



# DIGITAL MARKETING CENTER



## PROJECT PROPOSALS & OVERVIEW

SPRING SEMESTER 2024

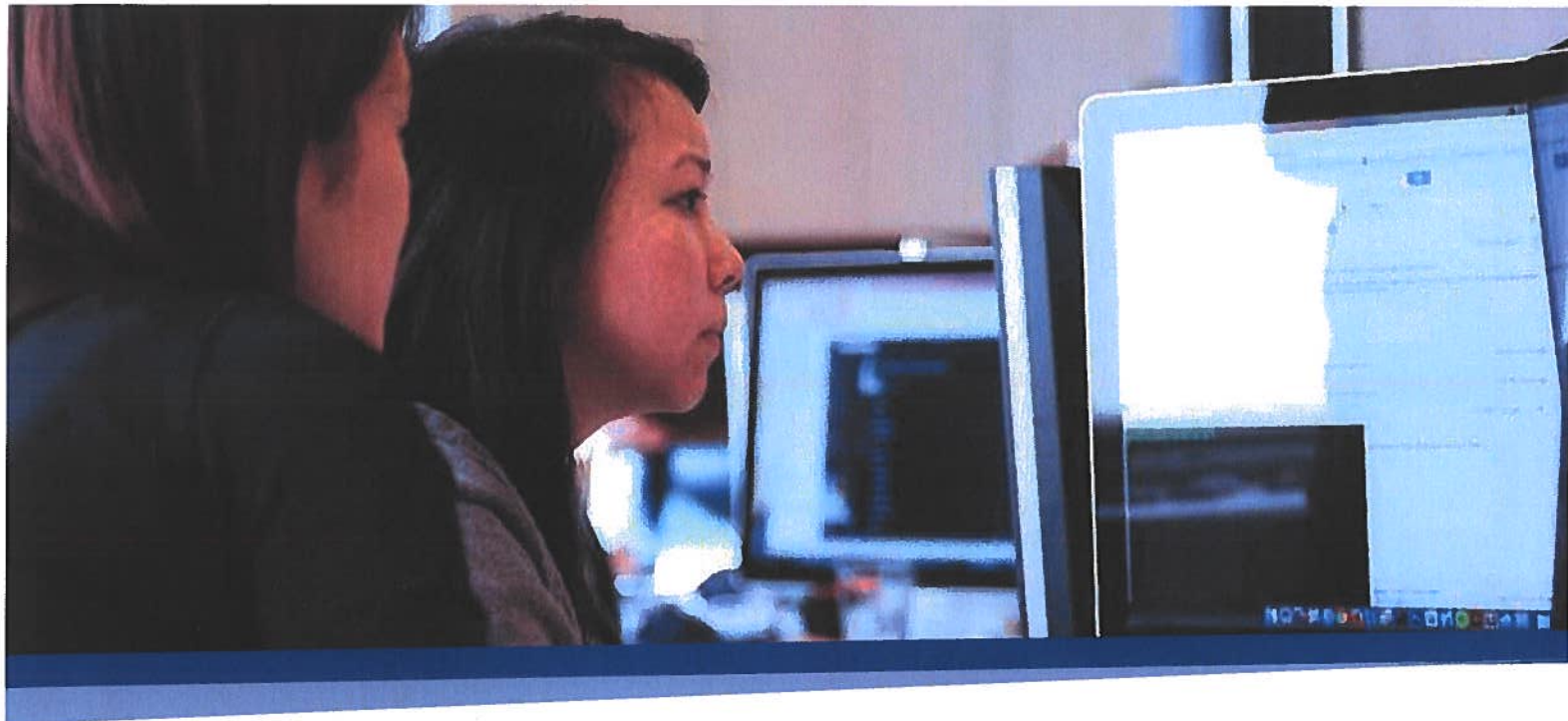
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The Digital Marketing Center (DMC)  
at Baldwin Wallace University helps students to  
be successful in today's job market and enables  
brands to thrive in the marketplace when faced  
with opportunity, challenge & change.





# About the Digital Marketing Center

## What is the DMC?

The Digital Marketing Center (DMC) at Baldwin Wallace University creates opportunities that help students to be successful in the job market while enabling Northeast Ohio businesses, nonprofits, public agencies and other organizations to thrive.

We have helped clients to:

- Launch or re-launch a service offering
- Develop and promote a new website
- Understand and outpace the digital presence of chief competitors
- Revitalize social media efforts
- Leverage CRM and marketing automation

The program develops strategies that involve search engine optimization, content strategy, social media, email marketing, marketing automation, and other key tactics.

Fees and deliverables are customized to each client's specific needs, and students are matched with projects based on the skill sets required to meet those needs.

## Who is the DMC?

Each client has a dedicated student or team of student specialists who will develop and deliver your strategy and related tactical content. Teams work under the supervision of the DMC director, a full-time professor and experienced consultant who teaches courses in digital marketing, analytics and content.

## Who Do You Serve?

We work with brands across industries. Our complete client list is available upon request.





# Going to Market in the Age of AI

*Leveraging artificial intelligence to help CM&Co. expand its reach among key audiences and pave the way toward growth.*

The purpose of this project is to develop, deliver and direct a content-focused marketing AI operations and implementation plan for Carleton McKenna. This plan will involve an exploration of tools, applications and best practices to determine which approaches and platforms will offer you the most value. **Our goal: Provide a protocol and toolset that not only expands your reach through new and expanded content and tactics but also helps your marketing communications operations achieve more in less time.**

Administered by the Digital Marketing Center (DMC), this project will be an excellent opportunity for talented BW students with related, prior experience to provide outsourced digital marketing support for a dynamic business in the highly regulated financial industry.

