

Proposal for Dockwa Enterprise Professional Marketing Services

Prepared for
Town of Palm Beach Marina

Prepared by Dockwa, Inc.
July 23, 2020



Executive Summary

Dockwa's software and professional services focus on delivering value in key areas to a marina:

- Marketing
- Operational efficiency
- Customer Success

By focusing on growing and improving these areas of Palm Beach's town marina, our aim is to deliver a calculated and measurable return on investment.

Details of the Engagement

Our intention is to drive demand to the marina by acquiring new boaters and then retaining those boaters year after year. How we are proposing we achieve sustained growth in terms of acquisition and retention is as follows:

1. Build and manage specific marketing assets
 - A. Design and develop a new website for the Town of Palm Beach Marina, including the writing of all copy. We will require photos and video be included by the town. We can also work with the town to contract a photographer as needed. The website will be hosted and supported by Dockwa. Changes to the site will be made by the Dockwa marketing and/or engineering team within 24 hours of any request.
 - a) Create a content sitemap with SEO keyword targets, agreed upon between Dockwa and the Palm Beach team
 - b) Build and test landing page(s) for transient and long term dockage lead generation (to use in both paid and organic campaigns)
 - c) Integrate Dockwa reservation and contract features throughout the website
 - d) On-page SEO keyword implementation and website page structure to increase organic search traffic
 - B. Implement an email marketing system (likely Mailchimp), including the design and development of newsletter email templates to match the brand/style of the marina. Integrate Dockwa with the town's email marketing system.
 - C. Develop advertising campaigns to target both transient dockage reservations as well as monthly and longer term slip holder leads (optional, depending on the town's budget). The ad campaigns would run on Google Ads and Facebook/Instagram and would link to specific landing pages on the town's website (additional ad spend not included in Dockwa Enterprise cost, recommended spend is appx. \$1,000/mo).
 - D. Develop social media profile pages on Facebook and Instagram to use for ongoing posting and advertising

2. Provide ongoing marketing services each month (20 hours per month), which will include planned projects, which we will plan and collaborate on together, and track in Trello project management system:

- A. A monthly planning meeting between Dockwa and the Palm Beach team
- B. 2 emails per month: a monthly email newsletter to all current and past guests, plus another planned campaign or event email to current guests
- C. Advertising campaign optimizations and additions as discussed and recommended by Google and Facebook, based on ROI data from those platforms
- D. 10 Social media posts per month
- E. Collaboration on Dockwa Deals and and changes/optimizations to the town marina's Dockwa and marinas.com profiles
- F. Any and all website edits and additions to support campaigns and/or optimize the site for better traffic and conversions
- G. Implement strategies in combination with the Dockwa Marina Management Software to facilitate positive online reviews on the Dockwa + Marinas.com platforms.

3. Highlight and work on improving the customer experience (optional)

- A. Implement NPS (net promoter score surveys) on transient guest checkout and seasonal survey to long term customers and provide this reporting to the town on a monthly basis. Net Promoter Score is a best practice when measuring customer happiness.
- B. Utilize positive customer feedback on the website and position it to encourage long term dockage lead generation and transient reservations.

4. Provide marketing intelligence through custom reporting

- A. Deliver a monthly marketing report and schedule a monthly call to review the report with the Palm Beach team

Totals and Pricing Breakdown

Option 1: Dockwa Enterprise- Software + Professional Marketing Services

Item	Hourly Estimates	Cost
Software & Services:		
Dockwa Enterprise - Software & Professional Services	20 Hours per month	\$2,499/mo (paid annually)
Set up fee- one time		\$2,999
Up-front implementation for website design & development	60 hours	Included
Website hosting & support- ongoing		Included
First Year Software + Services Cost:		\$32,987
Second year and ongoing software + services cost:		\$30,588

Option 2: Dockwa Pro Software + Website Design/Development

Item	Hourly Estimates	Cost
Software & Services:		
Dockwa Pro - Software		\$499/mo (paid annually)
Set up fee -one time		\$499
Up-front implementation for website design & development- one-time fee	60 hours	\$7,500
Website hosting & support- ongoing		\$50/mo
First Year Software + Services Cost:		\$14,587
Second year and ongoing software + services cost:		\$6,588

Acceptance

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Town of Palm Beach Signature

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Print name and title

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Date

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Dockwa Signature

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Print name and title

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Date