



CITY OF MERRILL
MARKETING & COMMUNICATIONS
AGENDA • THURSDAY JANUARY 26, 2023

Regular Meeting

City Hall Council Chambers

5:15 PM

- To attend remotely call 413-591-2849 PIN 764 770 524 #
- I. Call to Order
 - II. Approval of previous meeting minutes:
 1. Consider approval of December 19th meeting minutes
 - III. Social Media:
 1. Introduction - Social Media Specialist - Hallie Savall
 2. Social Media Policy
 3. Social Media Calendar & Monthly Report
 4. Onboarding Process
 - IV. Discussion on plan to roll-out City's new logo/tagline
 1. Merrill Logo/Tagline Rollout 2023
 - V. Consider spending for digital marketing for 2023 using funds left over in the 2022 budget
 1. Marketing for 2023 - The Digital Ring marketing firm information
 2. Marketing for 2023 - Spectrum Marketing Strategy
 - VI. Update on Town Hall video
 1. Town Hall recap, video and Facebook message
 - VII. Presentation and discussion of the City's redesigned homepage
 - VIII. Marketing & Communications Update & Monthly Report:
 1. Spectrum Research Presentation
 2. Monthly Report - Marketing Specialist Kuczmarski
 3. Consider placing monthly reports on file
 - IX. Public Comment
 - X. Next meeting date and time:
 1. Next regular meeting: Thursday, February 16th at 5:15 PM
 - XI. Adjournment

**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, December 19, 2022 - MINUTES
Regular Meeting City Hall Council Chambers 5:15 p.m.**

Present: Alderpersons Rick Blake (Chair), Mark Weix, and LaDonna Fermanich,
Communications Specialist - Chantel Kuczmarski, Chamber of Commerce – Sarah Sturm,
Business rep – Renea Frederick, Interim Library Director Ollhoff, John Greenwood (remote)

Absent: Gene Bebel, Dan Wendorf, Tammie Mrachek

Also Present: Scott Steele from Church Mutual Insurance City Clerk Anderson-Malm, City
Attorney Hayden, Finance Director Unertl (remote) and Merrill Productions Camera Operator.

I. Chair Blake called the meeting to order at 5:15 PM.

II. **Minutes of previous meeting** – Nov.17 regular meeting & Nov. 7 Town Hall:

Aldersperson Weix motioned to approve the November 17th regular meeting minutes.
Aldersperson Fermanich seconded and the motion carried. Aldersperson Weix motioned to
approve the November 17th Town Hall meeting minutes. Aldersperson Fermanich
seconded and the motion carried.

III. **General Agenda Items:**

1. Consider end-of-year spending for Marketing for 2022

Scott Steele spoke about spending areas in larger cities on different social media
platforms. He contacted a marketing service out of Madison called The Digital Ring.
Information was not received by all the committee members so a decision could not be
made regarding the marketing service.

Aldersperson Fermanich made a motion to refer this to the January Marketing &
Communications meeting because information was not provided to committee members.
Aldersperson Weix seconded and the motion carried.

IV. **Merrill's Logo and Branding:**

Communications Specialist Kuczmarski discussed the logo and branding. She put
together information that will be emailed to the committee members regarding the logo
and possible revision of the tagline.

It was decided since the tagline needs to be revised to "Experience More to Life" the logo
will be displayed in the Chamber's Visitor's Guide without the tagline. The tagline
consideration will be on the January Common Council agenda for possible approval.

V. **Marketing & Communications Update and Monthly Reports:**

Communications Specialist Kuczmarski stated her reports were in the packet. She briefly
discussed some of the highlights of each report and answered the committee's questions.

VI. **Public Comment**

There was no public comment.

Marketing & Communications – December 19, 2022

Attachment: 2022-12-19 M&C Minutes (9567 : Consider approval of December 19th meeting minutes)

VII. Next meeting date and time:

The next regular meeting will be Thursday, January 19 at 5:15 pm.

IX. Closed Session:

Chair Blake read the closed session statement: The Committee may convene in closed session pursuant to Wisconsin State Statutes Section 19.85(1)(c): Considering employment, promotion or compensation data of any public employee over which the governmental body has jurisdiction or exercise responsibility, to consider the applicants for and recommend the hiring of a Social Media Specialist.

Aldersperson Weix made a motion to go into closed session. Aldersperson Fermanich seconded and the motion carried on a unanimous vote.

The committee entered into closed session at 6:02 pm with the following in attendance: Chair Blake, Aldersperson Weix, Aldersperson Fermanich, City Attorney Hayden, City Clerk Anderson-Malm, Scott Steele, Renea Frederick, Sarah Sturm, Communication Specialist Kuczmarski, and Laurie Ollhoff.

Without objection, City Clerk Anderson-Malm recorded the minutes.

The Committee discussed the applicants and interview process for the Social Media Specialist. A decision was made regarding the Social Media Specialist position.

The Committee did not reconvene in open session. Aldersperson Fermanich made a motion to adjourn from closed session. Aldersperson Weix seconded and the motion carried.

The meeting was adjourned at 6:36 pm.

Minutes respectfully submitted by,

City Clerk – Lori Anderson-Malm

Attachment: 2022-12-19 M&C Minutes (9567 : Consider approval of December 19th meeting minutes)

Building Local Government Social Media Policies

Social media is a new world of opportunity for local governments to communicate with citizens and receive feedback. Its risks are similar in nature to those of other types of communication, but with a different twist because material circulates so widely and there are many potential contributors. One recommended tool for addressing these risks is to adopt a social media policy. But what should be in that policy? It is not an easy question to answer.

Many local government social media policies are posted online, but this is an area where one size definitely does not fit all. Social media policies do not stand in isolation. They usually incorporate related policies by reference, and policies that address other issues are often amended to include social media specific provisions. Thus, social media policies are often a web of interrelated policies. Each government must take an individual approach to ensure that all these diverse parts come together to meet its unique needs.

Pools have a strong interest in their members' management of social media risks. They can help their members develop a social media policy by providing suggestions about what a social media policy should do. To assist RISC member pools in this outreach, NLC-RISC has prepared these recommendations about the building blocks for a social media policy. This resource can be used by the pool as a starting point for preparing its own guidelines or can be distributed to pool members under its name.

Control and structure of the government's official social media

Failure to control when and how social media sites are being created and used on behalf of the government sets the stage for losses. The first task for a social media policy is to establish the control structure for the government's official social media program. Three major issues are who has the authority to:

- Establish and terminate official social media accounts.
- Develop and implement the government's social media strategy.
- Develop and enforce a social media policy.

Some governments centralize control over their official social media presence. Centralized programs restrict who can establish an account and require prior review by an identified authority for all posts or comments on behalf of the government. Centralized control has an advantage from the risk control

perspective. It establishes authority and accountability and reduces the chances of a deviation from policy that results in liability.

Other governments decentralize control over their official social media presence to accommodate their operations' different goals and objectives. For example, emergency management may want to tweet alerts and recreation may want to post its activities on a Facebook page. A government might give those operations significant control over their social media presence so they can more nimbly accomplish their goals.

Not all decentralization is the same. The most decentralized approach is a policy that gives some guidelines about acceptable and prohibited use but otherwise allows agencies the freedom to establish social media accounts and pursue their own strategies. A more conservative approach would be a policy that decentralizes day-to-day control subject to general guidelines, but requires prior approval to establish a social media site and designates someone to monitor all the government's social media resources and order necessary changes. For risk control purposes, the more conservative approach offers the advantage of consistent oversight to ensure compliance with policy, combined with a degree of freedom to allow operations to take full advantage of the real-time nature of social media.

Small governments that plan relatively limited use of social media – for example a single Facebook page for the city – will probably use centralized control. Larger governments are likely to have a more decentralized social media program. Both will benefit from a social media policy that outlines the government's official position on social media, identifies who is authorized to participate in the government's official social media sites, and guides them on its implementation. Most of the approaches outlined below are consistent with either a centralized or decentralized approach.

Public records

One of the most difficult issues in local government use of social media is how to comply with the state's public records laws. Some social media posts are akin to casual conversation, but others pertain to official government business. Even comments posted by members of the public may qualify as public records, including those that have been removed as violating the public comment policy. How to draw the line between social media content that does and does not qualify as public records, identify the content that must be retained, and develop an archiving system are all issues of concern to governments using social media.

Many social media policies simply require compliance with the local government's existing public records policy. Three specific social media policy

provisions that an government can consider to facilitate compliance with public records laws are:

- Post all original content to the government's website and use the social media site as a secondary outlet.
- Link back to the official government website for additional information.
- Require employees who post public records to a social media site to ensure that the original document is retained in a manner that complies public record policy.

Guidelines for employee use of the government's official social media

Guidelines for employee use of the government's official social media are a critical part of a social media policy. Even if only one employee posts and responds to comments, that employee must know what is expected and the government must have some way of holding the employee accountable.

The guidelines for use derive from what can go wrong in a social media environment. Some of the major concerns are the following:

- Bad information that misleads the public and causes harm
- Violation of intellectual property rights
- Disclosure of private or confidential information
- Harassment
- Defamation

Any of these can lead to claims and lawsuits. The goal of guidelines is to prevent adverse outcomes.

Guidelines for employee use of the government's official social media encourage some conduct and prohibit other conduct. Some examples of useful positive requirements include:

- Be honest and transparent.
- Post only within one's area of expertise.
- Post only useful information.
- Keep it professional - avoid confrontation.
- Be accurate.
- Correct errors, and if modifying an earlier post, identify the change.
- Be responsive to citizen concerns.
- Adopt a user name that follows a standard format and clearly identifies the user as a city employee.

Employees should be prohibited from posting:

- Information about actual or potential claims and litigation involving the government.
- The intellectual property of others, without written permission.

- Photographs of employees or members of the public, without written permission.
- Defamatory material.
- Any personal, sensitive or confidential information about anyone.
- Obscene, pornographic or other offensive/illegal materials or links.
- Racist, sexist, and other disparaging language about a group of people.
- Sexual comments about, or directed to, anyone.
- Political campaign materials or comments.
- Threatening or harassing comments.
- Other information that is not public in nature.

The policy should also address the sanctions that will be imposed for breach of the policy. Be consistent with, or simply incorporate by reference, the employee discipline policy.

Many of these issues may already be addressed in other policies that can be incorporated by reference or used as a resource. In particular, any code of conduct or ethics should be incorporated by reference. Be consistent with or incorporate by reference website, information technology, communication, media relations, public information and privacy and confidentiality policies should also be considered.

Guidelines for employee use of other social media

Many employees already have purely personal social media accounts they use to interact with friends and family. They also may participate in “professional” social media that are related to their work or profession, but are not their employer’s official site and usually are not a part of their job. An example of professional social media is GovLoop, a social networking site for government workers. Another example is LinkedIn. An employee also might establish a page on what is traditionally a personal social media site, such as a Facebook, for purposes of networking with professional colleagues.

Active participants in professional social networks can gain useful information that will help them do their jobs better, but they may also be more likely to discuss the details of their job on those sites. Their identification with a specific employer means that their posts can easily reflect upon the employer.

Personal and professional social media sites pose risks to the government even if employees access them when they are off-duty and using their own personal devices. Major risks include:

- Disclosure of private or confidential information
- Posting photographs of fellow employees or citizens without their permission

- Harassment
- Retaliation
- Defamation

Looking first at purely personal social media, the entity has little control over employees' actions in their free time using their own personal social media accounts and their own devices. Despite this lack of control, the exposures for the government are very real. Employees sometimes use their personal social media to discuss their jobs and post work-related photographs or information that expose the government to liability or compromise its confidential information. Many interact with co-workers, even with their supervisors/subordinates, and real or perceived slights, harassment, retaliation or discrimination can follow them into the workplace.

Many employees also use personal social media during work hours, either through the government's or the employee's personal technology, such as a smart phone. Personal use of social media through government technology has all the same risks identified above, as well as:

- Reduced work performance
- Downloading to government servers and distributing the same inappropriate content that may be accessed through the Internet.
- Inappropriate use of government property for political, commercial or criminal activity.

A government can prohibit social media at work and adopt blocking and/or monitoring programs for its own technology equipment. These techniques likely will not eliminate the use of personal social media at work, as many employees now have access to social media through their smart phones. However, they will help keep inappropriate content off government servers.

Monitoring employee use of social media and disciplining employees for violating a no-use policy have their own risks. Employees may claim that monitoring invades their privacy and constitutes an unreasonable search. Whether or not the government routinely monitors employees, notify employees in writing that they have no expectation of privacy in their use of government technology. Include the notice in the government's technology policy. If the government needs to access the employee's computer, the notice provides a defense. Also avoid taking job action against an employee based solely on monitoring results. Other factors, such as performance, should be considered.

Professional media sites pose many of the same risks as purely personal sites. They are also more likely to be accessed during work time using the government's technology, often with the government's explicit approval or encouragement. Because professional social media specifically relates to

professional interests, the employee is more likely to be identified with the government and discuss its business than on a purely personal social media site. Disclosing confidential information, casting the government in an unfavorable light, and misrepresenting the government's position are all risks.

To address these risks, consider including in the social media policy:

- A requirement that employees include in any post related to the government or their job on a personal or professional site a disclaimer that the posting reflects their own opinion, and not that of the government.
- By reference, policies that relate to conduct and ethics, privacy and confidentiality, harassment, retaliation and other relevant conduct.
- If monitoring employee use of social media at work, written notice of the nature and scope of monitoring.
- Notice that employees have no reasonable expectation of privacy when using government technology.
- If access of personal social media through government technology is permitted, notice that employee use of personal social media at work must be brief, not interfere with performance of the employee's duties or with the workplace, and not involve commercial, political or other prohibited activities.

Guidelines for elected official use of social media

Elected officials' use of the government's official social media or their personal or professional social media can raise many of the same risks just discussed with regard to employees. Elected officials who use the city's official social media should be subject to the same requirements as employees. (For open meetings purposes, discussed below, they may not want to use the official social media.) Many local governments have codes of ethics for elected officials, sometimes combined with the code for employees, which can be adopted by reference into the social media policy.

A risk that is different for elected officials is possible violation of the state's open meetings laws through the use of social media. A quorum of lawmakers holding a discussion about public business through social media may constitute a meeting that is subject to the open meetings law. This could happen through the official government social media, and some governments consequently prohibit elected officials from participating in their official social media. Equally problematic is elected officials' use of their own social media to communicate in their official capacity with members of the public. Informal communication with constituents is generally acceptable, but discussion of public business is risky, especially if it involves other elected officials. The dynamic nature of social media and the sheer volume of posts may make it difficult to track who is involved in the discussion and detect when the open meetings line has been crossed.

Another potential risk associated with elected official use of social media is use of government resources for political purposes. Elected officials are increasingly using social media for campaign purposes. Elected officials who use the same social media for communicating with constituents as they do to campaign risk violating the law against using government resources for political purposes.

To address these risks, consider including in the social media policy:

- Recognition that elected official use of social media to discuss public business may violate the open meetings law.
- A prohibition against elected officials using any social media (personal, professional or the government's official social media) to discuss public business.
- A requirement that a social media site used by an elected official to communicate with constituents include a link back to the city's official website for detailed information.
- A requirement that elected officials who use social media for campaigning establish separate social media for that purpose and not access that social media through government technology.

Public comment on the government's official social media

Some governments use their social media as a one-way communication tool to flow information to members of the public. Those governments disable comment features on their social media. Others view social media as an opportunity to receive information and feedback from the public and enhance operations. For example, members of the public might be encouraged to post a report of potholes, rather than calling.

The benefits of public comments have accompanying risks. A member of the public may post content that is inappropriate by being off-topic, defamatory, harassing, obscene or pornographic, criminal, or commercial. Or a citizen may just post an opinion that is critical about some aspect of the local government.

The risks of permitting public comments include:

- Failure to act on information reported by a member of the public resulting in harm to someone. If a member of the public posts a comment about a dangerous condition on public property, the government has notice. If it does not take action to address the dangerous condition and someone is injured or killed, a lawsuit may result.
- Although it would seem obvious that posts to social media are not private, members of the public who post may be disturbed if their comments are disclosed as public records under the state's open records law.

Other significant risks associated with public comment arise from what the government does (or does not do) to manage it. These include:

- Failing to monitor and remove inappropriate comment.
- Government employees responding inappropriately (in a harassing manner) to public comments.
- Violating the free speech rights of members of the public by removing comment based on the viewpoint or opinion expressed.

To address these risks, consider including in the social media policy:

- A public comment policy for posting on the social media site that does the following:
 - Identifies viewpoint neutral criteria that will be used to determine when a comment or link posted by a member of the public will be removed, which can include comments that are off-topic, obscene or pornographic, defamatory, harassing, commercial, criminal, political, or that violate the intellectual property rights of others.
 - Reserves the right to remove posts that violate the policy.
 - Gives notice that the comments are monitored only during business hours, and thus information conveyed after hours will not be received until the next business day.
 - Gives notice that comments are subject to disclosure as public records.
- Procedures and responsibility for monitoring of public comments and removal of inappropriate comments in accordance with the public comment policy.
- Procedures and responsibility for monitoring, responding to, and taking timely action to act upon information conveyed via public comments.

Conclusion

There are risks to undertaking any new activity, but social media is a powerful tool for local governments looking for new and cost-effective ways to engage their citizens. Just be sure to adopt social media with due consideration and planning. This means having clear objectives, knowing the target audience, selecting the right social media for the task, and taking the time to develop the right policy. Social media evolves quickly, so it is a good practice for the social media policy to remain platform neutral, and to review and revise it frequently to meet the changing environment.

City of Merrill Social Media Policy

The City of Merrill's guidelines for social media use encourage some conduct and prohibit other conduct. Some examples of useful, positive conduct include:

- Be honest and transparent.
- Post only within your area of expertise. When creating new posts, make sure that posts are read by the appropriate leader. *This does not apply to shared posts or events. We agreed to share posts from the school district and community happenings.*
- Post only useful information.
- Keep it professional - avoid confrontation.
- Be accurate.
- Correct errors, and if modifying an earlier post, identify the change.
- Be responsive to citizen concerns.
- All posts must be under the City of Merrill profile and clearly identified as a credible source.

DO NOT POST:

- Information about actual or potential claims and litigation involving the government.
- Defamatory material.
- Any personal, sensitive or confidential information about anyone.
- Obscene, pornographic or other offensive/illegal materials or links.
- Racist, sexist, and other disparaging language about a group of people.
- Sexual comments about, or directed to, anyone.
- Political campaign materials or comments.
- Threatening or harassing comments.
- Other information that is not public in nature.

Some of the major concerns that could go wrong with social media are the following:

- Bad information that misleads the public and causes harm
- Violation of intellectual property rights
- Disclosure of private or confidential information
- Harassment
- Defamation

To address these concerns, we will remove public comments that are obscene or pornographic, defamatory, harassing, commercial, criminal, political, or that violate the intellectual property rights of others. All comments are subject to disclosure as public records.

Social media evolves quickly and is a powerful tool. This policy will be reviewed and revised to meet the changing environment of social media marketing.

Social Media Report – December 2022 (Dec. 1-31, 2022)

Facebook Page Reach: 9,256 (Up 165.4% from the previous month.)

- *The number of people who saw any content from your Page or about your page, including posts, stories, ads, social information from people who interact with your page and more. *Reach is different from impressions, which may include multiple views of your posts by the same people.*

Facebook Page Visits: 1,416 (Up 21% from the previous month.)

- *The number of times your Facebook page was visited.*

New Facebook Page Likes: 28 New Likes (Up 115% from previous month.)

Content (Most Popular by Reach)

1. Holiday Decorating Contest & Tour of Lights Bus Ride – (Reach: 3,920; Likes, Reactions, Comments & Shares: 153)
2. Winners of Merrill's Holiday Decorating Contest – (Reach: 3,381; Likes, Reactions, Comments & Shares: 133)
3. Meet Laurie Ollhoff, Library Director – (Reach: 2,237; Likes, Reactions, Comments & Shares: 123)
4. Rescheduling of Tour of Lights due to inclement weather – (Reach: 2,178; Likes, Reactions, Comments & Shares: 55)
5. Merrill's High School Marching Band is in the Rose Bowl Parade – (Reach: 2,071; Likes, Reactions, Comments & Shares: 177)

We currently do not have paid social media ads.

Current Audience

Official Logo/Tagline Rollout: 2023

Internal messaging (new logo/tagline)

Create a uniform, professional email signature template for City employees. – January 2023

- Send instructions on how to set up a uniform signature with new City logo. (Email to all users.)

Send instructions on how to implement new logo on letterheads. (Email to dept. heads?)

- Provide logo guidelines to staff along with colors and font. – January 2023

Maybe: Create communications station at City Hall with info about the City's new logo and tagline, and info about the Marketing & Communications Committee?

Communications to Merrill Residents

Create recap of the public forum and post to FB.

- Edit into segments.

Attend HR professional meetings, and community meetings as needed to explain what *Experience More to Life* means.

External Messaging

Roll out new logo/tagline to the public – 2023

- Send a press release to media contacts.
- Schedule appearances with TV/radio hosts to talk about Merrill's new logo/tagline, and what it means.
- Create messaging for Merrill Visitor's Guide

Post announcements on social media – 2023

- Create videos on social media, bringing our brand to life.
- See calendar
- Paid social media advertising to target market – 2023

Digital marketing with new logo/tagline to target markets – 2023

- The Digital Ring (Facebook, YouTube, LinkedIn, etc.)
- Midwest Communications?

Roll out new website – 2023

Implement new City signage – 2023-2028



THE DIGITAL RING

Your Partner in Marketing Success
October 2022



Why The Digital Ring?



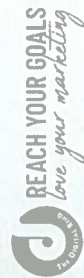
At TDR, you're more than a client....

You're a partner.

The Digital Ring partners with clients big and small to help you reach your audience in the ways that count.

Our team combines decades of firsthand experience with leading insights to tackle every marketing problem you can think of (and then some). We pride ourselves on our responsiveness, transparency, and willingness to go above and beyond to get the job done.

We're go-getters, creatives, strategists... and most importantly, *your biggest fans.*



Not your average agency...

Everything you need, under one roof

Don't worry about "herding cats" or lengthy lead times with multiple vendors. We're a full-service agency — our entire team is committed to your success.

We evaluate & optimize for efficiency

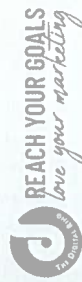
Our carefully honed, streamlined approach makes your investment go further. We find the "sweet spots" to maximize our efforts.

Business-minded marketing

A business-first mentality drives the work we do for our clients, and we deliver results that impact your bottom line.

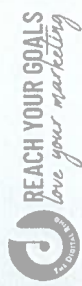
Experience in a wide variety of industries

We learn from a variety of sources -- and make connections across disciplines -- to find the best solutions for your business.



OUR VALUES GUIDE OUR WORK

- **Connection**
Aim for authentic and meaningful connections.
- **Grit + sophistication**
Work smarter *and* harder.
- **Ownership**
Treat the client's organization as if it were our own.
- **Inclusivity**
Create a diverse, inclusive, and equitable culture.
- **Fun**
Make time for a little (or a lot of) fun.



Marketing Agency vs. In-House Hire

Top-Notch Expertise

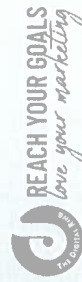
When you work with a marketing agency, you have access to Director-level expertise in every service area — from Paid Digital Advertising to UI/UX and everything in between. Our team stays on top of the (constantly) changing technology and trends so you can focus your energy elsewhere. Why hire one person when you can access a whole team of marketing experts?

No HR Headaches

It's a cut-throat market — and while good talent is hard to find, it's even harder to onboard and manage. We pride ourselves on becoming a seamless extension of your team . . . without all the handholding and paperwork.

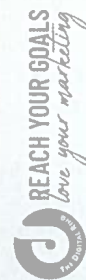
Agile, Flexible, Low-Risk Resources

You never know when business might require a shift in budget and priorities. When you hire an agency, you tap into a more agile and flexible resource that can scale and adapt as your business does.



We've won a few awards...

all thanks to our awesome team.



Proud winner
of 52 Addy
Awards



Voted 'Best Places
to Work'
3 Years in a Row



Recognized as one of
America's
Fastest-Growing
Private Companies in
2019 and 2020



And many more, including:



We're ready.

When you work with The Digital Ring, we become a seamless extension of your team. We push beyond a shallow understanding of your organization to *truly* align with your goals.

Our crew has decades of professional accolades across multiple industries. That's not to mention skills learned from top-tier education and life experience: We work hard, play hard, and *stay curious*.

We can't wait to work with you.



Our Services

A FULL SERVICE MARKETING AGENCY

Search Engine Optimization

We bring together technical website development and qualitative content strategies to master Google's algorithms and increase your website's chance of showing up near the top of the search engine results pages for keywords relevant to your business.

Conversion Rate Optimization

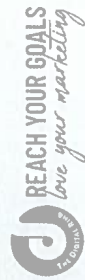
Bringing quality traffic to your website is only the start. Headlines, images, buttons, pricing, offers, etc. are all levers that can be pulled to compel users to take an action on the site and ultimately improve marketing efficiency.

Paid Digital Advertising

With nearly five billion people using the internet every day, PDA can be a great place to start growing your business. Here at The Digital Ring, our team of experts handle everything from Google Search ads to paid Facebook campaigns to display advertisements and more.

Marketing Automation

Once users sign up, our Marketing Automation engine kicks in, delivering the right message to the right segments at the right time. The Digital Ring develops and manages custom user journeys built to maximize engagement with your brand.



A FULL SERVICE MARKETING AGENCY

Creative & Branding

Whether it's creating a new brand or just dreaming up a new logo, creating a captivating landing page layout, or designing traditional marketing materials like billboards, direct mailers, and more, our award-winning graphic designers will formulate a strong visual identity for your organization.

Website Design & Development

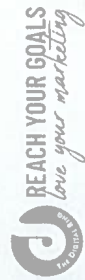
We bring your vision to life with a design that helps you achieve your larger business goals. Once we've worked our magic, you'll have an on-brand website that looks and functions beautifully across all devices.

Content Development

Our content team will seamlessly match your business's existing brand voice – or develop a new one – to engage your target audience through search engine-optimized website copy, blogs, case studies, social media content, emails, and more.

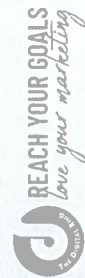
Social Media Management

Maintaining a strong, strategic social media presence will help you engage your current customers and drive new prospects to your website. From content creation to contest development and community management, we'll use our expertise to grow your brand.



FULL-SCALE PAID DIGITAL MARKETING OVERVIEW

SEARCH	SOCIAL	DISPLAY	CTV/OTT	LOCAL
 	       	  	   	  



Reporting

Online Reporting Dashboards

PAID DIGITAL ADVERTISING

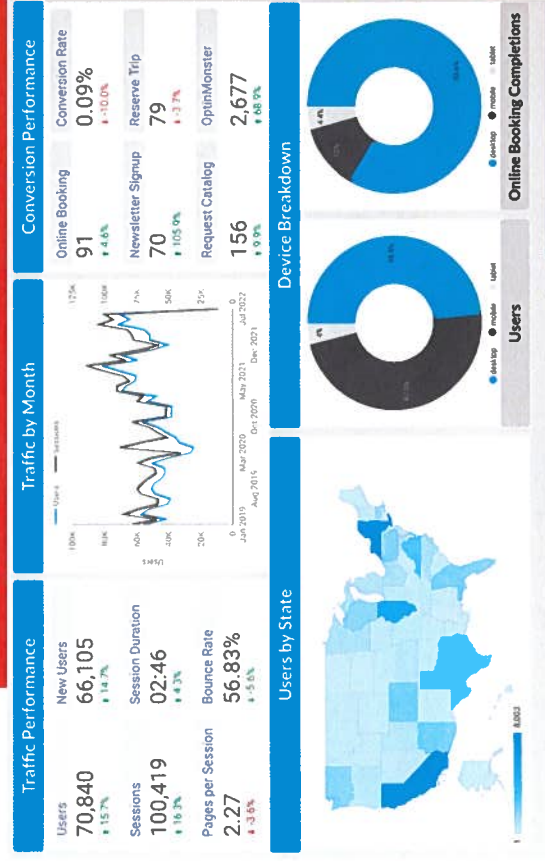
- Fully customized and built around the information you need to best evaluate ROI
- 24/7 online access and updated daily for **full transparency** and enhanced insights
- Blend data from all channels to **create a holistic view** of your marketing program
- Combine online and offline data to understand the **full funnel impact** of your marketing



Online Reporting Dashboards

PAID DIGITAL ADVERTISING

- When necessary, reporting dashboards can be **connected with external data** such as:
 - ◆ Sales and POS systems
 - ◆ CRM systems
 - ◆ Call tracking systems
 - ◆
- This provides the **greatest level of analysis** and shows the **true ROI of your marketing investment**

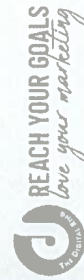


Our Approach

Our Approach

Meet **The Ringaround**: a carefully honed approach designed to efficiently drive results and help you meet your marketing and broader business goals.

The Ringaround consists of four phases. During Discovery, we get to know your company, your customer, and your industry. This lays the groundwork for strategic Planning and seamlessly coordinated Implementation. During Optimization, we analyze the data and make any necessary strategy shifts to ensure long-term success.



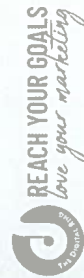
DISCOVERY

Marketing Isn't "One Size Fits All"

At the beginning of our partnership, we invest time to understanding who you are, why you do what you do, and how you do it.

We dive deep, getting to know your needs, challenges, goals, and customers before stepping back to evaluate where you sit within the market — and how we can take you to the next level.

A thorough discovery phase becomes the foundation on which we build a strategic plan.



PLANNING

Connecting the Dots

Based on what we've learned in the discovery phase, we pinpoint the channels, tactics, and technology we'll use to drive your organization forward and meet (and exceed) your goals.

We'll package our learnings, recommendations, and plan of attack into a tight, goal-oriented, full funnel strategic plan, which we'll present to you before we charge full steam ahead.



IMPLEMENTATION

The Heavy Lifting

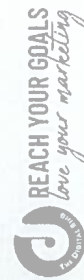
This is where the magic happens — where you'll start to see progress toward your goals. During implementation, our internal teams work seamlessly together, orchestrated by one of our fearless project/account managers. (They'll also be your single point of contact — we like to keep things simple.)



OPTIMIZATION

Our Work Doesn't End at Implementation

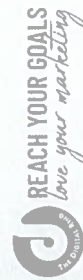
We collect and analyze data, lifting key takeaways that we share with you via simple reporting. Then, we isolate various elements of our strategy and start testing, tweaking, and fiddling to our perfectionist heart's content until we've concocted the perfect marketing formula for you.



React, Adapt, Repeat!

The Digital Ring isn't a "set it and forget it" agency.

Once we've worked through our first strategic plan and set of tactics, we'll move through The Ringaround process again (**Discovery, Planning, Implementation, & Optimization**), pushing and refining our marketing strategy to adapt to the changing needs and expectations of your business and customers.



Merrill Proposal + Pricing

Getting Started

Digital Transformation Set-up

Includes the set-up of advertising platforms, pixels, analytics, and reporting dashboard.

\$1,500 (One Time Fee)

Paid Digital Advertising

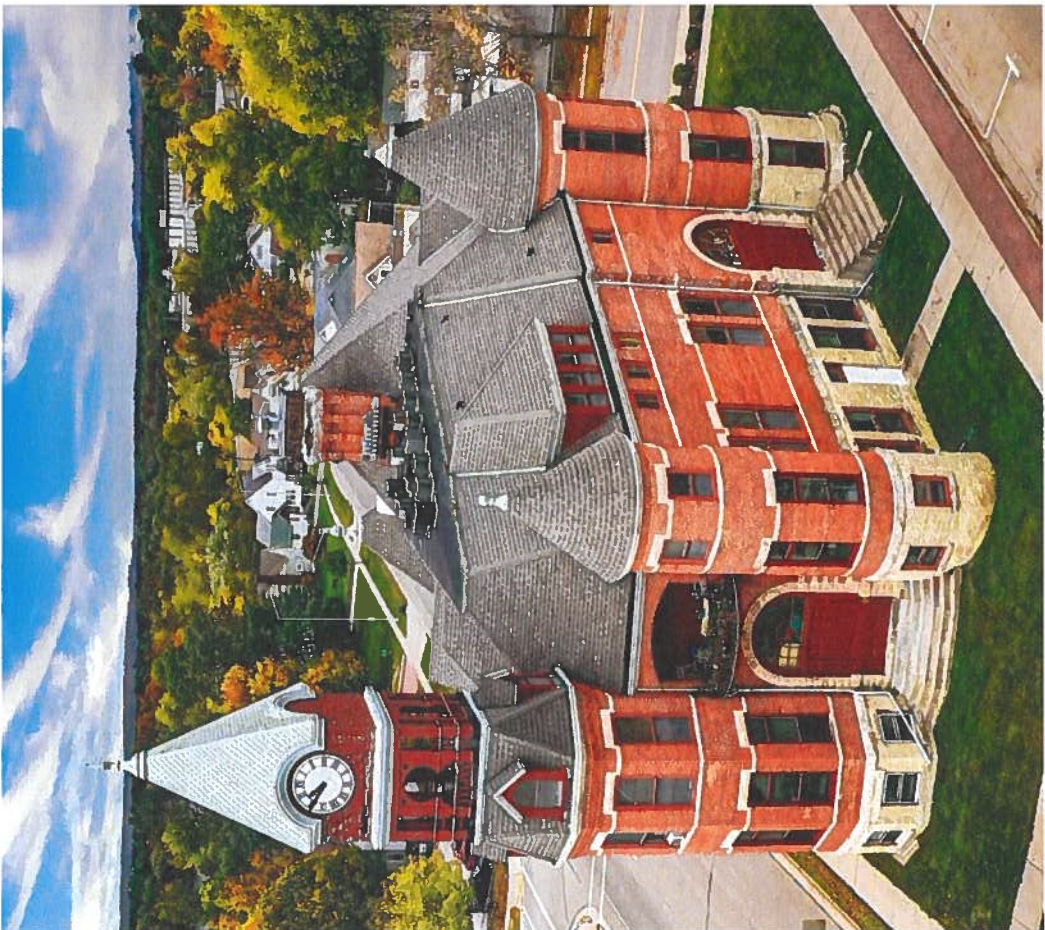
Includes the management, and optimizations of paid media across Meta (Facebook and Instagram), Google (Search and Display), LinkedIn, and additional testing platforms (Pinterest, OTT/CTV, Radio/Streaming, etc.)

