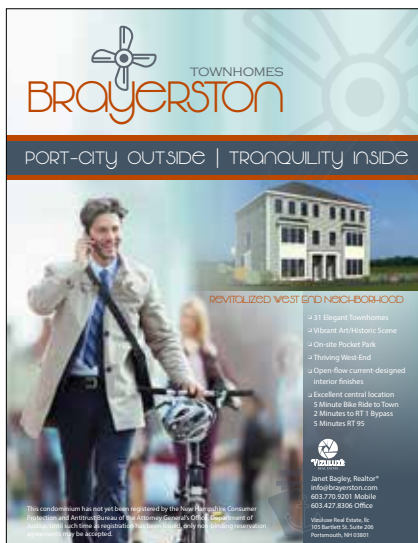


Marketing and Design

Vizuluxe Marketing and Design specializes in branding and marketing in the new construction and real estate industries, among others. With dozens of successful branding and marketing projects under our belt, Vizuluxe Marketing and Design is poised to provide real estate marketing for your home. Below is a little bit about our process and a few examples of what we can do:

It's 2018. If you don't have an online presence, you're going to have a hard time being found. At Vizuluxe, we build exclusively Wordpress websites. We start with a template that aligns well with the goals of the client and then customize every aspect of it. The end result is a beautiful, responsive, website that can be updated by the client with just a bit of coaching from us!

The Branding package is the visual representation of the brand. The imagery and colors and language that is used to convey the message. Rolled out as brochures, signage, media placements etc.



Vizuluxe | Branding Overview

3. Branding



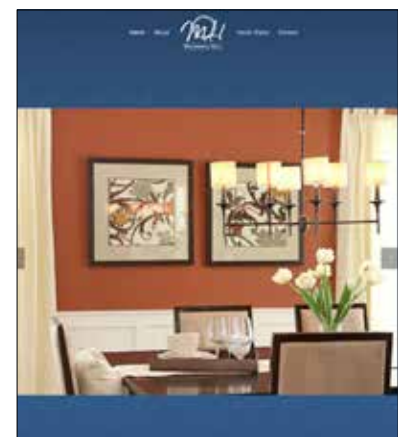
1.



StoneArchWindham.com



C|architects.net



ManningHill.com

Everything Else

4.

Every month a new app arrives that people pay attention to. Another venue to share socially or business wise. Vizuluxe bring you beyond the traditional marketing items and of course tests and touches upon the trending digital trends. We have extensive experience in the following areas and gain exposure for our brands in these areas:

- ❑ Video, both capturing and editing
- ❑ Drone Footage
- ❑ Social Media
- ❑ Posting & promoting
- ❑ Comprehensive media plans
- ❑ Print Ads
- ❑ Digital Ads
- ❑ Pre-roll



We know that all branding projects are unique.

Project needs ranging from application to budget; from timeline to scope, effect not only the timeline of the projects, but the deliverables we end up with. Knowing that, we still have a general timeline that we start with, and it looks like this:

