



## PowerPlayRadio Network

### OVERVIEW & PURPOSE

Thank you for allowing ProBizCa and our team the opportunity to present our business strategy & professional services to you. It was a pleasure meeting you all and we look forward to building a long-term partnership that leads to great success for "PowerPlay Radio Network" (PPRN) and all the future extensions including Training Sessions, Satellite Studios and Command Center.

Through our integrated marketing proposal, we will execute a results-oriented business strategy and promote your brand, establish stronger processes and support existing/ future clients and help your company grow overall. Our agency will effectively become your marketing department. ProBizCa+ will develop and implement the company marketing strategy, develop branding tools, develop new business and drive positive Return-On-Investment.

### Goals

Our primary goal is to help PowerPlay Radio Network become "THE" premiere independent video/audio turnkey studio and service provider of informative and entertainment online content.

*"Radio from a TV point of view" - Don & Trudy Willis, PowerPlay Radio Network founders.*

### Scope of Services/ Our Deliverables

**"Go-to-Market" Business Strategy & Consulting** - Assist with current and future plans to develop, market, grow and manage your business plan. This will include Branding, Digital Development, Database Development/Management, assistance with Social Media & Online Marketing, Strategic Partnerships, Minority Certification, ISD School Program Development, Staff Recruitment & Internship Program

**Training Sessions** - We will create and deliver activities and resources to guide PPRN clients toward better Marketing Strategy including *branding, social media, website/digital development, SEO/SEM, PPC and PR efforts*. (Weekly, bi-weekly, monthly and quarterly sessions online and offline TBD)

**Website Update/Redesign** - An overhaul of the existing PPRN website to create a new interactive website that will be a user-friendly hub for all network shows. Website will include:

- All New and Archived Shows
- Hosts/Bios Directory
- Studios and Equipment
- Resources
- PowerPlay Staff & Bios
- Events and Training Information
- Partners and Sponsors
- PPRN Contact Information
- Digital Application & Host/Guest Form Submissions



**Create a PowerPlay Radio Network ProBizCa HUB** - This will allow you to promote your business by putting the network & shows in the palm of your supporters hands including listeners, sponsors and future hosts. Also, be able to collaborate on a consistent basis with trackable activity, marketing automation and real-time analytics.

**Podcast Posting** - Make sure all shows & episodes are distributed to ALL podcast directories for maximum exposure, consumption and analytics including, but not limited to *Apple Podcasts, Spotify, Google Podcasts, iHeart Radio, Pandora, Stitcher, TuneIn Radio and Castbox.*

**Establish PPRN YouTube Channel** - Make sure ALL video shows are uploaded to a PPRN YouTube page. By uploading a podcast to YouTube, it can more than double the size of the show's digital footprint. It gives exposure on a platform that billions of people browse every day. It's another key way to let the target audience consume PPRN content wherever they are. Also, many podcasters are creating a separate channel for clips letting podcasters take advantage of YouTube's recommendation algorithm, which surfaces content on specific subjects a viewer is already interested in.

**Offer a ProBizCa/ProBizCa+ Kits** - This includes the Digital Business Card HUB and related services, Lead Management, Email Marketing, Social Media Management, Real-time Analytics. These will be available and offered to existing and new PPRN clients as additional tools for business success.

**Timeframe (TBD)**

(30-45 days)	(45-90 days)	(90+ day)
<b>Phase I</b>	<b>Phase II</b>	<b>Phase III</b>
<i>Explore &amp; Envision</i>	<i>Expedite &amp; Execute</i>	<i>Evaluate &amp; Enhance</i>
Business Strategy & Consulting, Training Sessions, ProBizCa Kits, Podcast Posting, PPRN YouTube Channel	Website Redesign & Programming, PPRN ProBizCa, Marketing Collateral development	*Mobile APP Planning, Pre-recorded Online Video Training, Website Maintenance

**YOUR INVESTMENT**

Below is our estimated budget based on the scope of services outlined in this proposal. Our fees are based on the time required and services rendered and will be billed at the all inclusive fixed rate for the contract completion period starting from the date of signed contract.

**Proposed Integrated Consulting, Marketing & Development Total ....\$5,000 (\$8,500 value)**

**What would you like the next steps to be?**