\$1,500/mo

Media Costs

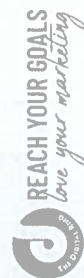
Includes ad spend throughout 2023 Meta (Facebook and Instagram), Google (Search and Display), LinkedIn, and additional testing platforms.

\$68,500 (Total)



FLIGHT PLAN

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
	\$500	\$1,000	\$1,000	\$1,000	\$1,500	\$1,500	\$1,500	\$1,500	\$1,000	\$1,000	\$1,000	\$1,000	\$13,500
 Meta	\$1,000	\$2,500	\$2,500	\$3,000	\$4,000	\$4,000	\$4,000	\$4,000	\$3,000	\$2,500	\$2,000	\$2,000	\$34,500
Display		\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$11,000
 LinkedIn		\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$5,500
Testing					\$1,000	\$1,000	\$1,000	\$1,000					\$4,000
TOTAL SPEND	\$1,500	\$5,000	\$5,000	\$5,500	\$8,000	\$8,000	\$8,000	\$8,000	\$5,500	\$5,000	\$4,500	\$4,500	\$68,500



*Pricing is contingent on recommended bundled strategy. A la carte pricing available upon request.

ADDITIONAL SERVICES

Marketing Automation

Includes the development, management, and optimization of user messaging journeys and marketing automation processes

\$2,500/mo - \$6,000/mo

Content Development

Includes copy for blogs, emails, ads, social media posts, guides, app messaging, etc.

\$2,000/mo - \$3,500/mo

Search Engine Optimization

Includes ongoing SEO strategy as well as technical and content analysis and execution

\$5,000/mo

Social Media Strategy & Management

Includes post creative, copy, and platform strategy.

\$2,500/mo - \$5,000/mo

Graphic Design

Includes asset development for ads, organic social, blogs, mockups, decks, infographics, collateral, etc.

\$2,000/mo - \$4,000/mo

Conversion Rate Optimization

Ongoing testing and optimizations of website and landing pages.

\$2,000/mo - \$4,000/mo



*Pricing is contingent on recommended bundled strategy. A la carte pricing available upon request.

Case Studies

Paid Digital Advertising

Case Study: TDS (B2C)

About TDS:

Founded in 1969, TDS Telecom is one of the largest local exchange carriers in the country, providing over 1.2 million high-speed internet, television, and phone service connections across nearly 900 communities.

The Challenge:

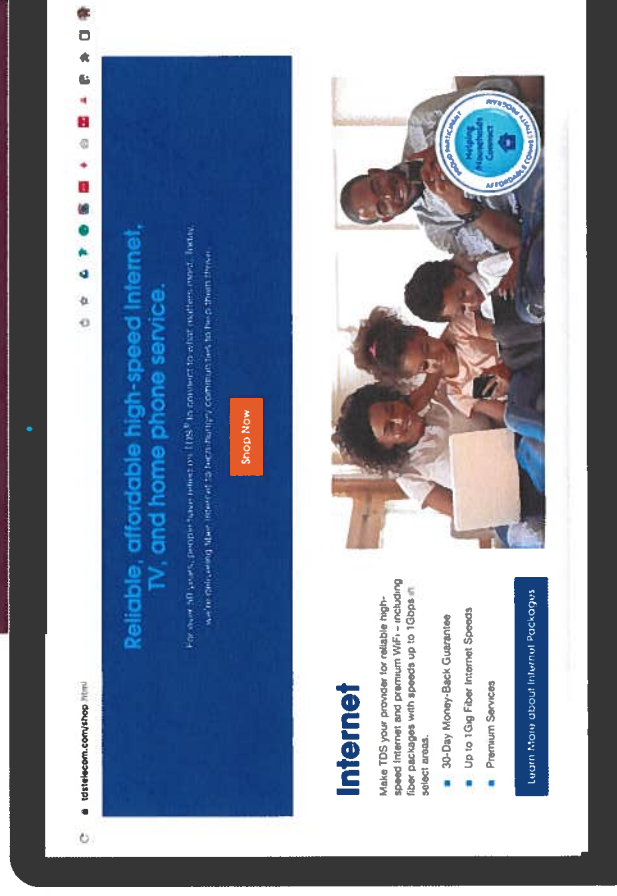
Despite a positive trajectory in terms of total revenue, TDS was experiencing a decline in orders driven by paid digital advertising. To revitalize their digital advertising and leverage it as a key contributor to company growth, the TDS team turned to our in-house experts for help.

The Opportunity:

After taking over all of TDS's digital advertising (paid search advertising, display advertising, and social media advertising) and conducting a holistic review of all channels and campaigns, we noticed an opportunity for a key strategic adjustment.

While paid search efforts accounted for the majority of the orders driven by digital advertising, a lack of paid search budget meant that over 50% of TDS's prospective customers never saw a TDS ad. In other words: there was enormous room for upside . . . if we could find the budget to fund it.

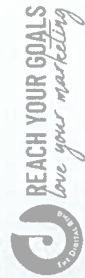
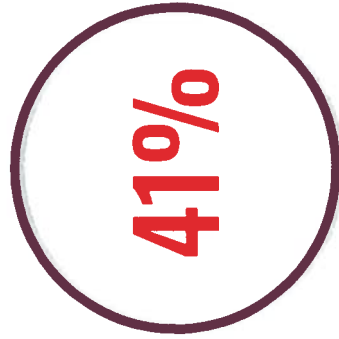
With no additional spend allocated to paid digital advertising, we had to get creative. We ran a one-month budget reallocation test to qualify our findings; based on this success, we rolled out the new plan to the entire account. Our team then closely monitored all of the campaigns for ongoing optimizations, bid adjustments, further budget modifications, and creative enhancements.



Case Study: TDS (B2C)

A deep dive into TDS's various digital advertising channels and a creatively reallocated budget drove significant results for the TDS team.

For more on [IDS](#)..



Case Study: TDS (B2B)

About TDS:

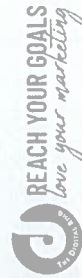
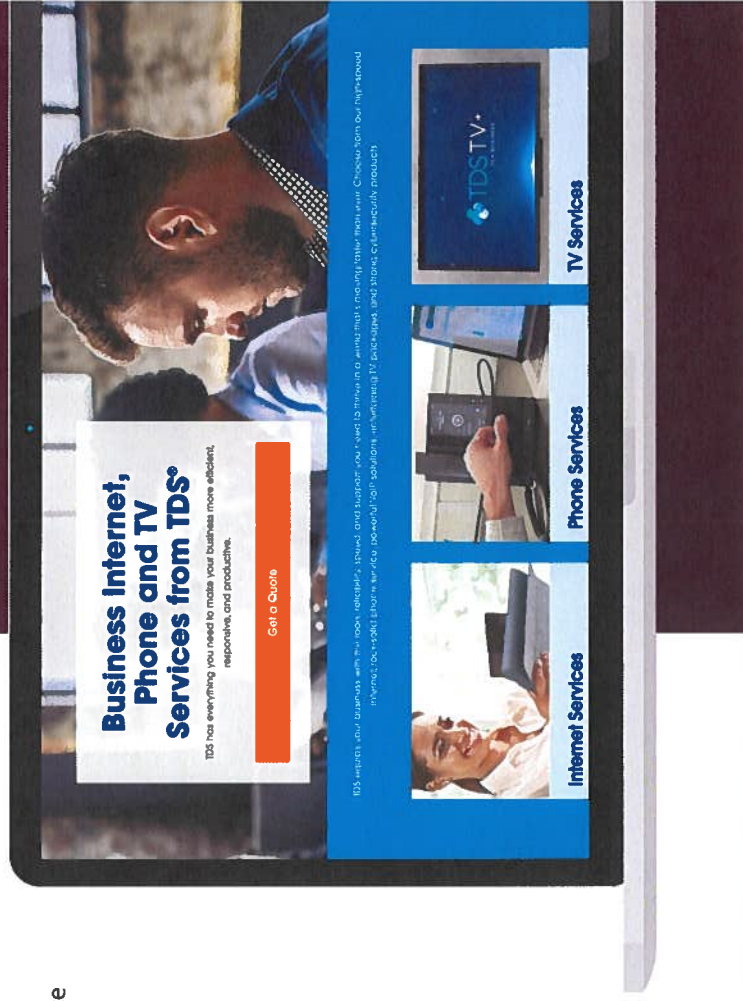
Founded in 1969, TDS Telecom is one of the largest local exchange carriers in the country, providing over 1.2 million high-speed internet, television, and phone service connections across nearly 900 communities.

The Challenge:

TDS needed support improving their Google Search performance for their SMB division amidst the pandemic and a shifting market.

The Opportunity:

The Digital Ring saw an opportunity to audit the current settings, restructure the ad account, and make adjustments and optimizations that would result in improved performance despite market challenges.



Case Study: TDS (B2B)

After restructuring the ad account, adding search ad extensions, cutting non-performing keywords, conducting keyword harvesting, adjusting bid strategies, and reallocating budget to align with seasonal performance, **YoY performance saw the following improvements:**

3,162.48% INCREASE in overall conversions

83.56% INCREASE in non-brand click-through rates

28.88% INCREASE in branded click-through rates

21.72% INCREASE in non-brand conversion rate

3.74% DECREASE in branded cost per acquisition

10.33% DECREASE in non-brand cost per acquisition



Case Study: Seekr

About Seekr:

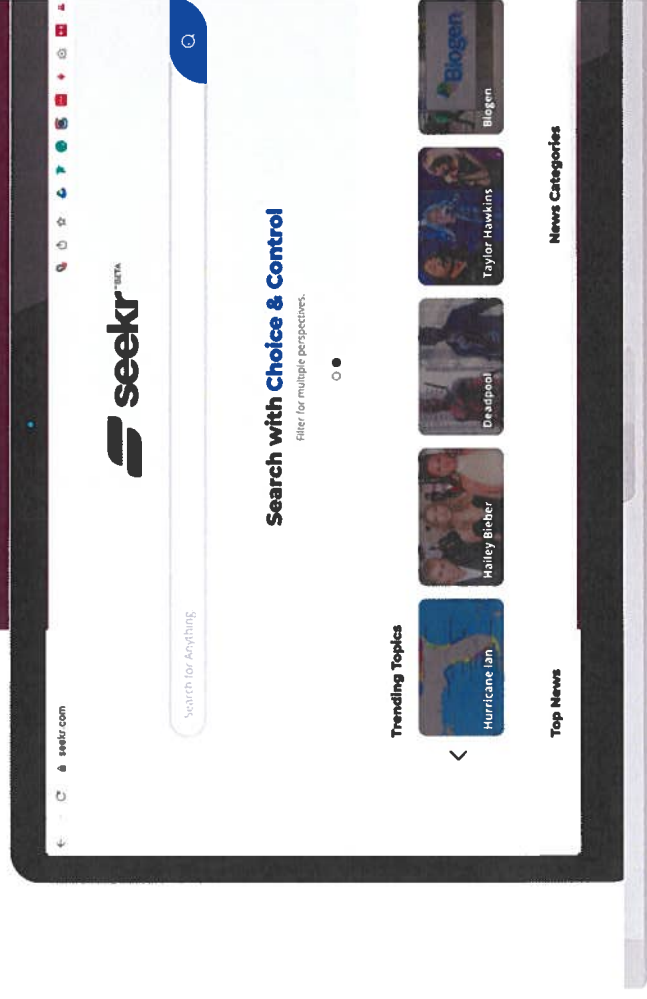
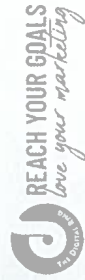
Seekr is an internet technology company that prioritizes transparency and empowers user choice and control by streamlining access to reliable information. Seekr is committed to giving everyone access to technology that makes it easy to evaluate content in context.

The Challenge:

Seekr came to us as a startup who was looking to engage beta testers and drive site traffic in order to demonstrate value to their initial investor base.

The Opportunity:

The Digital Ring devised a \$20M media plan to attain traffic and CPC goals of Seekr.



Case Study: Seekr

A sophisticated multivariate test across multiple channels and audiences identified Seekr's target audience that drove product development and brand voice.



UNIQUE ad units
tested across 10
audiences



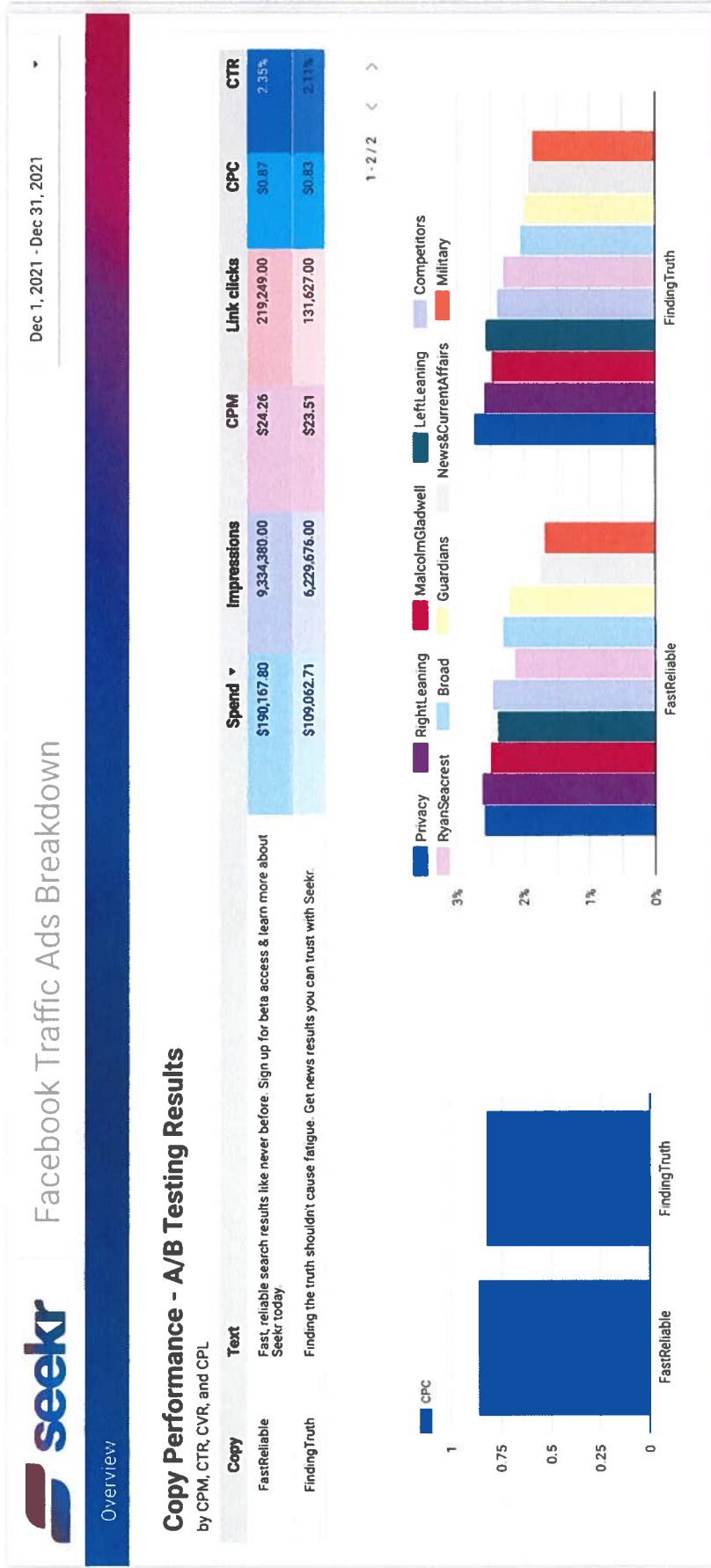
DECREASE in cost
per click



INCREASE in traffic
volume



Case Study: Seekr



Case Studies

Conversion Rate Optimization (CRO)



Hedge by American Family Insurance

HYPOTHESIS:

→ Removing the intro header & copy on pages will get users to the product info faster, thus increasing conversions



REACH YOUR GOALS
love your marketing

Original:



Variant:





[PRODUCTS](#)
[ABOUT](#)
[SERVICES](#)
[RESOURCES](#)
[SUPPORT](#)
[SHOP](#)

Are you a current Hedge user? Existing customers must purchase additional devices using the Hedge mobile app. [Learn How](#) →

Build Your Home Protection & Security System

Proactive protection awaits. Start by selecting one of our packages (either the Prevent Package or Protect Package). Then, choose optional add-on devices to customize your system.

Choose Your Package

Select one of our packages to get started, then scroll down to select optional add-on devices.






[PRODUCTS](#)
[ABOUT](#)
[SERVICES](#)
[RESOURCES](#)
[SUPPORT](#)
[SHOP](#)

Are you a current Hedge user? Existing customers must purchase additional devices using the Hedge mobile app. [Learn How](#) →

Choose Your Package

Select one of our packages to get started, then scroll down to select optional add-on devices.



STARTER PACKAGE

The Prevent Package

- ✓ 1 Indoor Security Camera
- ✓ 3 Leak Sensors



STANDARD PACKAGE

The Protect Package

- ✓ 1 Indoor Security Camera
- ✓ 3 Leak Sensors

\$74.99
Plus tax & delivery

\$109.99
Plus tax & delivery

Our Most Popular Package



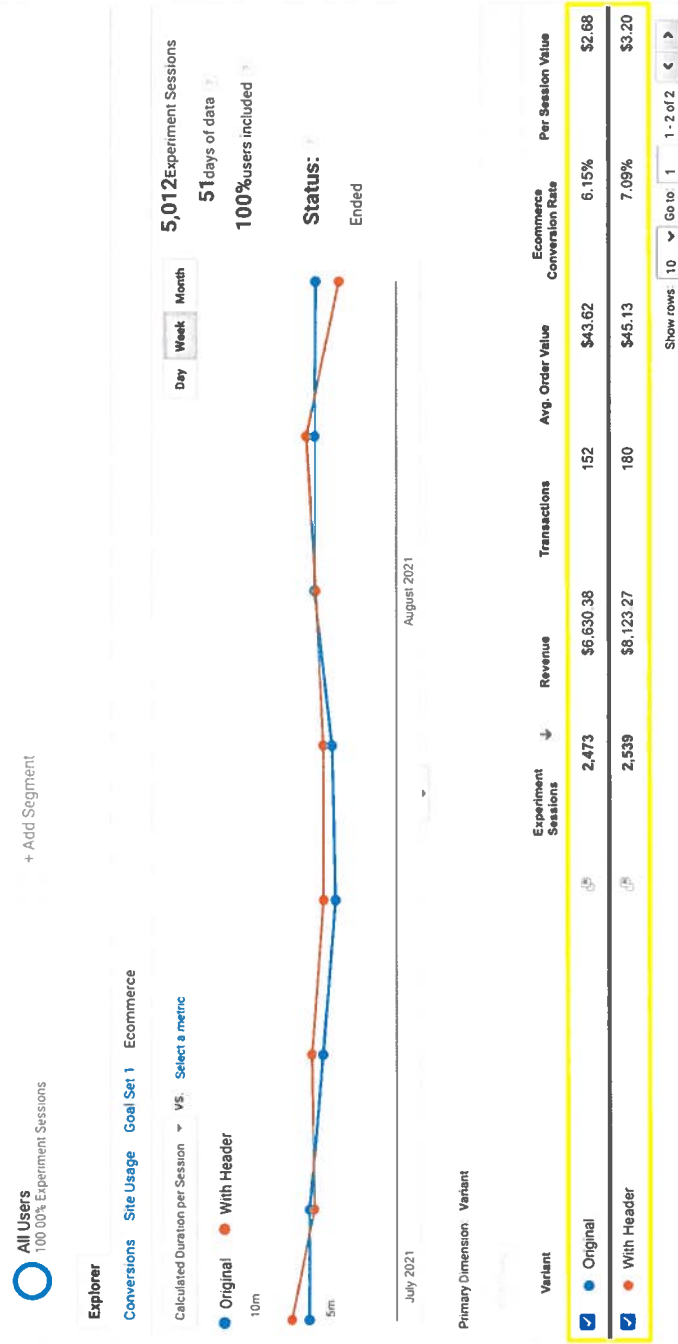
Hedge by American
Family Insurance

CRO RESULTS:

- Increased conversion rate by 6.89%
- Increased AOV by 16.06%
- Increased gross revenue by 7.01%



Google Optimize Data: Removing Intro Header & Copy

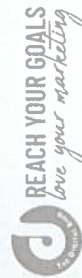




Hedge by American Family Insurance

HYPOTHESIS:

- Adding a hover effect & click-through link to the devices in the hero image will increase conversions
- **Variant A** clicks to each individual device
- **Variant B** clicks to the Protect Package



Variant A: Individual Devices



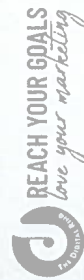
Variant B: Protect Package



Hedge by American Family Insurance

CRO RESULTS:

- Increased page views by 4.2%
- Increased avg. session duration by 10.2%
- Decreased bounce rate by 6.7%



Google Optimize: Variant B has 94% Probability to be the Best

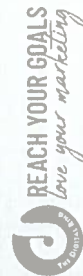




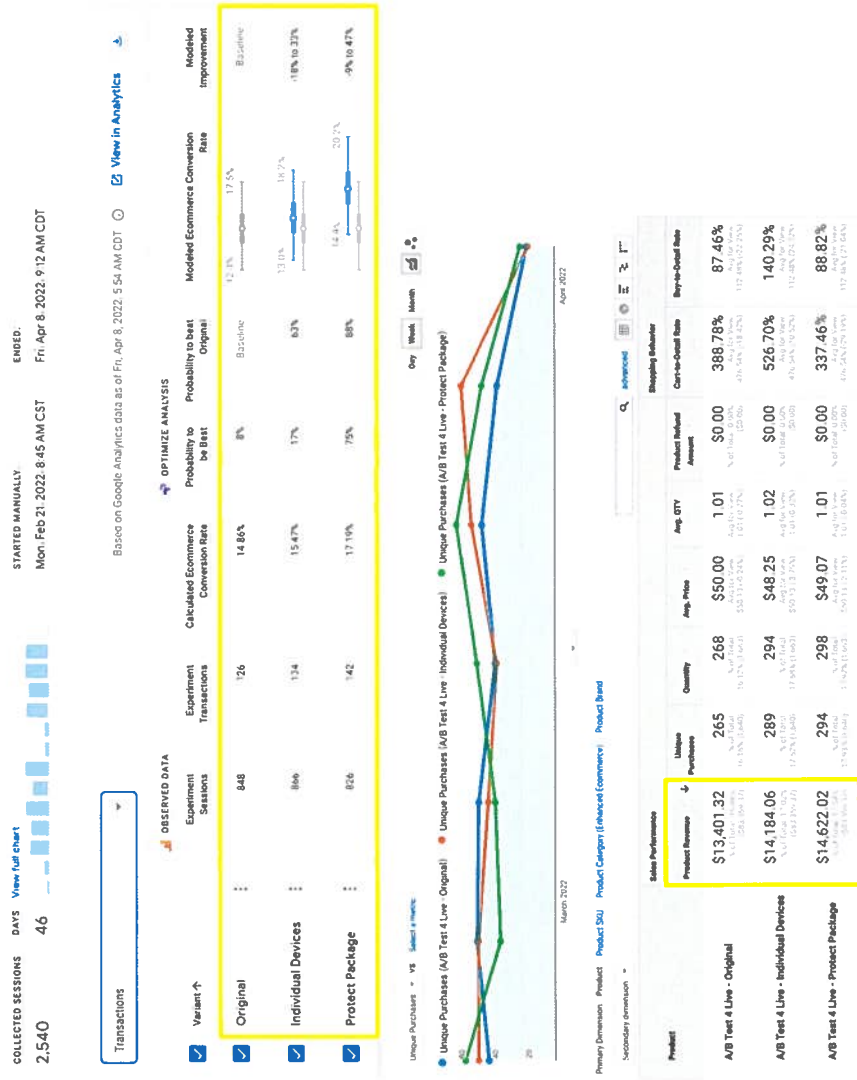
Hedge by American
Family Insurance

CRO RESULTS:

- Increase in conversion rate by 15.7%
- Increase in gross revenue by 9.1%



Google Optimize: Revenue & Conversion Rate



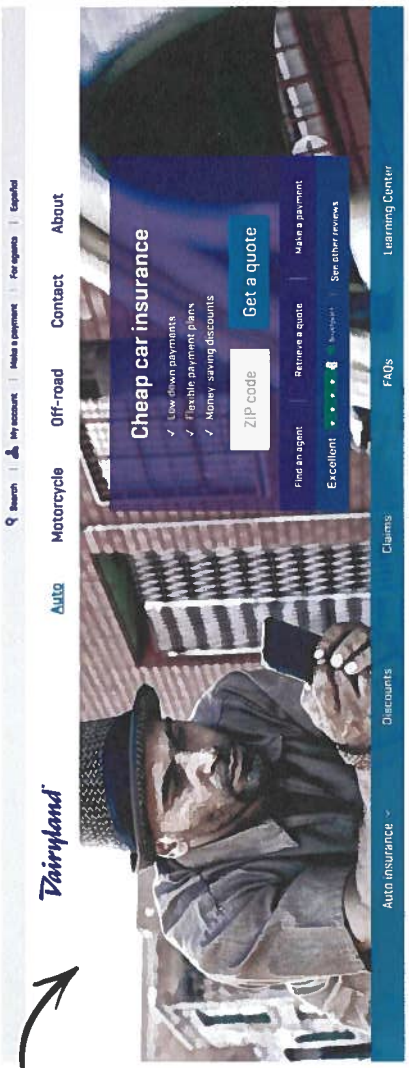


Dairyland Insurance
(Sentry)

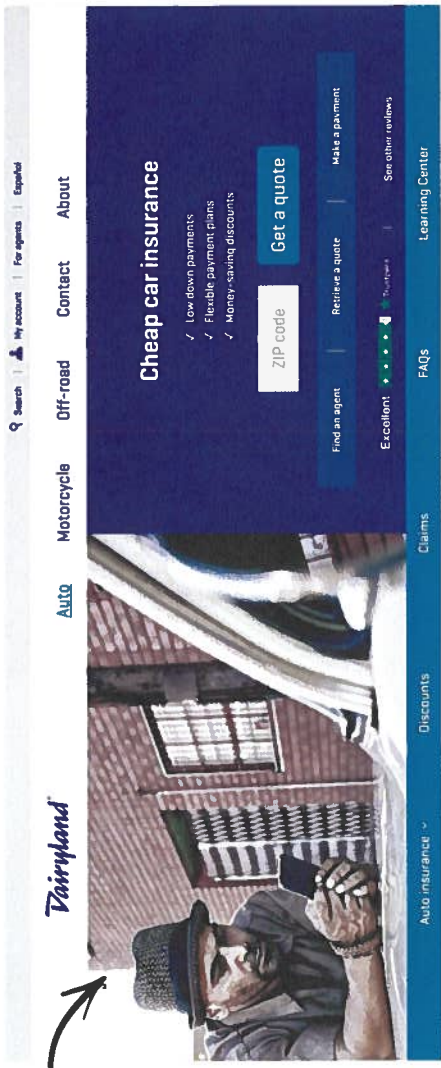
HYPOTHESIS:

Increasing the size of the
quote box to 50% of the hero
space on the auto page will
increase quote start
conversions

Original:



Variant:



CRO RESULTS:

- Increased desktop start quote conversion rate by 2%
- Increased mobile start quote conversion rate by 2.5%



Google Optimize: Variant had 88-90% probability to be the best

RE: Marketing Site Auto Page A/B test

Waldman James
to Griffith, Levinson, Schweider, Hermanston, Vann, Jersak, Raymond, Lyons, Shih, me, Yadav, Fulton, Geisenman, Lei, Wietrzykowski, Dudek, Briefley, Spindler, Davis

Hi all,

This test has been turned off

We saw some very positive results with this test and will be looking to make these changes permanent.

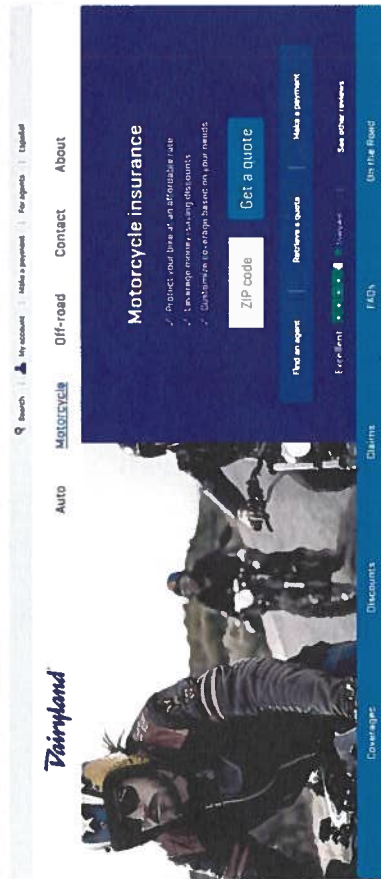
On desktop we saw just over a 2% increase in total start quotes with a 90% probability to be the best.
On mobile we saw just around a 2.5% increase in total start quotes with a 88% probability to be the best.

Overall, very positive and consistent results for both desktop and mobile. We will be looking to run a similar test on the motorcycle page soon.

Reach out with any questions. Have a great weekend!

Thanks,

James Waldman
SEO Analyst | Marketing
715-546-7131
James.Waldman@senry.com
On Wed, 12/13/



Case Studies

Full Service

Case Study: Trek Travel

About Trek Travel:

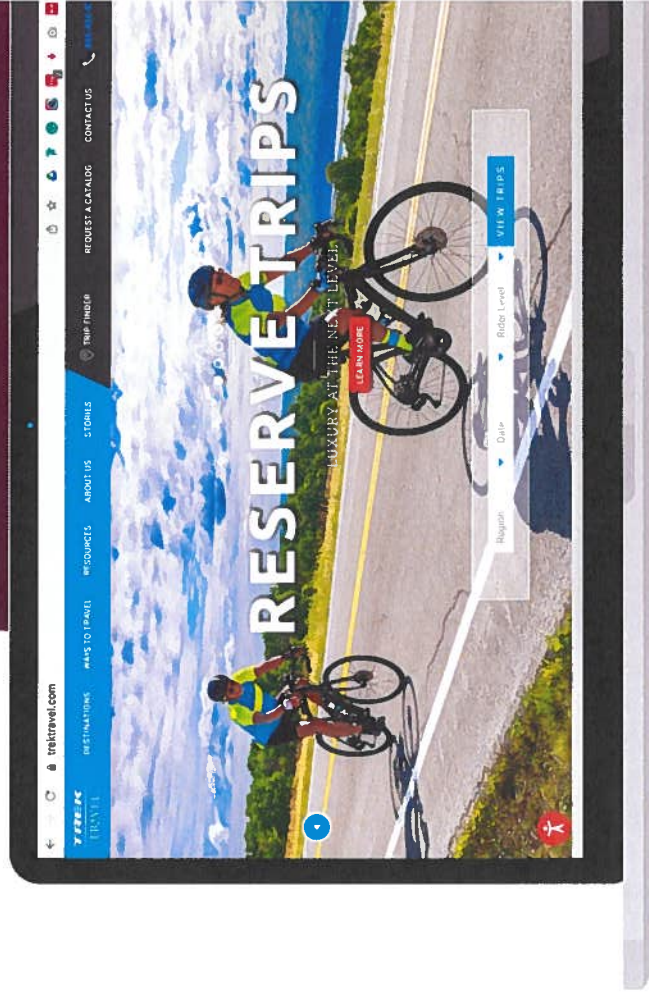
Trek Travel provides cycling vacations of a lifetime in the world's most beautiful destinations. Trips include the use of award-winning Trek bicycles and are available to cyclists of all skill levels.

The Challenge:

Trek Travel had a robust site that was underutilized and lacking sophisticated SEO optimization. Paid search and social campaigns were inefficient and ineffective.

The Opportunity:

The Digital Ring took over digital advertising, SEO, and website support/reporting. The results...



Case Study: Trek Travel

2022 and Beyond

Trek Travel is continuing to invest in the partnership with The Digital Ring by expanding the scope of platforms and increasing managed spend

SEO RESULTS (MAY-DECEMBER)

The following comparisons are looking specifically at the duration of our partnership

- **2021 vs. 2020**
 - ♦ **89.22% increase** in organic **USERS** (104,297 vs. 55,120)
 - ♦ **82.85% increase** in organic **SESSIONS** (159,463 vs. 87,210)
 - ♦ **122.69% increase** in organic **CONTACT FORM SUBMISSIONS** (265 vs. 119)
 - ♦ **533.33% increase** in organic **BOOKINGS** (228 vs. 36)
 - ♦ **61.86% increase** in organic **TRIP RESERVATIONS** (191 vs. 118)
 - Estimated conversion to 134 bookings for total of **362** organic bookings
- **2021 vs. 2019**
 - ♦ **14.00% increase** in organic **USERS** (104,297 vs. 91,491)
 - ♦ **8.95% increase** in organic **SESSIONS** (159,463 vs. 146,357)
 - ♦ **5.58% increase** in organic **CONTACT FORM SUBMISSIONS** (265 vs. 251)
 - ♦ **60.46% decrease** in organic **TRIP RESERVATIONS** (191 vs. 483)
 - Estimated conversion to 338 bookings (**7.10% increase** in 2021)

SEO MONITORING & REPORTING

→ Consistent Monitoring

- ♦ Checking Google Analytics and Google Search Console data multiple times per week to identify potential issues

→ Monthly Reporting

- ♦ Overall website performance
- ♦ Organic search-driven website performance
- ♦ Website conversions
- ♦ Google search results performance
- ♦ Keyword ranking shifts
- ♦ SEO site health audits



Case Study: Trek Travel

PDA RESULTS

CONVERSIONS FROM PAID CAMPAIGNS

- 2021 vs. 2020
 - ♦ **111% increase** in **ONLINE BOOKINGS** (88 vs. 25)
 - ♦ **28% increase** in **TRIP RESERVATIONS** (77 vs. 58)
 - ♦ **22% increase** in **CONTACT US** (90 vs. 72)
- 2021 vs. 2019
 - ♦ **0% increase** in **ONLINE BOOKINGS** (88 vs. 0)
 - ♦ **111% decline** in **TRIP RESERVATIONS** (77 vs. 271)
 - ♦ **27.75% decline** in **CONTACT US** (90 vs. 119)

PDA ACCOUNT IMPROVEMENTS

Stopped wasted spend

BEFORE \$3,475 has been spent on campaigns that have not generated a conversion in the last 60 days.	AFTER \$0 has been spent on campaigns that have not generated a conversion in the last 60 days.
BEFORE \$13,719 has been spent on keywords that have not generated a conversion in the last 60 days.	AFTER \$3,800 has been spent on keywords that have not generated a conversion in the last 60 days.
BEFORE 74% of generic keywords that generated impressions have not generated a conversion.	AFTER 29% of generic keywords that generate impressions have not generated a conversion.

Case Study: Hedge by American Family Insurance

About Hedge:

Hedge is an any easy-to-use, affordable home monitoring system created by American Family Insurance. The system includes smart home and water sensing devices, a smartphone app, 24/7 alerts and escalation to help prevent potential home issues.

The Challenge:

Hedge approached us when they were still in beta testing. After helping them flesh out their branding and build an eCommerce site, they needed our support developing and implementing an overarching marketing strategy. Their goal was to not only drive policyholders to their site, but to push them to convert and become “engaged users” – installing the devices and engaging with the mobile app.

The Opportunity:

We were able to borrow brand equity from an industry behemoth, American Family Insurance, while having the flexibility to operate (and advertise) like an agile startup.



Case Study: Hedge by American Family Insurance

We built a marketing machine that incorporated SEO, email marketing automation, conversion rate optimization, organic social media, blog writing, and accounts-based marketing tactics. Month over month we optimized our strategy by applying A/B testing to every tactic and channel. We continuously exceeded our KPIs, moving the needle for overall site traffic, conversion rates, and customer engagement.

Between September 1st, 2020 and January 31, 2022, we achieved the following:



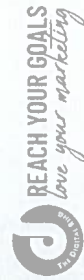
**INCREASE in
revenue**



**INCREASE in
average transaction
value**



**INCREASE in pages
per session**





Spectrum
REACH®

City of Merri

Presented by: Lee Peek, Account Executive
Lee.Peek@charter.com

Packet Pg. 63

We heard you say...



Your target customer

- Safe Community
- Less Crime
- Outdoor Enthusiasts
- Remote worker



Actionable Insights

- Create Brand awareness of Merrill
- Focus on the Milwaukee Area



Solution/Strategy

- Using multi-platforms and multi-layered approach, targeting the audiences above to get your best reach while creating frequency



Spectrum Reach Targeted Solution Layers

Wherever they are consuming video content

While they are Researching
and Searching

While they are perusing
social medias



Linear

Custom/HPO/
Audience App

- ✓ Spectrum TV, Dish, DirecTV Stream
- ✓ Geographic Targeting
- ✓ Over 60 Networks & Programming
- ✓ Audience Based Targeting



Spectrum News 1

Linear/STV

- ✓ 24/7 Local News Channels with geo-targeting
- ✓ Spectrum News Sponsorships provide a unique advertising opportunity in a brand-safe, trusted environment



Streaming TV

- ✓ Reach all Streaming audiences anywhere, on any screen.
- ✓ 450+ Streaming Networks & Publishers, including the Spectrum TV App, Spectrum News App, VOD and OTT.
- ✓ Our inventory reaches not only our subscribers but almost 100% of people in every market



Addressable Streaming TV

- ✓ Reach Streaming Audience at the Household level.
- ✓ Provides High Frequency to the homes that matter most.
- ✓ Proprietary First Party Data + Premium Partnerships



Display & Online Video

- ✓ Extend your message across all screens, anywhere
- ✓ GeoFencing & Retargeting included
- ✓ TAG Platinum certified to protect your brand.
- ✓ Contextual Targeting



Addressable

Display & OLV

- ✓ Extend your message across all screens, anywhere
- ✓ TAG Platinum certified to protect your brand.
- ✓ Addressable Targeting.



Search

- ✓ Drive consumers to your website from Google, Yahoo and Bing.
- ✓ Hourly Bid Optimizations
- ✓ Uses machine learning and daily optimization to improve campaign performance



Social Ads

- ✓ Generate more reach and awareness with display and video ads across Facebook & Instagram
- ✓ Uses machine learning and daily optimization to improve campaign performance.
- ✓ 24/7 Access to Comprehensive reporting



Advanced GeoFencing

Keyword Retargeting

Custom Data Match

- ✓ Conversion Event GeoFencing
- ✓ Enhance campaign with additional targeting
- ✓ 1:1 privacy compliant display & campaign lookalike available

Find them whether they are online or wherever they may be consuming video content

Go beyond standard demographics

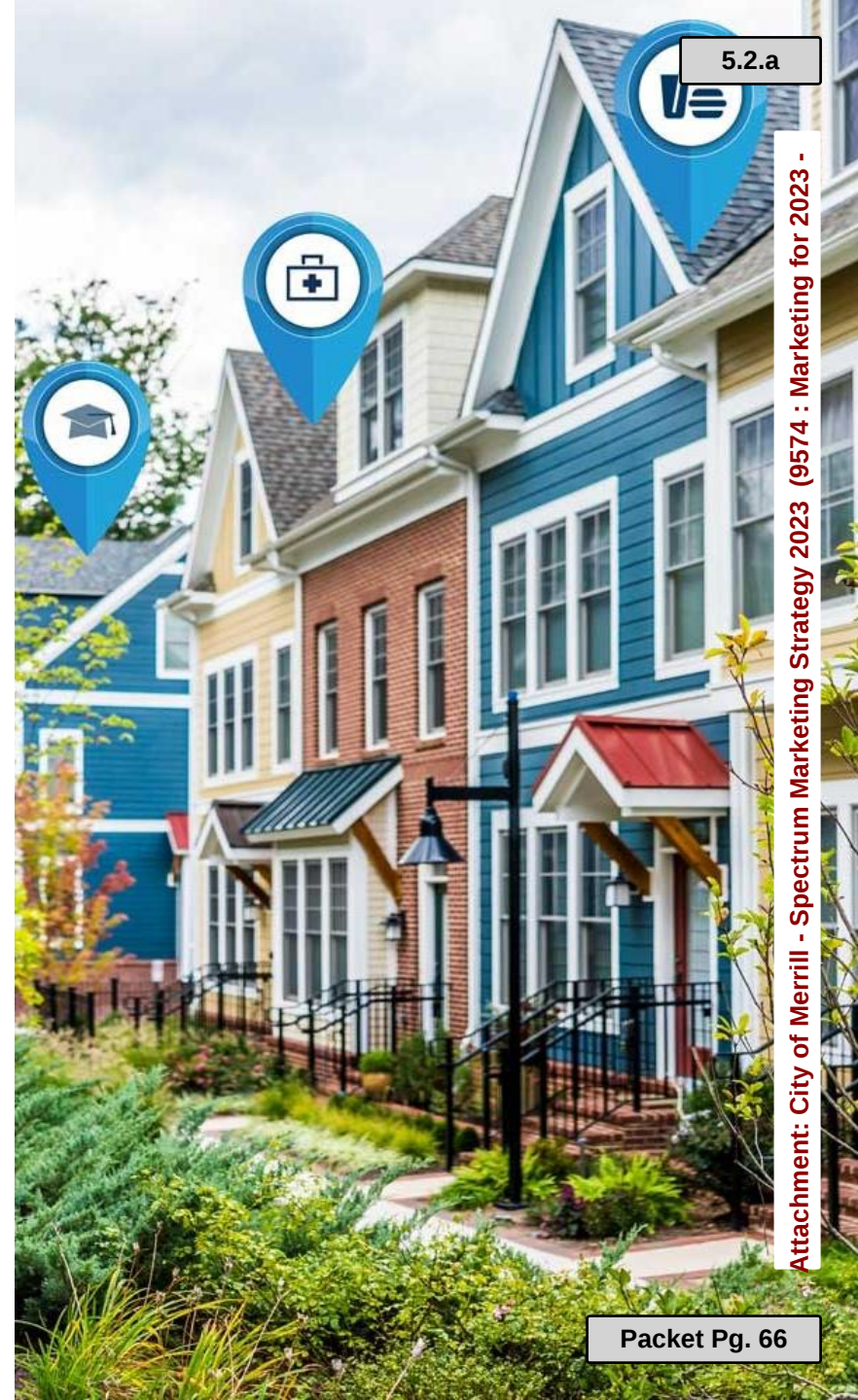
Reach your target audience across all screens and platforms with the use of Spectrum's proprietary household viewership data and audience characteristics.

Follow your customer

Engage wherever and whenever they're watching, including premium networks and programs.

More accurate targeting

Connect with your desired audiences on the programs and content they're spending the most time with.





Be present while they are searching and researching:

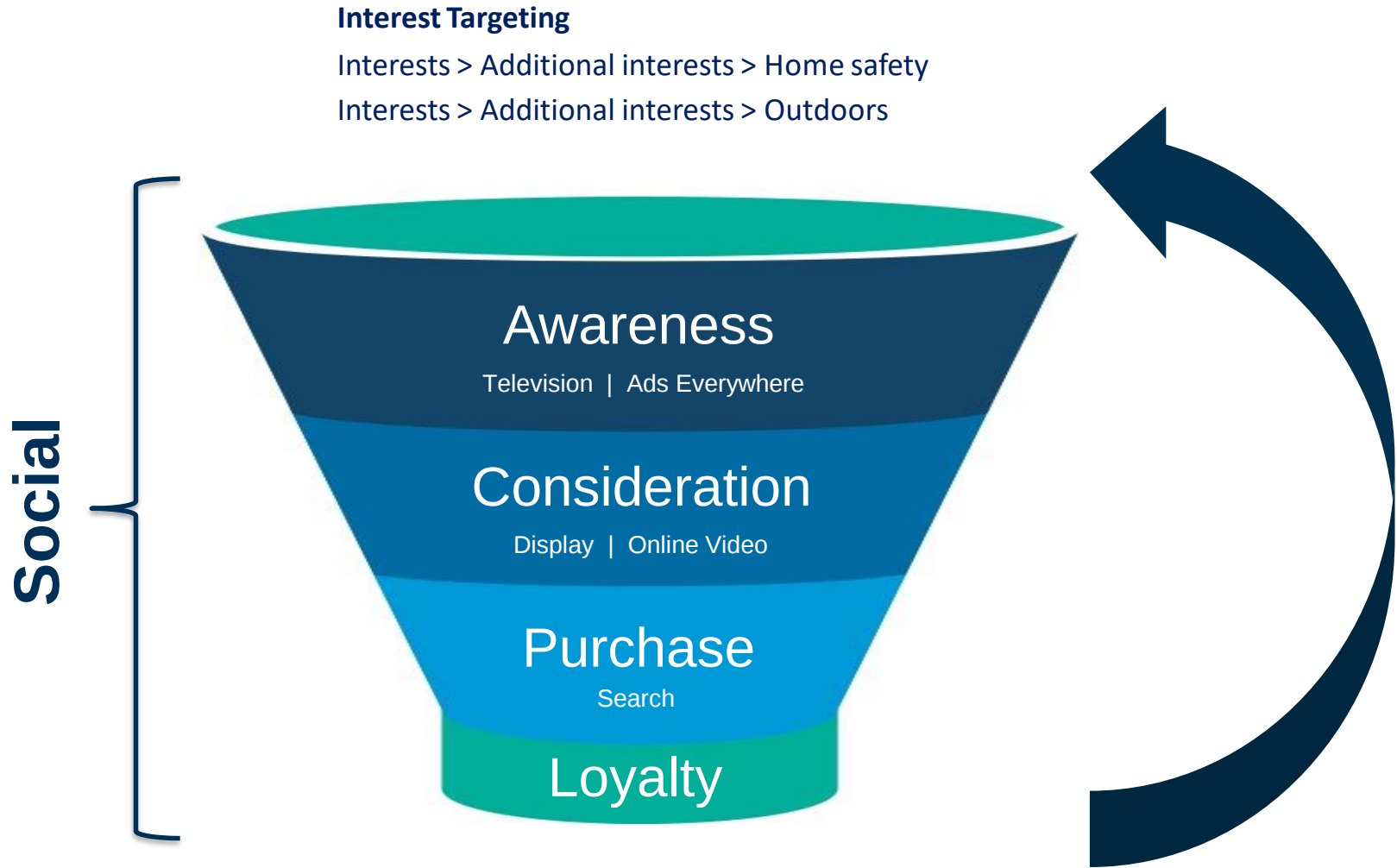
80% of consumers research online and spend an average of **79 days** doing so

Source: GE Capital Bank's 2nd Annual Shopper S

"Safest cities to live in Wisconsin"
 "Wisconsin housing market"
 "affordable housing in Wisconsin"
 "best cities to live in Wisconsin"
 "best places to live in Wisconsin"
 "best places to live in northern Wisconsin"
 "best places to live"
 "places to live near green bay"
 "places to live near wausau"

"places to live outside of Milwaukee"
 "real estate in Wisconsin"
 "real estate wisconsin"
 "relocation in Wisconsin"
 "safest places to live in Wisconsin"
 "safest places to live"
 "small towns in Wisconsin"
 "small towns to live"
 "top places to live in Wisconsin"
 "where to move to in Wisconsin"

While they are perusing on social media



Invested in the success of your business + the community



**Anyone
Anywhere
Any screen**

- Reach your audience with Spectrum News, the #1 most-watched network by Spectrum customers¹ ...at home or on the go



**Reach your
customers
directly**

- Viewers watch live, locally-relevant content
- Experience fewer, uncluttered ad breaks
- Tune into Weather every 10 minutes²
- Act on non-preemptible sponsorships



**Focus on
the right
communities**

- Efficiently reach your customers tuning into news stories that matter to them
- Target neighborhoods and areas where your customers live and work



**Go beyond
multiscreen**

- First thing viewers see when they Power-On
- Community-focused, balanced newscast
- Featured in doctors' offices, restaurants, gyms and other public areas

Source: (1) Spectrum Reach Household Viewing Data, July 2022 Calendar Month. Household Viewership in markets with a local Spectrum News station. Qualified Audiences: Minimum 5-consecutive minutes. #1 in Daily Viewing Households, outperforming ABC, CBS, FOX, NBC, CNN, Fox News, and MSNBC in average daily viewership among Spectrum customers. (2) Some Spectrum News markets may vary.

Spectrum
REACH™

SPECTRUM
NEWS 1

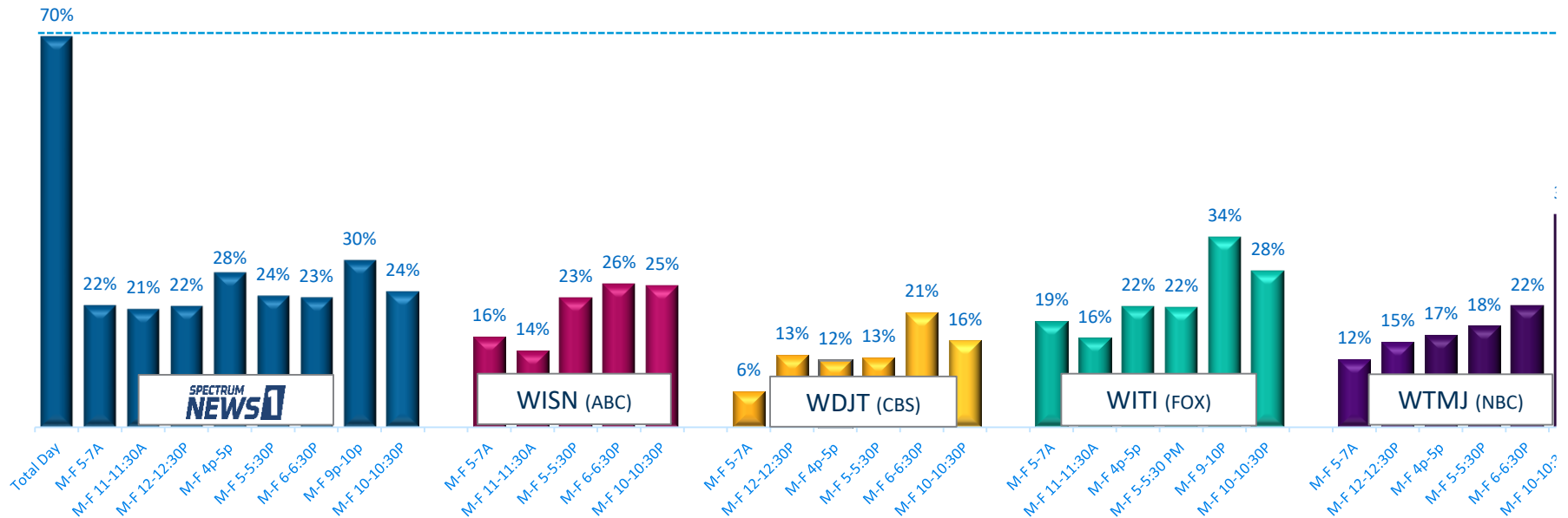
SPON

Packet Pg. 69

How does Spectrum News 1 compare to the local broadcast newscasts in Milwaukee?

Spectrum News 1's household reach is on par with established local newscasts

% of Measured Homes Tuned In Per Month



70% of Milwaukee Spectrum homes tuned in to Spectrum News 1 in August!

*Broadcast network percentages may include sports and/or special event programming

Source: Spectrum Reach Internal Set-Top-Box Data from Audience Measurement, Milwaukee, WI, August 2022—Extrapolated from Alteryx. Qualified Audiences Only: Tuned-in for 5 consecutive minutes during time period. Unique Households, Tune-In Events, and Station Hours Metrics reflect 12a-12a daypart for Spectrum News and dayparts as listed for each broadcast station.

