

Scope of Work February 15, 2022

2022 Marketing Program

Prepared for CAFII

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Overview

At our core, Operatic is a creative digital agency that solves complex business challenges with data-inspired strategy. Our strengths include research, creative and digital strategy, performance marketing, design including UX/CRO, and the development of websites/platforms/tools that better connect brands with their intended audience segments. We have a proven ability to produce deliverables that exceed our clients' expectations on time and on budget. To learn more about our approach and the value it drives for our clients, please [visit our website](#).

But enough about us, we're here for you and based on our discussions, we understand CAFII's objectives for this year to be; increased organic visibility and the enhancement of user experience / engagement. In this proposal we've included the following tactics which we've discussed with you in order to meet the above noted objectives:

1. Video
2. Website
3. SEO
4. French Website Enhancements
5. Google Business Profile
6. Reporting & Strategy

We looking forward to continuing our long standing partnership.

Video

Continuing with our series, we'll create one 60–90 second on-brand, motion graphic video covering the topic of your choosing. As always, the animation will be produced in both English & French, and deployed on your website. Once you've determined the video topic of your choosing, our process will be as follows:

Pre-Production:

1. CAFII will provide English and French scripts which read no more than 90 seconds to Operatic
2. Operatic will storyboard the English script for CAFII review and feedback
3. Operatic will complete one-round of revisions incorporating CAFII's feedback
4. CAFII will sign-off on the script and storyboard for production

Production:

5. Operatic will complete a rough-cut English animation (with FPO voiceover for pacing purposes only) as well as options for voice over talent and music
6. CAFII will provide feedback on the animation, and their selections for voice over talent and music
7. Operatic will complete the final English animation including voice over and music
8. CAFII will review the English animation and provide feedback
9. Operatic will complete one-round of revisions and minor graphic updates as needed
10. CAFII will sign-off on polished English animation output
11. Operatic will create the French animation including voice over and music
12. CAFII will review the French animation and provide feedback
13. Operatic will complete one-round of revisions related to pacing
14. CAFII will sign-off on polished French animation

*Please note that adaptations to this process may result in scope change orders.

Website

This year, we'll continue to improve your website's user experience through the following:

FAQs

We'll research the top 5 FAQs not currently addressed on your website and will provide them to your team so they may create responses. From there, we'll take the approved content you provide and will design/develop it into the website on the appropriate pages.

Once complete, we'll work with you to categorize all of the FAQs on the website into distinct and organized subsections, and will create a search functionality so users can more easily find the answers to their questions.

Event Page

We'll create a new event page on the website with blog-style functionality. We'll move all of your existing webinars and recordings from the Research page to the Event page, and in doing so, we'll ensure any necessary optimizations are in place.

Website Hosting, Maintenance & Support

Your retainer will continue to cover the activities listed below, as well as the implementation of of this scope of work (ie. uploading work to your website and testing).

- Hosting fee for your website
- SSL certificate fee, attack mitigation and DNS services – keeping your websites secure
- CDN fee – contributing to speeding up your website
- Automated backups – providing an up-to-date backup to rely on
- Uptime monitoring – proactively flag challenges with your site
- Proactive maintenance of any small hiccups and tweaks that are inevitably required to keep your website running smoothly
- Front of the line access to our website support team.

Search Engine Optimization

A continued focus on search engine optimization is necessary to improve your website's organic visibility – ensuring that it's found by the right people at the right time. We'll improve your websites visibility through the following:

Keyword Research

First, we'll conduct updated keyword research to better understand the way that your audience is searching for topics relevant to your association. This keyword research will guide all of our search engine optimizations. Once complete, we'll book a review session with you to share our findings, and garner your feedback – ensuring we've covered everything and that we're on the same page. Once, your feedback has been incorporated, we'll lock down the new set of searches that we'll be monitoring for results moving forward and we'll conduct a gap analysis on your website, to identify areas of opportunity.

On-page Optimization

Secondly, our SEO specialists will create an action plan for applying the above research to your site through technical optimizations. Once complete, they'll work hand in hand with the lead web developer to iteratively to make enhancements on your site to drive improvement in your rankings.

Link Clean Up

Additionally, we'll scan the links on your website and will evaluate the performance of each of them. From there, we'll develop a roadmap to identify which links need to be removed, which need to be updated, and identify new linking opportunities. From there we'll work to continuously improve your backlink profile by executing against the roadmap.

