

time space



CAMPAIGN PROPOSAL 2018-10-02

Our Approach

Following our briefing session on September 17th, 2018, the team at Time + Space has completed various strategic brainstorming sessions to develop a go-to-market approach to support the It's Time for Change platform.

The approach which our team has developed is one which we believe will build long-term awareness of the It's Time For Change name and short-term conversions to the Agents of Change program. To accomplish this we must first establish awareness of the It's Time For Change name with industry leaders, once awareness has been established, we are proposing an approach which would allow the core value prop of It's Time For Change to remain relevant for previously engaged users, thus converting them to a business lead.



Tactical Approach

Our approach will include a variety of tactical executions to support the strategic approach of this plan. That being said, our plan consists of measures which will **Attract** new users and measures which will **Convert** users into leads for the Agents of Change program. We will accomplish our objectives by leveraging digital media channels, deploying engaging creative and the user of 2nd party data to reach your targeted audience across the web and within core social media websites (Facebook + LinkedIn).

Our plan starts with creating awareness.

CREATING AWARENESS

This phase of the campaign becomes the foundation of the approach is to acquiring users to the <https://itstimeforchange.ca/> website. To accomplish this we will leverage **Programmatic Advertising, LinkedIn and Facebook**, allowing our team to target users based on organization and seniority, placing advertisements on premium websites to ensure the highest-level of visibility.



Create Awareness

Inventory on premium websites can be secured, allowing It's Time For Change to strategically target only the more valuable potential prospects.

Tactically, we will approach each channel below with the following strategy:

Facebook - Targeting users based on geography and demographic variables, delivering advertisements to them. Integrating re-targeting approaches which allow for a continued awareness following a visit to your site.

LinkedIn - Targeting users based on the geography and their company (we would look to obtain a list of targeted companies from your organization), creating awareness and driving action in a highly influential B2B environment.

Programmatic - Targeting users based on intent, along with re-targeting users who visited or engaged with the It's Time For Change website.

REMAIN TOP OF MIND

Once we have established a volume of traffic to the <https://itstimeforchange.ca/> website, we will leverage re-marketing tactics to users in an effort to remain top of mind.

This approach will span across multiple channels, allowing for a sequence of advertisements to be shared with users as they consume content on the web. Our approach would be to reach individuals via the following re-targeting methods.

Programmatic – Accessing inventory on billions of websites, we will refine our approach to select content that is considered "Brand Safe", to ensure that the It's Time For Change message appears on premium publishers.

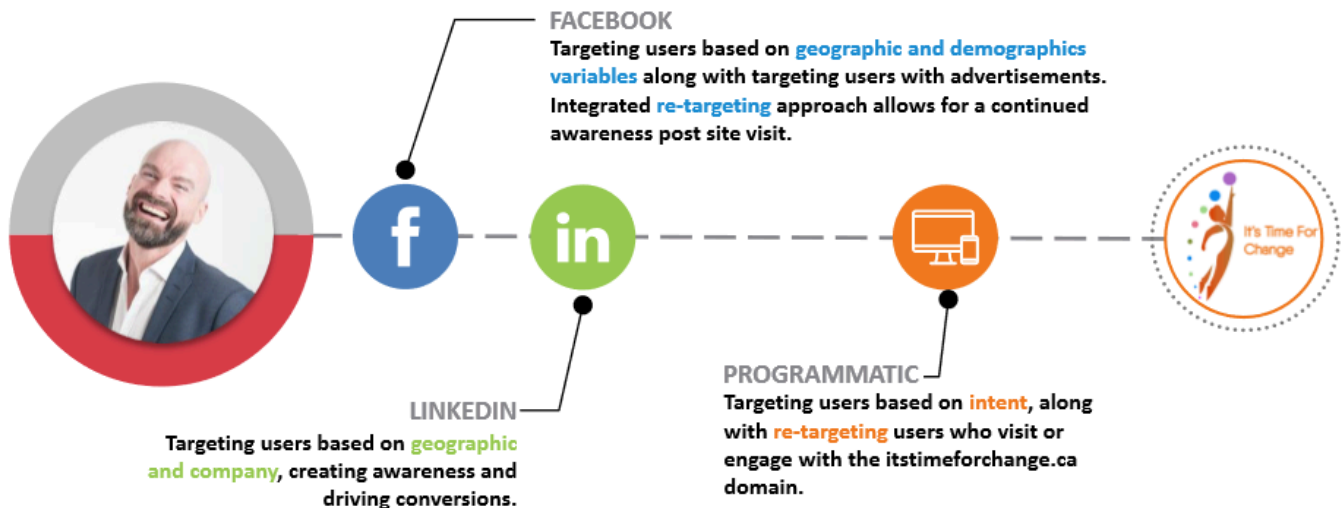
LinkedIn – We will leverage LinkedIn to re-market to users who we have been able to previously attract to the <https://itstimeforchange.ca/> domain. From a re-targeting standpoint, we will limit your investment in this channel from a re-targeting perspective as the costing is more favorable via the other channels recommended within this plan.

Facebook – Facebook will be included in the re-marketing pool, allowing us to reach users in a core social media environment. Our approach to Facebook will allow us to reach users on desktop, mobile and in their app environment.

We will also re-target users who have visited the <https://itstimeforchange.ca/> website, allowing the brand to remain top of mind for those users who have interacted with the website. We will accomplish this by placing a small line of code on each page of your website, this will allow us to track the visitors who have arrived on your website. Over time, valuable information can be extracted from this process, identifying deep levels of information about the users such as age, gender, income, industry, and interests to name a few.

OUR TARGETED CUSTOMER JOURNEY

The approach we are proposing will allow Time + Space to develop awareness within the business community across Canada, along with optimizing our tactics towards generating business leads and conversions to the <https://itstimeforchange.ca/> website.



SCOPE OF SERVICES

SETUP

The setup process begins with creating all required ads accounts on behalf of It's Time For Change, providing access to all creative assets once developed for revision and approval. The setup will also include the establishing of a pixel tracking strategy, to ensure we are properly collecting conversion data on the campaign to ensure performance is delivered and tangible in nature.

All required advertisements provided to Time + Space will be tested to validate they meet the technical requirements of the corresponding platforms and adhere to IAB ad standards. Any adjustments which are required can be supported by Time + Space, in any capacity.

Final approval will be given to the It's Time For Change team prior to the launch of the campaign.

LAUNCH

Our team will launch your campaign on schedule, ensuring all advertisements are in market at our agreed upon start date. Although our launch of a marketing campaign can be flexible, we are proposing a launch date for the It's Time For Change campaign to target the November 1, 2018 date to allow a rapid campaign launch and sufficient time to properly develop campaign assets.

Any adjustment to the launch date can be accommodated at no additional charge.

OPTIMIZATION

Our optimization approach includes multiple variables, both human and AI based. This approach meshes both techniques to deliver repeatable performance for our clients. The foundation of our approach includes:

Machine Learning (AI) - Automating the campaign optimization process every 30-minutes. Via a strategic partnership, Time + Space Media is able to provide access to a set of 30 high frequency predictive algorithms which work together to ingest campaign data across platforms. Data such as seasonality, times of day, times of week, location, positioning and more allow our machine learning (AI) algorithms to self-learn and make smarter bid and budget decisions all day long, in real-time.

Human Optimization - Our team of professionals will review the campaign daily, providing strategic oversight which are tied to your business objectives. This will ensure success is being delivered and you have complete clarity into the performance of your investment.

REPORTING

Reporting will be offered on a monthly basis, including a variety of standardized metrics. Including but not limited to impressions, clicks, cost per click, ad group performance, keyword performance, geo-performance, website conversions, etc.

Clarity into optimization efforts will be provided both on-demand and at reporting gates to the team at It's Time For Change, ensuring full transparency into the efforts of our team and 3 party vendors.

The reporting frequency is solely at the request of It's Time For Change, although a minimum of monthly reporting would be recommended.

CREATIVE CONSIDERATIONS

Due to the approach we have proposed to drive awareness and to mature interest from targeted markets and clients, we would ideally obtain the following assets to support this campaign.

Static Display – Various versions of display creative for programmatic, LinkedIn and Facebook, allowing It's Time For Change the opportunity to share varying messages to users based on their past engagements with the <https://itstimeforchange.ca> domain. Thus, sharing a different message and call to action with users who are initiating their awareness phase vs. a message being shared with someone who has begun to engage with the content of your website.

Video – A series of video creative which can be leveraged for programmatic, LinkedIn and Facebook media channels. Our ideal state would be to acquire :06, :15, and :30 promotional videos to include within the campaign.

NOTE: The Time + Space team is fully prepared to support the development of these assets in any capacity, from developing story boards to creating static display creative. Should support be required in identifying partners for video creative, Time + Space can leverage partnerships with local production shops to secure preferred rates.

PERFORMANCE ESTIMATE

The following assumptions have been applied to the business case associated with this proposal.

Est. CPM - The CPM (Cost Per Thousand) is based on our average cost of inventory across the respective media channels.

Estimated Impressions - Calculated by $(\text{Budget} \times 1000) / \text{CPM} = \text{Estimated Impressions}$

Estimated Clicks - Historical performance averages have been applied by channel. LinkedIn (0.05%), Programmatic (0.08%), and Facebook (0.05%).

Estimated Conversion Rates - We have applied the following logic to the traffic we estimate we will generate, by channel.

- **LinkedIn** - 25% conversion rate of traffic which comes from the advertising campaign via LinkedIn.
- **Programmatic** - 15% conversion rate of the traffic which comes from the advertising campaign via programmatic (3rd party websites).
- **Facebook** - 15% conversion rate of the traffic which comes from the advertising campaign via Facebook.
- **NOTE:** We have applied a higher conversion rate to LinkedIn due to the targeted nature and high focus on business centric content.

Channel	Budget	Est. CPM	Est. Impressions	Est. Clicks	Est. Conversions
LinkedIn	\$17,500.00	\$25.00	700,000	350	88
Programmatic	\$25,000.00	\$8.00	3,125,000	2,500	375
Facebook	\$25,000.00	\$8.00	3,125,000	1,563	234
	\$67,500.00		6,950,000	4,413	697

Other Elements:

- **MGT Fee** - \$20,250.00
- **Total Campaign Fee** - \$87,750.00
- **Customer Value** - \$927.00 (<https://itstimeforchange.ca/advertise/>)
- **Est Revenue** - \$646,119.00 (Total Est. Conversions x Customer Value)
- **Est. Cost Per Acquisition** - \$125.90 (Total Campaign Fee / Total EST. Conversions)

Investment Overview

The following investment overview details the proposed investment requirements and estimates associated to the media campaign. We propose this campaign to run from **November 1st, 2018 to May 1st, 2019**.

Description	Price	Qty	Subtotal
Media Investment	\$67,500	1	\$67,500
Investment allocation for LinkedIn (26%), Programmatic (37%) and Facebook (37%). No markups will be applied to media amounts.			
Campaign Management + Creative Development	\$20,250	1	\$20,250
Investment for Campaign Management and Creative Development. Inclusive of all actions required to launch, optimize and report on the campaign.			
Total			\$87,750

**Campaign Management will cover the complete management of the campaign, from setup to monthly reporting. All execution elements are encompassed within this line item.*



CONTACT US

Time + Space works with many of the Canada's largest brands helping them redefine their businesses through our strategic consulting and marketing services.

Our approach, experience, integrity and people separate us. We love the work we do and we value the partnership between our organization.

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