Spectrum
REACH

SPECTRUM
NEWS 1

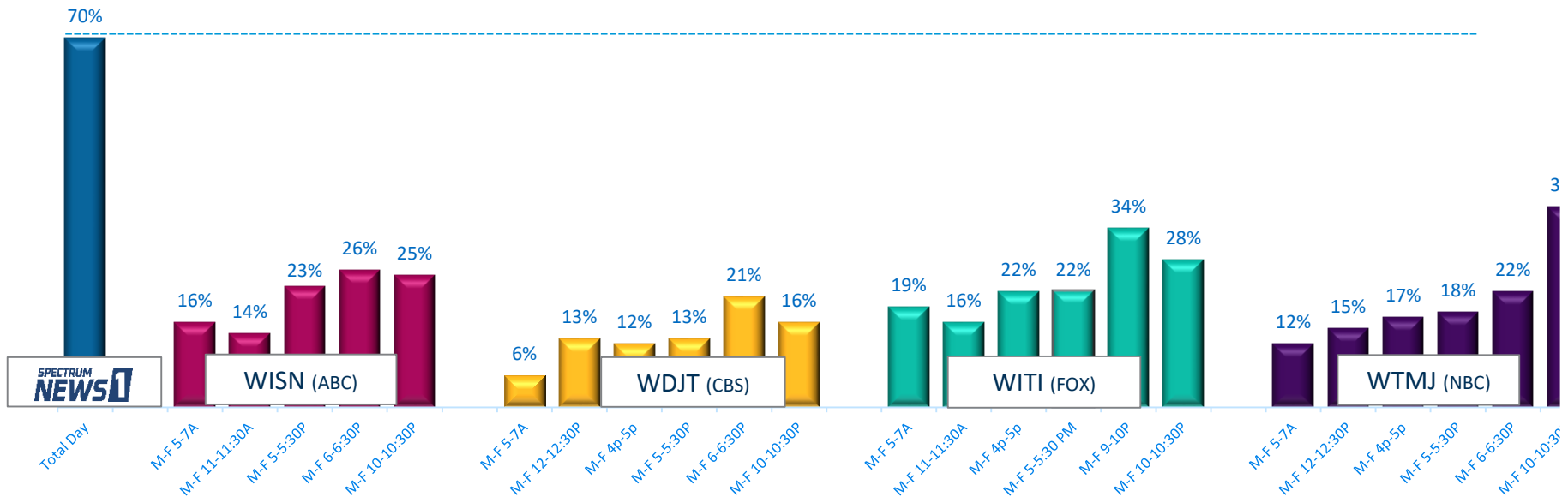
Packet Pg. 70

LMK09302022

How does Spectrum News 1 compare to the local broadcast newscasts in Milwaukee?

Spectrum News 1's household reach is on par with established local newscasts

% of Measured Homes Tuned In Per Month



70% of Milwaukee Spectrum homes tuned in to Spectrum News 1 in August!

*Broadcast network percentages may include sports and/or special event programming

Source: Spectrum Reach Internal Set-Top-Box Data from Audience Measurement, Milwaukee, WI, August 2022—Extrapolated from Alteryx. Qualified Audiences Only: Tuned-in for 5 consecutive minutes during time period. Unique Households, Tune-In Events, and Station Hours Metrics reflect 12a-12a daypart for Spectrum News and dayparts as listed for each broadcast station.

Spectrum
REACH

SPECTRUM
NEWS 1

Packet Pg. 71

LMK09302022

Spectrum News 1 – By the Numbers

Milwaukee – August '22

5.2.a



163K

HHs tuned-in last month
for 5+ consecutive minutes



70%

Reach of all Spectrum Homes
that watched TV last month

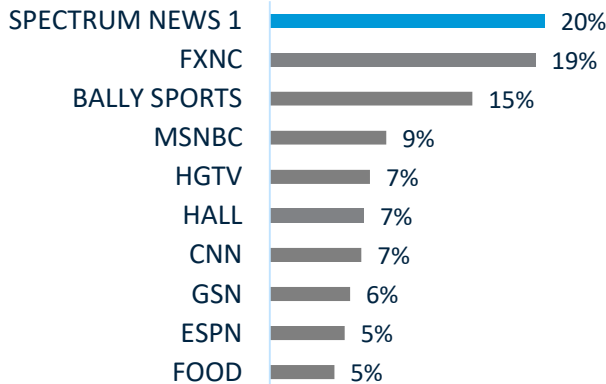


2.6M

Tune-Ins lasting 5+
consecutive minutes

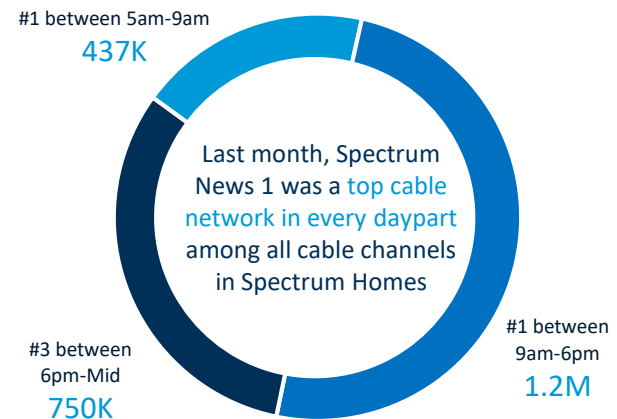
Television Intel

Share of Top 10 Cable Hours Viewed



Daypart Digest

Monthly Hours by Daypart



Spectrum Reach Internal Set-Top-Box Data from Audience Measurement – Extrapolated from Alteryx. All metrics are calculated out of Milwaukee DMA. All metrics based on unique HH's tuned-in for 5 consecutive minutes of viewing during time period; 8/1 - 8/31/22. Date Accessed 9/20/2022.

Spectrum
REACH®

SPECTRUM
NEWS 1

Packet Pg. 72

Attachment: City of Merrill - Spectrum Marketing Strategy 2023 (9574 : Marketing for 2023 -

Weather on the 1s

Every 10 minutes, 24/7



Total Investment: \$16,260

53005, 53007, 53022, 53045, 53051, 53122,
53146, 53151, 53210, 53213, 53214, 53219,
53222, 53225, 53226, 53227

Spectrum
REACH

SPECTRUM
NEWS 1
SPONSORSHIP

5.2.a

Central

Reach engaged viewers while aligning your brand with a prominent sponsorship that viewers tune in to see all day long. Spectrum News 1's **Weather on the 1s** provides viewers with a complete local forecast every ten minutes, 24/7.

- **45x** :30 dayparted commercials per week on SN1
- **35x** :10 Video Billboards per week on SN1
- **1 Month** Added Frequency Schedule on Cross Network

:30-Spot Dayparts	Weekly	Annual-53 Weeks
M-Su 5a-10a	10	530
M-Su 10a-6p	14	742
M-Su 6p-12m	14	742
M-Su 12m-2a	3	159
M-Su 2a-5a	4	212
:10-Billboards at \$0	35	1,855
:30 + :10 Subtotal	80	4,240

Note: Billboards that do not air due to breaking news coverage, special Spectrum News programming, technical issues or missing creative copy are not made good. Should the digital or Live Stream portion of this sponsorship under-deliver, we reserve the right to move those dollars to linear. Weekly investment is based on 52 weeks.

Weather on the 1s

Every 10 minutes, 24/7



Total Investment: \$16,260

53110, 53129, 53130, 53132, 53154, 53172,
53202, 53203, 53204, 53205, 53206, 53207,
53208, 53215, 53216, 53218, 53220, 53221,
53224, 53228, 53233, 53235

Spectrum
REACH

SPECTRUM
NEWS 1
SPONSORSHIP

5.2.a

South

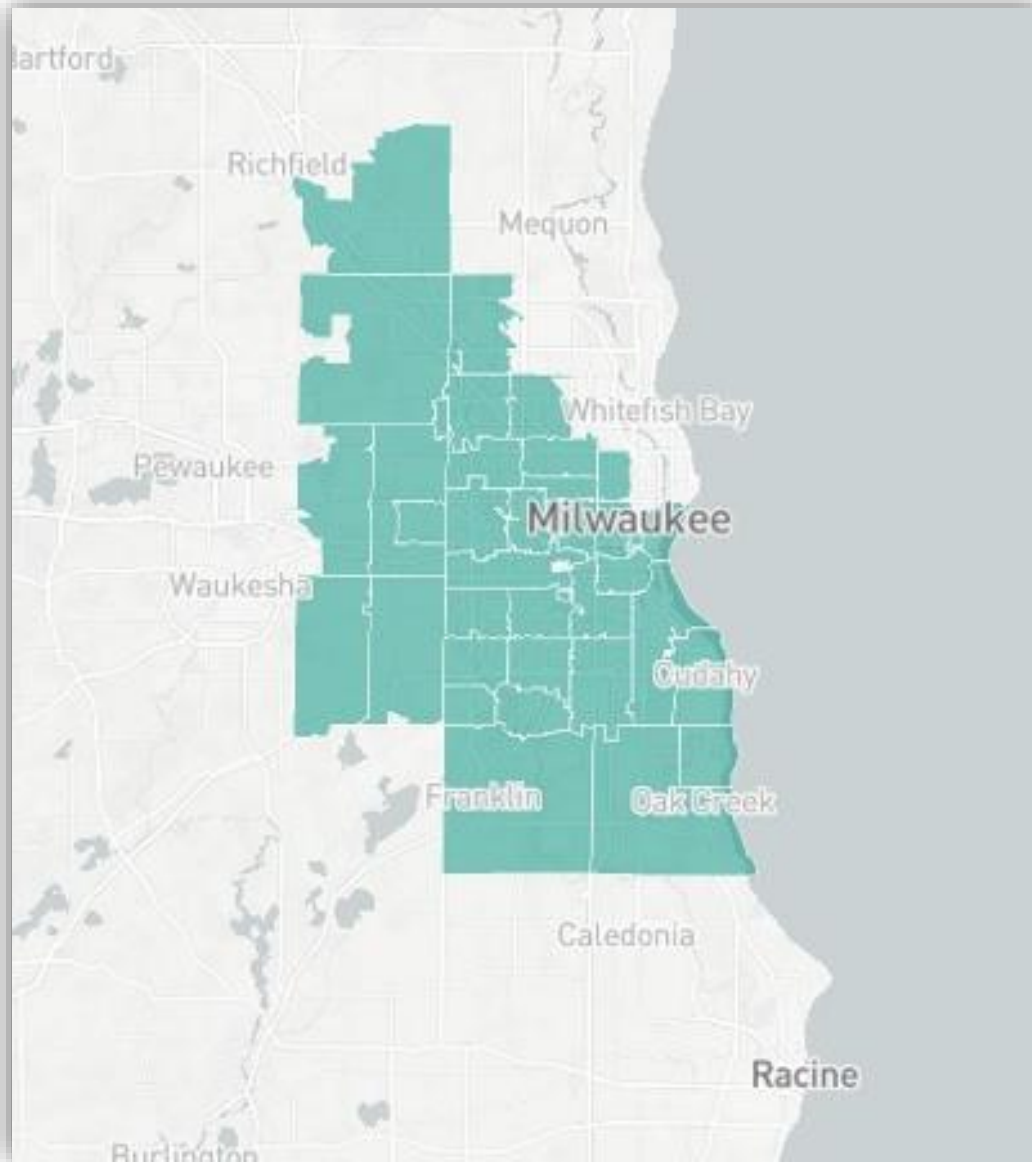
Reach engaged viewers while aligning your brand with a prominent sponsorship that viewers tune in to see all day long. Spectrum News 1's **Weather on the 1s** provides viewers with a complete local forecast every ten minutes, 24/7.

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:30 + :10 Subtotal	80	4,240

Note: Billboards that do not air due to breaking news coverage, special Spectrum News programming, technical issues or missing creative copy are not made good. Should the digital or Live Stream portion of this sponsorship under-deliver, we reserve the right to move those dollars to linear. Weekly investment is based on 52 weeks.

Identified Zip Codes



Central Zips:

Brookfield, WI	53005
Butler, WI	53007
Germantown, WI	53022
Brookfield, WI	53045
Menomonee Falls, WI	53051
Elm Grove, WI	53122
New Berlin, WI	53146
New Berlin, WI	53151
Milwaukee, WI	53210
Milwaukee, WI	53213
Milwaukee, WI	53214
Milwaukee, WI	53219
Milwaukee, WI	53222
Milwaukee, WI	53225
Milwaukee, WI	53226
Milwaukee, WI	53227

South Zips:

Cudahy, WI	53110
Greendale, WI	53129
Hales Corners, WI	53130
Franklin, WI	53132
Oak Creek, WI	53154
South Milwaukee, WI	53172
Milwaukee, WI	53202
Milwaukee, WI	53203
Milwaukee, WI	53204
Milwaukee, WI	53205
Milwaukee, WI	53206
Milwaukee, WI	53207
Milwaukee, WI	53208
Milwaukee, WI	53215
Milwaukee, WI	53216
Milwaukee, WI	53218
Milwaukee, WI	53220
Milwaukee, WI	53221
Milwaukee, WI	53224
Milwaukee, WI	53228
Milwaukee, WI	53233
Saint Francis, WI	53233

5.2.a

Recommended Strategy “X”

5.2.a

Attachment: City of Merrill - Spectrum Marketing Strategy 2023 (9574 : Marketing for 2023 -

Strategy Platforms	Geography	Audience Targets	Monthly Investment	Campaign Investment
SEARCH SOV: 50%	All of WI	“Safe Places to Move in Wisconsin”	\$820	\$9,840
SOCIAL SOV: 57%	10 Miles of MKE	Adults 25-45 Interested in Home Safety, Outdoors	\$1,500	\$18,000
DIGITAL DISPLAY AUDIENCE TARGETING	Identified Zip Codes: 53110, 53129, 53130, 53132, 53154, 53172, 53202, 53203, 53204, 53205, 53206, 53207, 53208, 53215, 53216, 53218, 53220, 53221, 53224, 53228, 53233, 53235	Adults 25-44 Interest in Outdoors / Fishing/ Hiking & Camping/ Ice Skating/ Skiing/ Snowboarding/ Winter Sports / Weather/ Travel / Remote Workers / Work from Home>Home Office	\$2,000	\$24,000
DIGITAL DISPLAY ADDRESSABLE TARGETING		OPTIONS: Likely to move in next 6 months / Renter / Outdoor Activities Enthusiasts / Campers & Hikers / Fishing Homebound and Work from Home – This audience contains individuals at home using various products and services, as well as those that are working from home		
SPECTRUM NEWS 1		South	\$1,355	\$16,260
TOTALS			\$5,675	\$68,100

Agency & Client Name (Print)

Client Signature

Date

Spectrum Reach Name (Print)

Spectrum Reach Signature

Date

Spectrum

Packet Pg. 76

Recommended Strategy “Y”

5.2.a

Attachment: City of Merrill - Spectrum Marketing Strategy 2023 (9574 : Marketing for 2023 -

Strategy Platforms	Geography	Audience Targets	Monthly Investment	Campaign Investment
SEARCH SOV: 50%	All of WI	“Safe Places to Move in Wisconsin”	\$820	\$9,840
SOCIAL SOV: 57%	10 Miles of MKE	Adults 25-45 Interested in Home Safety, Outdoors	\$1,500	\$18,000
DIGITAL DISPLAY AUDIENCE TARGETING	Identified Zip Codes: 53005, 53007, 53022, 53045, 53051, 53122, 53146, 53151, 53210, 53213, 53214, 53219, 53222, 53225, 53226, 53227, 53110, 53129, 53130, 53132, 53154, 53172, 53202, 53203, 53204, 53205, 53206, 53207, 53208, 53215, 53216, 53218, 53220, 53221, 53224, 53228, 53233, 53235	Adults 25-44 Interest in Outdoors / Fishing/ Hiking & Camping/ Ice Skating/ Skiing/ Snowboarding/ Winter Sports / Weather/ Travel / Remote Workers / Work from Home>Home Office	\$2,000	\$24,000
DIGITAL DISPLAY ADDRESSABLE TARGETING		OPTIONS: Likely to move in next 6 months / Renter / Outdoor Activities Enthusiasts / Campers & Hikers / Fishing Homebound and Work from Home – This audience contains individuals at home using various products and services, as well as those that are working from home		
SPECTRUM NEWS 1		Central	\$1,355	\$16,260
SPECTRUM NEWS 1		South	\$1,355	\$16,260
TOTALS			\$7,030	\$84,000

Agency & Client Name (Print)

Client Signature

Date

Spectrum Reach Name (Print)

Spectrum Reach Signature

Date

Spectrum

Packet Pg. 77

Either signature on this order form, or delivery to Charter Communications Operating, LLC (“Spectrum Reach”) of any advertisement, advertising content or other materials of or on behalf of an advertiser or agency (each, a “Client”) for distribution, Client’s agreement to the Spectrum Reach Terms and Conditions, available at spectrumreach.com/terms-conditions and incorporated into this order form as if fully set forth herein, as applicable and as may be amended from time to time.

Recommended Strategy “Z”

5.2.a

Strategy Platforms	Geography	Audience Targets	Monthly Investment	Campaign Investment
SEARCH SOV: 50%	All of WI	“Safe Places to Move in Wisconsin”	\$820	\$9,840
SOCIAL SOV: 57%	10 Miles of MKE	Adults 25-45 Interested in Home Safety, Outdoors	\$1,500	\$18,000
DIGITAL DISPLAY AUDIENCE TARGETING	Identified Zip Codes: 53005, 53007, 53022, 53045, 53051, 53122, 53146, 53151, 53210, 53213, 53214, 53219, 53222, 53225, 53226, 53227, 53110, 53129, 53130, 53132, 53154, 53172, 53202, 53203, 53204, 53205, 53206, 53207, 53208, 53215, 53216, 53218, 53220, 53221, 53224, 53228, 53233, 53235	Adults 25-44 Interest in Outdoors / Fishing/ Hiking & Camping/ Ice Skating/ Skiing/ Snowboarding/ Winter Sports / Weather/ Travel / Remote Workers / Work from Home>Home Office	\$2,000	\$24,000
DIGITAL DISPLAY ADDRESSABLE TARGETING		OPTIONS: Likely to move in next 6 months / Renter / Outdoor Activities Enthusiasts / Campers & Hikers / Fishing Homebound and Work from Home – This audience contains individuals at home using various products and services, as well as those that are working from home		
STREAMING TV AUDIENCE TARGETING		OPTIONS: HHI / A25-54 / Outdoor Activities Enthusiast	\$2,000	\$24,000
STREAMING TV ADDRESSABLE TARGETING		OPTIONS: Outdoor Activities Enthusiast / In the Market for Real Estate		
SPECTRUM NEWS 1		Central	\$1,355	\$16,260
SPECTRUM NEWS 1		South	\$1,355	\$16,260
TOTALS				\$9,030

City of Merrill - Spectrum Marketing Strategy 2023 (9574 - Marketing for 2023 -

Agency & Client Name (Print)

Client Signature

Date

Spectrum Reach Name (Print)

Spectrum Reach Signature

Date

Spectrum

Packet Pg. 78

Attachment: City of Merrill - Spectrum Marketing Strategy 2023 (9574 : Marketing for 2023 -



CREATIVE SERVICES PROPOSAL

Client Name: City of Merrill

Market: Wausau

Account Executive: Lee Peek

Date: 11/14/22

Kernel Contacts: Kim Mathes, Production Account Manager

OBJECTIVE

To persuade people /families to relocate to Merrill, WI where you, and your family can live a simpler, more fulfilling life.

CREATIVE APPROACH

Showcase all Merrill has to offer. A place where the cost of living is lower, a safe and diverse community, with a vibrant and sustainable economy, and a very comfortable quality of life with a huge variety of activities for outdoor enthusiasts.

PROJECT DETAILS

❖ Pre-Production

- Creative Concepts developed by the Kernel Creative Team
- Scripts to be written by Kernel
- Location Scout *Location provided by client
- General Project Management

❖ Production

- On Location Shoot – Includes travel, setup, filming and strike of set
 - 1, 8 hour shoot with limited actors

❖ Post-Production

- Includes editing, basic motion graphics, sound mixing and color grading
- Professional voiceover read
- Music library selection and licensing
- Includes up to two rounds of revisions per commercial



CREATIVE SERVICES PROPOSAL

Creative Options:

Recommended Strategy "X"	Recommended Strategy "Y"	Recommended Strategy "Z"
1 x :30	Long Form Video :60	1 Long Form Video :90
2 x :15	2 x :30	2 x :30
	2 x :15	4 x :15

*:30s and :15s created w/ footage from the long form

DEADLINES

- TV Spots sent for approval: TBD
- All final creative delivered: TBD
- Flight dates: TBD

TOTAL BUDGET

Pre-Production
 + Production
+ Post-Production
 =Creative Production Cost Included with Media Plan



CREATIVE SERVICES PROPOSAL

Change order required for any of the following:

Any revisions to copy after voiceovers have been cut will incur additional fee of \$100 per script.

If on camera talent assistance is needed, Kernel will provide a quote for services.

Any additional rounds of revisions charged at \$150 per hour.

CONFIDENTIAL: This concept and all information contained herein (collectively, "Content") are proprietary to Spectrum Reach, and Client may not use or disclose such Content without obtaining Spectrum Reach's prior, written permission. Client understands that signing this Creative Services Estimate constitutes (1) Client's binding agreement for the provision of Spectrum Reach's production services, (2) approval of the commercial's concept, and related Content, and (3) Client's authorization for Spectrum Reach to commence production services. Any alterations to the commercial's Content made after Client approves of the script will result in additional fees.

I agree to the scope of work for this production based on the plan above.

Client Name: _____

Client Signature: _____ Date: _____

Production Timeline



Thank You for your time and attention!

Town Hall Video

We recommend editing the Town Hall video into sections so that people can view in shorter snippets and at their convenience.

Following are the recommended order and content for each snippet:

1. Introduction: Mayor's comments and introductions.
2. Community comments: Public comments (feel this may be the most relevant to the viewing audience, so moving it to the top).
3. Four facts we must address: This was the opening after "Thank you"
4. Improving community communications: This shared information about our communications efforts.
5. Marketing our community: This shared information about our marketing efforts.
6. Branding our community: This shared information about our branding efforts.
7. Our brand story: This was the reading of our brand story.
8. Our new logo: This shared information about our new logo.
9. Our new tagline: This shared information about our new tagline.

Merrill Branding Town Hall Video Editing

The journey and four facts we must address

Video Time	Visual	Audio
36:09 – 37:25	Video	Video
37:25 – 38:14	Slide_ThankYou_(slide 2)	VO only
38:15 – 39:20	Slide_WhyNow_(slide 3)	VO only
39:20 – 40:16	Slide_Challenges_(slide 4)	VO only
40:21 – 40:35	Slide_Puzzle_(slide 5)	

Video Time	Visual	Audio
:05	Slide_Intro All	No audio – hold slide on screen
33:33 – 34:44	Mayor thanking everyone	video
35:01 - 35:50	Introductions	video
28:05 – 28:54		VO only

Communications

Video Time	Visual	Audio
40:35 – 40:41	Slide_Communications_(slide 6)	VO only
40:42 – 40:00	Video	Video
40:01 – 42:25	Slide_Survey_(slide 7)	VO only
42:25 – 42:34	Slide_ItWorked_(slide 8)	VO only
42:34 – 43:14	Video	Video

Marketing

Video Time	Visual	Audio
43: 13 – 43:31	Slide_Marketing_(slide 9)	VO only
43:31 – 43: 51	Slide_Options_(slide 10)	VO only
43:51 – 44:52	Video	Video
44:53 – 45:14	Slide_Decision_(slide 11)	VO only

Branding

Video Time	Visual	Audio
45:15 – 45:17	Slide_Branding_(slide 12)	VO only
45:17 – 45:47	Slide_Definitions_(slide 13)	VO only
45:47 – 46:24	Video	Video
46:26 – 46:38	Slide_Strategy_(slide 14)	VO only
46:38 – 47:11	Video	Video
47:12 – 47:25	Slide_Audience_(slide 15)	VO only
47:26 – 49:31	Video	Video
49:32 – 50:02	Slide_Promise_(slide 16)	VO only
50:02 – 51:33	Video	Video
51:34 – 51:48	Slide_Attributes_(slide 17)	VO only
51:48 – 52:12	Video	Video
52:12 – 52:58	Slide_Attributes_(slide 17)	VO only
52:58 – 53:12	Slide_Promise_Two_(slide 18)	VO only
53:12 – 53:33	Slide_Pillars_(slide 19)	VO only
53:33 – 54:13	Video	Video

Logo

Video Time	Visual	Audio
56:41 – 56:14	Slide_Logo_(slide 20)	VO only
56:14 – 58:23	Video	Video
58:24 – 1:00:13	Slide_LogoWhy_(slide 21)	VO only
1:00:13 – 1:00:58	Video	Video
1:00:59 – 1:01:18	Slide_LogoNew_(slide 22)	VO only
1:01:19 – 1:02:03	Slide_LogoNew_(slide 23)	VO only
1:02:04 – 1:03:18	Slide_LowerM_(slide 24)	VO only
1:03:18 – 1:03:56	Slide_LowerMTwo_(slide 25)	VO only
1:03:56 – 1:04:44	Slide_LowerMTwo_(slide 26)	VO only

Tagline

Video Time	Visual	Audio
1:04:44 – 1:05:02	Slide_Tagline_(slide 27)	VO only
1:05:02 – 1:05:37	Video	Video
1:05:37 – 1:05:57	Slide_TagHeart_(slide 28)	VO only
1:05:59 – 1:06:43	Slide_CityParks_(slide 29)	VO only
1:04:44 – 1:06:58	Slide_MoreToLife_(slide 30)	VO only
1:06:58 - 1:08:02	Video	Video
1:08:02 – 1:08:27	Slide_TagMeaning_(slide 31)	VO only

Our Brand Story

Video Time	Visual	Audio
1:08:40 – 1:10:32	Slide_BrandStory_(slide 32)	VO only
1:10:32 – 1:10:51	Video	Video
1:10:51 – 1:11:11	Slide_BrandAds_(slide 33)	VO only (update ads)
1:11:11 – 1:12:49	Video	Video

Community Comments

Video Time	Visual	Audio
54:23 – 56:18	Video	Video
1:13:10 – 1:13:25	Video	Video
Where are all the rest of the public comments?????		

You spoke. We listened. AND IT WORKED!

In an effort to share our journey and answer questions on the City's new logo and rebranding process, we held a public forum to hear your voice. About 20 residents attended. Half of them respectfully shared their comments at the podium. The evening ended with a shared sense of pride and excitement, and a united goal to propel Merrill forward.

We know that Merrill has a lot to offer, especially for those looking for a work/life balance in a smaller, friendlier community. Research shows that young people and families are interested in living in a community with year-round outdoor recreation, incredible schools, friendly community, low crime, and affordable housing. Merrill offers all those things, and more.

That's why members of the Marketing & Communications Committee came up with the tagline, *Experience More to Life*.

Experience More to Life reinforces the work/life balance that's important to young people and families looking for a change of pace. It highlights Merrill's year-round outdoor recreation, many parks with plenty of areas to enjoy a picnic, strong sense of community, well-paying jobs, endless opportunities to start a business, good schools, small-town charm, affordable housing options in a friendly neighborhood or on acres of land, and all the big city amenities Merrill has to offer.

In case you missed the City's public forum on how we got where we are, here's a recap of it.

- The Journey: Where the Decision to Market Merrill Began & Formation of the Marketing & Communications Committee (36:06 – 37:08)
- Social Media Works! We Want to Tell our Story and Engage Residents (37:34-39:28)
- Marketing is Just One Piece of the Puzzle (39:26-40:36)
- Why We're Improving City Communications (40:46-43:12)
- Marketing Merrill as a Place for Business and Great Jobs (43:15-45:13)
- Where We Landed & Who We're Targeting (45:24-49:32)
- Merrill's Brand Promise (49:38-55:40)
- A Logo/Tagline is Like a Painting (57:00-58:26)
- Creating an Emotional Connection (1:04:51-1:08:00)
- Merrill's Brand Story & Propelling Merrill Forward (1:08:30-1:10:00)

Questions Answered

- Why does Merrill need a new logo? (58:32-1:01:00)
- Why did we select the logo that we did? 1:01:04-1:02:13)
- Why did we use a lower case "m" or Merrill? (1:02:15-1:04:02)
- What other logo options did we explore? (1:04:02-1:04:50)

*Note: We got recording of one resident speaking at 55:41; however, I'm not sure if it's useable as some parts are interrupted. The recording cuts out at the beginning of public comment.



City of Merrill Chamber of Commerce

Presented by:
Lee Peek and Tosha Palmer

Date:
10/27/2022

Forbes: remote work a factor in moving

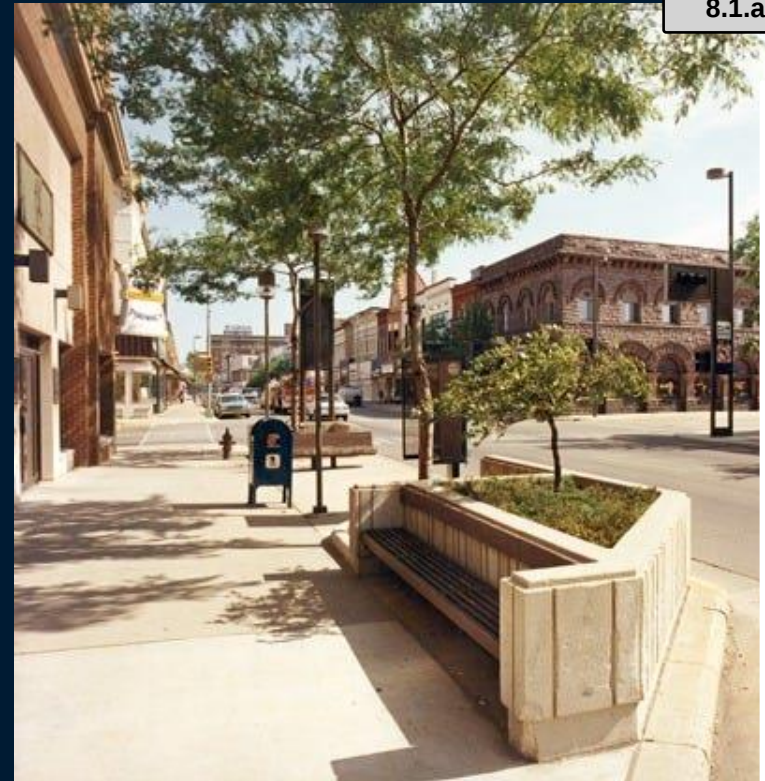
A greater ability to work remote is leading to new migration patterns for U.S. workers

Nationally, 18.9 million people plan to move more than 2 hours from their current location to a place they want to live, beyond commuting distance to their employer

Areas with both high costs of living and many jobs that can be done remotely are more likely to see people move out



Source: Kelly, Jack, "Upwork Study Says 19 Million Americans Plan On Relocating Due To Remote Work—Is This Likely Now That Omicron Subsided?", [Forbes.com](https://www.forbes.com/sites/jackkelly/2022/03/14/upwork-study-says-19-million-americans-plan-on-relocating-due-to-remote-work-is-this-likely-now-that-omicron-subsided/), Mar 14, 2022, web. "Fond du Lac", [Forbes.com](https://www.forbes.com/sites/jackkelly/2022/03/14/upwork-study-says-19-million-americans-plan-on-relocating-due-to-remote-work-is-this-likely-now-that-omicron-subsided/), n.d., web.



8.1.a

Attachment: Spectrum Research Presentation (9576 : Spectrum Research Presentation)

Packet Pg. 90

Job/Relocation statistics



26% of young workers expect to change jobs when the health crisis has subsided. 80% are concerned for their career growth.



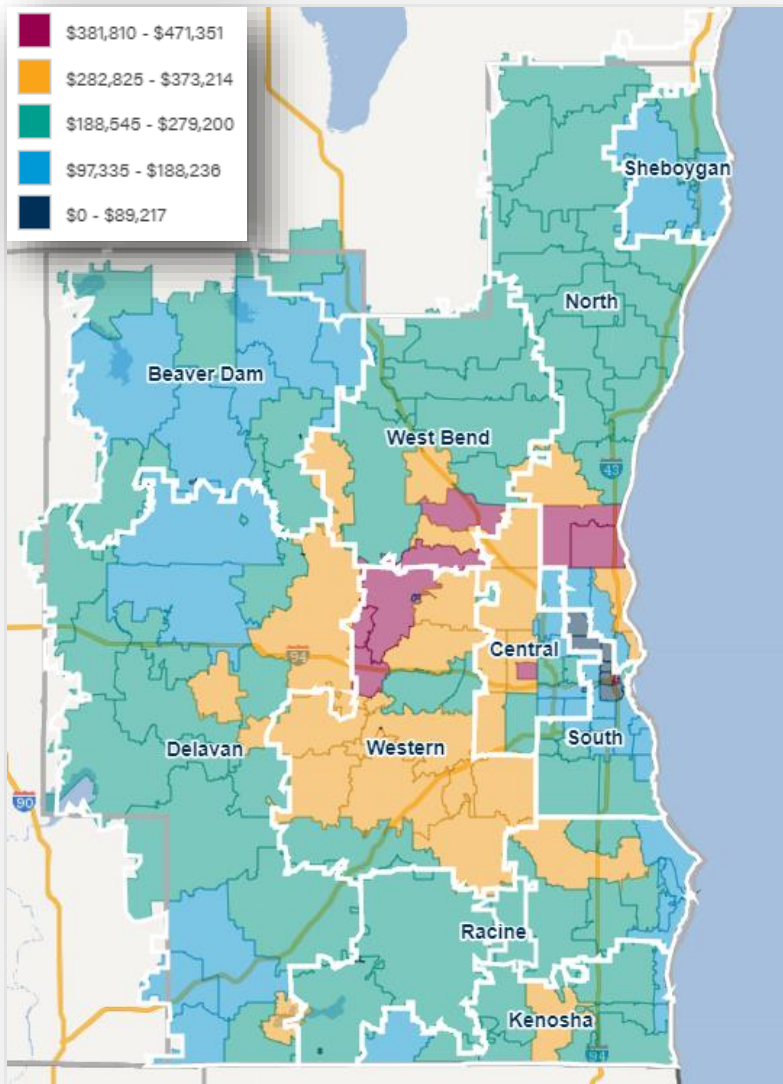
Virtual job fairs have replaced in-person events and are likely to remain after the health crisis subsides.



A survey found that vacation home buyers are skewing younger. Industry professionals believe that for many, the ability to work remotely, even part of the time, has led to a boost in sales of these homes.