French Website Enhancements

We'll improve the experience of those searching for your website in French.

Keyword Research

First, we'll conduct French keyword research to determine the terms your audience is using to search for topics related to your association.

Search Experience Analysis

Once we understand how your audience is searching in French, we'll leverage the research to better understand the current experience they're presented with. From there, we'll implement enhancements which will include a combination of the most impactful elements below:

- URL Structure
- Title Tags
- Meta Description Tags
- H Tags
- Image Alt Tags
- 301 Redirects

Google Business Profile

Your Google Business Profile is an integral part of your online ecosystem, taking up valuable real estate within the search engine results page. Ensuring that you show up for searches related to your association has been a key focus of our activities in years past. This year, we're going to work towards having more visitors pass through your profile to your website, by enhancing the user experience.

That will include:

Images & Video

We would like to continue to leverage any existing photos and videos – uploading any assets that you can share, or that we create (for example the videos that we are finishing, or creating this year).

Review Building

We would also like for you to request reviews from your networks. Ideally that would span, members, regulators and end-users wherever possible. We'll provide instructions that you can share with your network in order to make this as seamless as possible. Your 2022 goal needs to be an absolute minimum of 5 reviews. 10 would be a better accomplishment. To give perspective, 50 is your long-term goal. Once reviews are published, we'll work with you to respond to the reviews.

Posts

Posting on Google Business Profile allows you to share up to date and relevant information with your audience. We'll create a content calendar that aligns with your business goals, key messages, and

upcoming events. Once approved, we'll create and publish two posts per month on Google Business Profile.

FAQ / Responses

Leveraging the top FAQs from your website, we'll pose one question per quarter on your Google Business Profile, and we'll answer it with the pre-approved responses.

Reporting & Strategy

We'll prepare one Executive Presentation with data on performance, insights, recommendations. This will be presented to the CAFII board, and will include one round of revisions before a presentation to the broader CAFII group. This will be presented by our CEO, Chris Barrett at the start of 2023. Additionally, we'll create 2023's recommendations and strategy for your review and approval.

Project Governance

What About Feedback?

Feedback is an important part of our process, so addressing it needs to be a part of our workflow. Throughout our program (we'll need you to be especially active out of the gate), you will be given the opportunity to review and provide feedback before deliverables are implemented. We have included one round of revisions for all deliverables in this proposal. Should additional feedback be given after approval is received or one round of revisions is already completed, a Change of Scope Order will be required.

We ask that you do your best to be timely with your feedback so that we may keep your deliverables on time. We understand that from time to time unanticipated challenges arise which delay feedback from you. If this does occur, we'll communicate the effect of the delay on your project timeline.

Scope & Scope Changes

We're partners and as such will deliver what we've scoped in this document, whether or not we're on a budget. That said, from time to time new information, needs or wishes arise from our partners and it's important to note that anything that does not fall within this document is out of scope. When this occurs, our team will be diligent in ensuring that you're aware of the options you have available to you, as well as the pros and cons of each option. In cases where changes are determined to be necessary, a change request will be processed as follows:

- Operatic will create a Change of Scope Order that documents the relevant information, including but not limited to:
 - Description of the change
 - Rationale
 - Impact assessment
 - Effort
 - Associated incremental investment to implement the change
- This Change of Scope Order will be submitted to you and reviewed for final approval before we proceed.

Investment

Item	Investment
Video	\$11,000
Website	\$8,500
SEO	\$8,500
French Enhancements	\$3,500
Google Business Profile	\$5,500
Reporting & Strategy	\$3,000
TOTAL	\$40,000

Terms and Conditions

- Investment is shown in CAD and does not include applicable taxes.
- 25% due upon acceptance of this proposal
- 25% due on July 1st, 2022
- 25% due in October 1st, 2022
- 25% due December 1st, 2022
- All Invoices are net thirty (30).
- Operatic reserves the right to charge a late interest fee of 2.75% per month on invoices past due thirty (30) days.
- Accepted payment methods include cheque, EFT, and credit card. A 2.75% processing fee will apply to all credit card transactions.



Signature of authorized representative
February 15, 2022

Signature of authorized representative
Date:

