

SCOPE OF WORK

Haywood County TDA Marketing

Services Agreement for July 1, 2024 – September 30, 2024

Subject to Master Agency Agreement between Haywood County Tourism Development Authority (“Client” or “TDA”) and Crawford Strategy, LLC, (“Crawford”) dated July 1, 2023.

Crawford will provide destination marketing support to Haywood County TDA, Maggie Valley, and Waynesville as detailed below.

Account Management

Crawford will provide ongoing marketing leadership and monthly support for the marketing efforts of Haywood County, Maggie Valley, and Waynesville marketing efforts. This includes:

- Ongoing marketing consultation
- Regular meetings and meeting recaps
- Creation and management of master fiscal year plan flowchart for July, August, September

Note: Travel expenses will be billed as reimbursable expenses and will be estimated and approved in advance of all travel.

Media Management and Reporting

Crawford will provide monthly media management of approved paid media campaigns, including Search Engine Marketing, Digital Display, and Paid Social Advertising for Haywood County, Maggie Valley, and Waynesville. This includes:

- Campaign set up, launch and management of HWD, MVC, and WAY digital ad campaigns
- Ongoing monthly monitoring and optimization
- Monthly report development for Haywood County TDA, Maggie Valley and Waynesville
- Media research, planning, and consultation
- Vendor management, communication, negotiation, and insertion order management

Creative Development

Crawford will provide project management and creative services to support the approved media plan. This includes:

- Google paid search ad copy development and revisions (up to one round) for Haywood County TDA
- Digital display ad copy development, design and revisions (up to two rounds) for Haywood County TDA, Maggie Valley and Waynesville
- Meta ad copy development, design and revisions (up to two rounds) for Haywood County TDA

Campaign creative will not be updated during the lifetime of the campaign (July-September) or else an additional scope of work will be provided.

Monthly Dynamic Email

Crawford will provide monthly project management and creative support for a monthly interest-based dynamic email promoting Haywood, Maggie Valley, and Waynesville content. This includes:

- Project management and client support, including internal review, process management, status updates, etc.
- Content planning, content and creative development, and revisions (up to two rounds)
- Creation of dynamic interest-based HTML email using approved content
- Internal and external HTML email testing, client approval and deployment

Fee Summary

AGENCY SERVICE	MONTHLY	TOTAL
Account Management*	\$3,875	\$11,625
Marketing Media Management and Reporting*	\$4,702.50	\$14,107.50
CREATIVE DEVELOPMENT		
Paid Search		\$1,650
Digital Display*		\$3,761.25
Meta <i>HWD only</i>		\$1,602.50
TDA Email Services <i>July-September</i>	\$3,022.50	\$9,067.50
Paid Media Advertising Spend	\$19,000	\$57,000

**Scope of work includes management and creative support for Haywood County TDA, Maggie Valley, and Waynesville.*

AUTHORIZATION

**Haywood County Tourism Development
Authority**

Signature: _____
Name: _____
Title: _____
Date: _____

Crawford Strategy, LLC

Signature: _____
Name: _____
Title: _____
Date: _____