Source: Stoller, Kristin. One Third Of Millennials Plan To Quit Their Jobs After The Pandemic—Here's Why, And What Employers Can Do. 6 Apr. 2021. forbes.com. Web. 26 Jul. 2021. Maurer, Roy. Career Fairs Go Virtual in Pandemic. 18 May. 2020. shrm.org. Web. Jul. 2021. "Vacation Housing Market Continues to Evolve." BuilderOnline.com, 1 Dec. 2021. Web. 7 Dec. 2021.

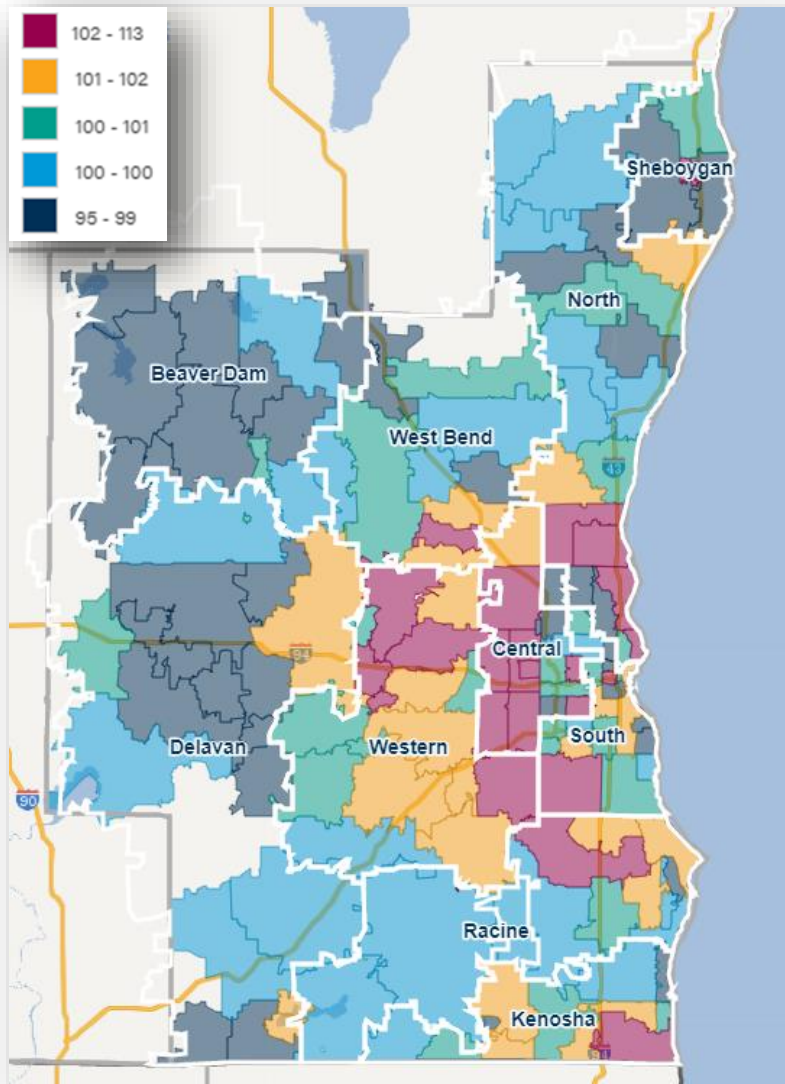
Areas with higher costs of living



City (Zip Code)	Median Home Value
53097 (Mequon)	\$471,351
53203 (Milwaukee)	\$435,593
53092 (Mequon)	\$412,522
53122 (Elm Grove)	\$410,661
53017 (Colgate)	\$403,802
53029 (Hartland)	\$402,717
53058 (Nashotah)	\$398,373
53076 (Richfield)	\$390,614
53018 (Delafield)	\$381,810
53069 (Okauchee)	\$373,214
53125 (Fontana)	\$363,657
53045 (Brookfield)	\$359,980
53072 (Pewaukee)	\$354,164
53217 (Milwaukee)	\$353,742
53183 (Wales)	\$353,571
53211 (Milwaukee)	\$351,565
53119 (Eagle)	\$348,926
53012 (Cedarburg)	\$345,429
53118 (Dousman)	\$341,576
53066 (Oconomowoc)	\$338,764
53153 (North Prairie)	\$331,311
53150 (Muskego)	\$330,575
53191 (Williams Bay)	\$325,502
53005 (Brookfield)	\$324,765
53033 (Hubertus)	\$319,760

Source: AMS-CableTrack Q3 2022; Neustar – ElementOne 2022, Run Date: 10/17/22

Areas with higher concerns about crime (index)



City (Zip Code)	Index
53167 (Rochester)	113
53192 (Wilmot)	112
53233 (Milwaukee)	108
53122 (Elm Grove)	105
53005 (Brookfield)	104
53211 (Milwaukee)	104
53045 (Brookfield)	104
53044 (Kohler)	104
53213 (Milwaukee)	104
53097 (Mequon)	104
53092 (Mequon)	104
53150 (Muskego)	104
53217 (Milwaukee)	104
53183 (Wales)	104
53018 (Delafield)	104
53029 (Hartland)	103
53126 (Franksville)	103
53146 (New Berlin)	103
53151 (New Berlin)	103
53158 (Pleasant Prairie)	103
53132 (Franklin)	103
53046 (Lannon)	103
53219 (Milwaukee)	103
53072 (Pewaukee)	103
53033 (Hubertus)	103

Interpretation: Households in Rochester, WI are 13% more likely (index 113) to worry about violence and crime

People more likely to move & change jobs

Approximately 4% of the population in Milwaukee are planning to both move and look for a new job within the next year

58%

Age 18-34

60%

Female

47%

Household
income
\$50,000+

60%

Renters

35%

Have children
in household

57%

Never
married

68%

Some college
or higher

37%

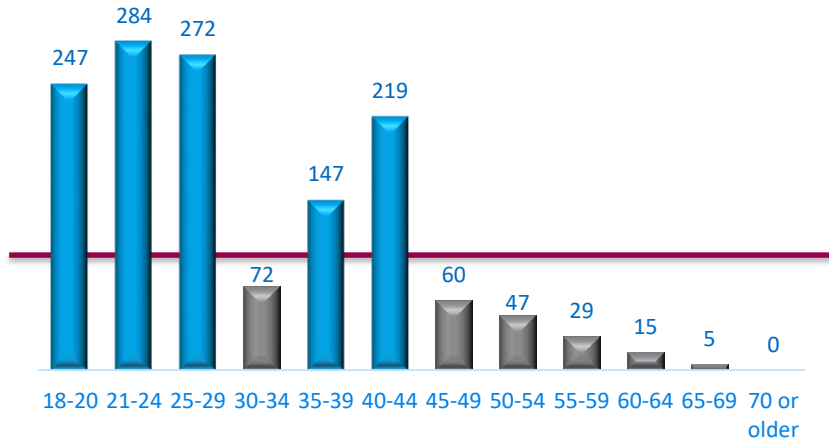
White collar
workers
30% Blue collar

The occupations more likely to consider moving and new jobs: are service sector jobs (20%), sales & office (16%), and construction/maintenance (6%)

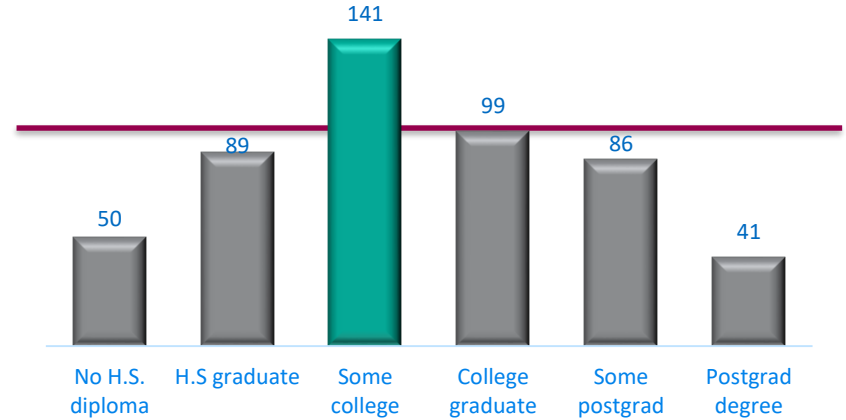
Source: Nielsen Scarborough Milwaukee, WI 2022 Release 2 & 2021 Release 2 Total (Jun 2020 - Jun 2022), Base: Adults 18+, Target: Lifestyle changes personally plan to make next 12 months: Find a new job AND Move/change address. Extrapolated by Prime Lingo.

Demographic breakdowns: People considering a move

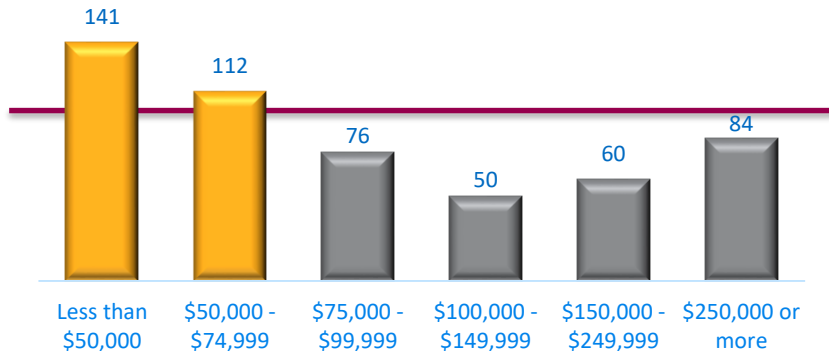
Age (index)



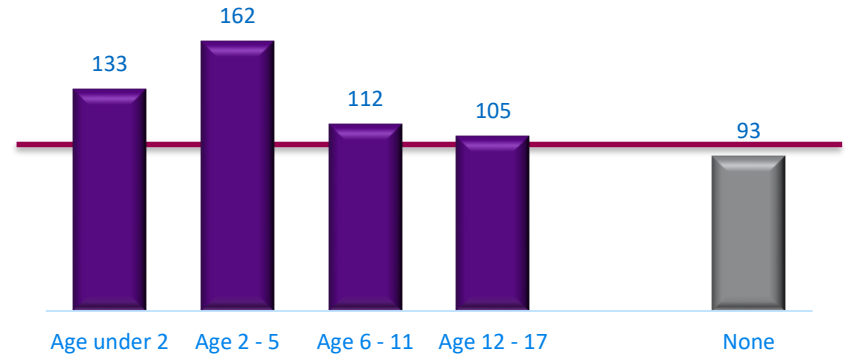
Level of education (index)



Household income (index)



Age of children (index)



Data interpretation: People considering relocating and changing jobs in Milwaukee are 147% more likely (index 247) to be between the ages of 18-20.

Television & Online lead in Consumer Action!

Asked where they had seen or heard an ad that led them to respond or take action, both better job seekers and home buyers responded that ads on a social network was the #1 medium that prompted their action. Sponsored search was the #3 medium, and television ads were #4.

Advertising Medium	Job Seekers	Home Buyers
Ad on a social network	66%	73%
Smartphone app/text message	63%	71%
Sponsored search result	62%	71%
Television (traditional, including cable or satellite subscription)	61%	71%
Streaming TV advertising	60%	68%
Ad before/during online video	57%	59%
Ads/coupons in mailbox	57%	68%
Internet banner ad	55%	63%
Emailed ad/newsletter	55%	64%
Radio	51%	58%



Source: 2022 AudienceScan study of US online Adults 18+, Sales Fuel, Inc. Adults who have a personal goal of getting a new job within the next year in the United States

Connecting with people more likely to relocate for work

66% watched cable television networks in the past week an average of 2.3 hours per day

87%

of job and residence changers subscribe to a Video Streaming Service



89% Visited

search websites in the past month



85% Have

a Connected TV device or Smart TV



84% Used

Facebook or Instagram in the past month



13 Hours

spent online each week



18 Hours

spent on social media each week

Recommended networks

BET★

[adult swim]

COMEDY CENTRAL

animal planet

amc

CNN

MTV

ESPN

FX

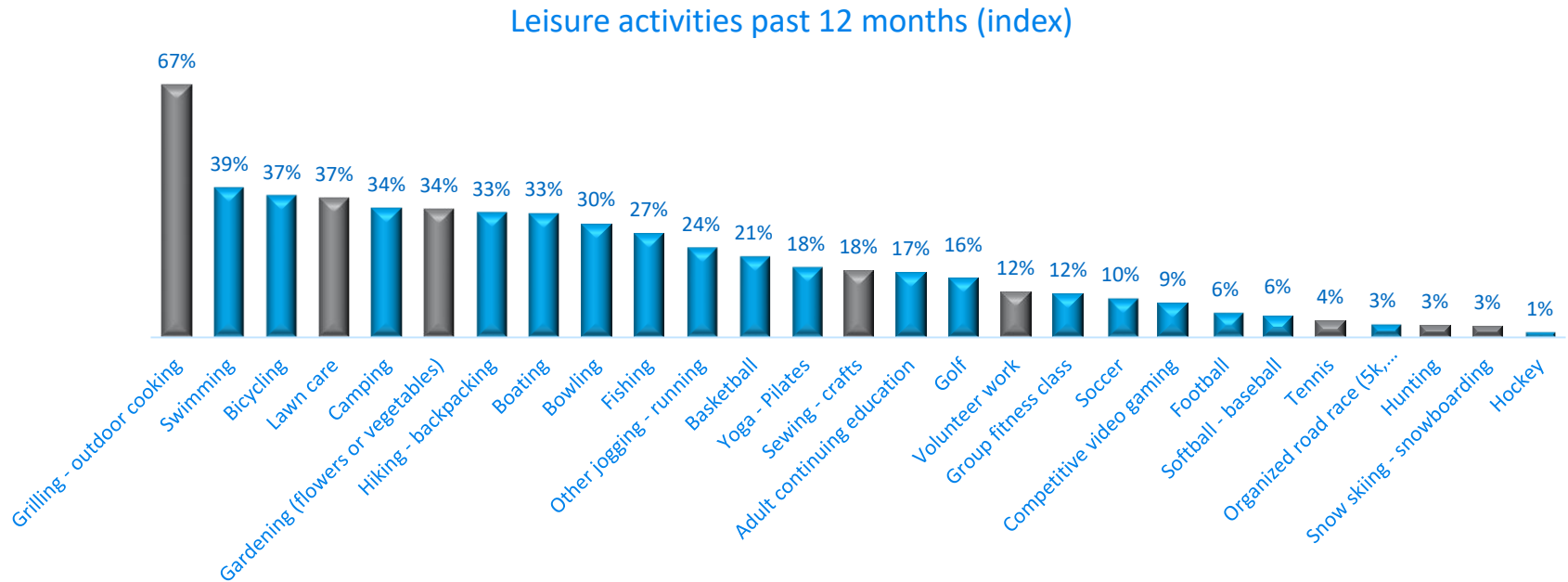
truTV

42% looked at real estate listings, and 33% looked at job openings, in the past 30 days

Source: Nielsen Scarborough Milwaukee, WI 2022 Release 2 & 2021 Release 2 Total (Jun 2020 - Jun 2022), Base: Adults 18+, Target: Lifestyle changes personally plan to make next 12 months: Find a new job AND Move/change address. Extrapolated by Prime Lingo. Recommended nets by QTV (reach times index)

APPENDIX

Top Leisure Activities



- The top activities that potential residence/job switchers were more likely to do (index) are: soccer (208), bowling (184), basketball (163), camping (154), yoga/pilates (154), adult continuing education (152)
- The activities they were less likely to participate in were grilling, tennis, sewing/crafts, gardening, volunteer work, lawn care, snow skiing, and hunting

Source: Nielsen Scarborough Milwaukee, WI 2022 Release 2 & 2021 Release 2 Total (Jun 2020 - Jun 2022), Base: Adults 18+, Target: Lifestyle changes personally plan to make next 12 months: Find a new job AND Move/change address. Extrapolated by Prime Lingo.

Jan. 19, 2023

Marketing & Communications Monthly Report by Chantel Kuczmarski

Description: The Communications Consultant is responsible for communications that consistently and adequately inform Merrill community residents and local businesses about issues, programs and initiatives that will have a direct impact on them or their neighborhoods and to regularly engage individuals in open and meaningful dialogue. The Communications Consultant will provide a central point of contact for City internal and external communication efforts.

Community Outreach

- Participated remotely in AAC's Executive meeting.

Media Relations

- Submitted info on the winners of Merrill's Holiday Decorating Contest and sent to local media outlets.
- Worked on City's messaging for 2023 Visitor's Guide.

Website Enhancements

- Working with GovOffice to update the City's website.
- Have access to new website.
- Revising sitemap of the City's website.
- Creating web pages and content

Internal Communications / City Communications

- Worked on communications recapping the town hall meeting.
- Ordered plaques for Merrill's Holiday Decorating Contest.
- Created map for Merrill's Holiday Decorating Contest, and posted on website and social media.
- Worked with staff to post misc. messages on the City's website and Facebook page. (*Ex: office closures, Christmas tree pickup, holiday garbage schedule, misc. announcements, etc.*)
- Created story about new housing developments in the City.
- Please contact me if you have any City communication needs/suggestions.

Photography

- Building photo gallery.
- Got images of Merrill's Holiday Decorating Contest and sent to media outlets.

Digital Marketing

- Contacted Midwest Communications to get a proposal to compare to TDR and Spectrum.

Social Media Updates

- Created a social media policy.
- Created onboarding plan for Hallie.
- Working on social media messaging for 2023.
- See analytics for December 2022.
- *We are unable to have members of the public post images in the comment section.