The project will kick-off in mid-January and last through mid-May 2024. A team of students selected especially for this engagement will work remotely throughout the project. The client will need to provide subject-matter-expertise, access to platform accounts and assets, and approvals on deliverables. The director of the DMC will act as a relationship manager and liaison to both parties. The client will own all deliverables and have access to all aspects of its digital presence throughout the engagement and beyond.



## How can marketing AI support investment banks?

AI tools can help repurpose existing, approved, and compliant content into other forms of promotional communication. AI can also improve ROI reporting, offer customers personalized content, and, among other ways, help the bank's marketing team make effective decisions.

## High-Level Goals

The "Why?"

### Identify Best Practices

To review the marketing AI landscape as well as other similar brands to reverse-engineer and improve upon their tactics.

### Build Awareness & Preference

To position the client as the go-to investment bank among its targets.

### Amplify Your Message

To help you extend your current digital footprint through new channels.

### Find the Right Tools

To test various marketing AI tools and apps across various use cases, evaluate them, and recommend a specific toolset.

### Act On Analytics

To make decisions based on your measurable goals, SEO research, performance metrics and other key data.



## An effective marketing presence is a connected one.

**Marketing AI can connect the dots.** Search engine data helps us understand what prospects are looking for. This can inform new content for your website, which can in turn be promoted via your social channels.

Social performance data can provide insight into what engages followers, which can lead to loyalty program content. New web and social content can then be recycled into email content and other promotional tools.

# Deliverables

## The "What?"

### Market Deep Dive Deck

We'll start with a review of your presence and content performance, analyze the marketplace and regulations, examine current AI offerings and analyze the digital marketing presence of similar and complementary businesses.

This deck will provide context to help in choosing the right AI tools and techniques for you. We'll show you what's possible for CM&Co. in terms of marketing AI.

The review of the CM&Co. digital presence (web, email and social) will include the use of industry-standard applications like Semrush and SpyFu.

### Content Audit & AI Evaluation

To set benchmarks, test AI tools and further understand your potential reach, we'll review your existing marketing content repository. The outcome of the audit will guide the selection of AI tools and demonstrate new processes for repurposing content.

### AI Operations Workflow

These step-by-step workflows will detail which AI tool to use for which specific need and goal.

## Following the Guidelines

Our marketing AI work aligns with the Marketing AI Institute's Responsible AI Manifesto and the FINRA Artificial Intelligence (AI) in the Securities Industry resource.

Think of this as a checklist and protocol for creating new content from your repository and what to do with that content from start to finish. We'll also cover using an AI prompt library and reviewing generated content for errors, hallucinations, compliance, and clarity, as well as developing an AI policy or similar resource.

Lastly, since AI evolves so rapidly, we'll create workflows and resources to help you stay current and pivot your tech stack and use cases as needed.

### Website & Search Optimization

The team will provide a suggested new sitemap and navigation plan, keyword research, search engine ranking opportunities, and other assets that can assist you with a larger, broader website overhaul in the future.

## Project Phases

### The "How?" and "When?"

#### Discover

We'll kick off with a high-energy information-sharing session to gather insights on your goals and objectives as well as challenges within the industry.

#### Define

We'll present a scope of work, AI tool budget and the Market Deep Dive. The SOW will list the platforms and use cases you would like us to explore further.

#### Develop

Upon approval of the scope of work and strategic direction, it's showtime! The team will get to work on deliverables in priority order, checking in with you as needed or on a set schedule, depending

on your preferences and availability. The need to purchase/create accounts on AI platforms may commence at this time.

#### Deliver

The team will finalize each of the above deliverables for your review and will present them during our final team meeting of the semester.

This phase also includes plans for transitioning the marketing AI function in-house, such as training and handing off deliverables. Once students off-board the project, the DMC director can assist with any additional implementation or assistance.

*Note: Most DMC meetings are virtual to maximize the students' schedules. Student teams meet 1x/week and work remotely in between meetings with goals for each sprint.*





## Budget

### The Value

The fees involved in your engagement are far more affordable than those of an outside agency – for about the same cost as hiring an intern for one semester. However, instead of one individual intern providing a limited number of service hours each week, you will benefit from a team of talented students eager to apply what they learn in the classroom to enhancing your digital presence alongside a professional mentor.

#### PROJECT

#### MARKET RATE

#### CM&CO RATE

Digital Strategy &

Initial Implementation

\$5,500.00

\$3,000.00

- *\*The budget would depend on the scope approved by the client at this time. This represents an average cost of the implementation and management services listed on the previous page.*
- *The project fees can be billed in up to 4 equal installments during the timeframe of each project.*
- *This budget is for services only, and does not include external costs for your marketing communications operations. Such costs include AI subscriptions, marketing automation platforms, website hosting, and other third-party fees.*

#### Approved By

EMILY KUZNIK

Name of Client Representative

Emily Kuznik

Signature of Client Representative

12/11/23

Date

4

Number of Invoices (1,2, 3 or 4)

## Next Steps

### Where We Go From Here

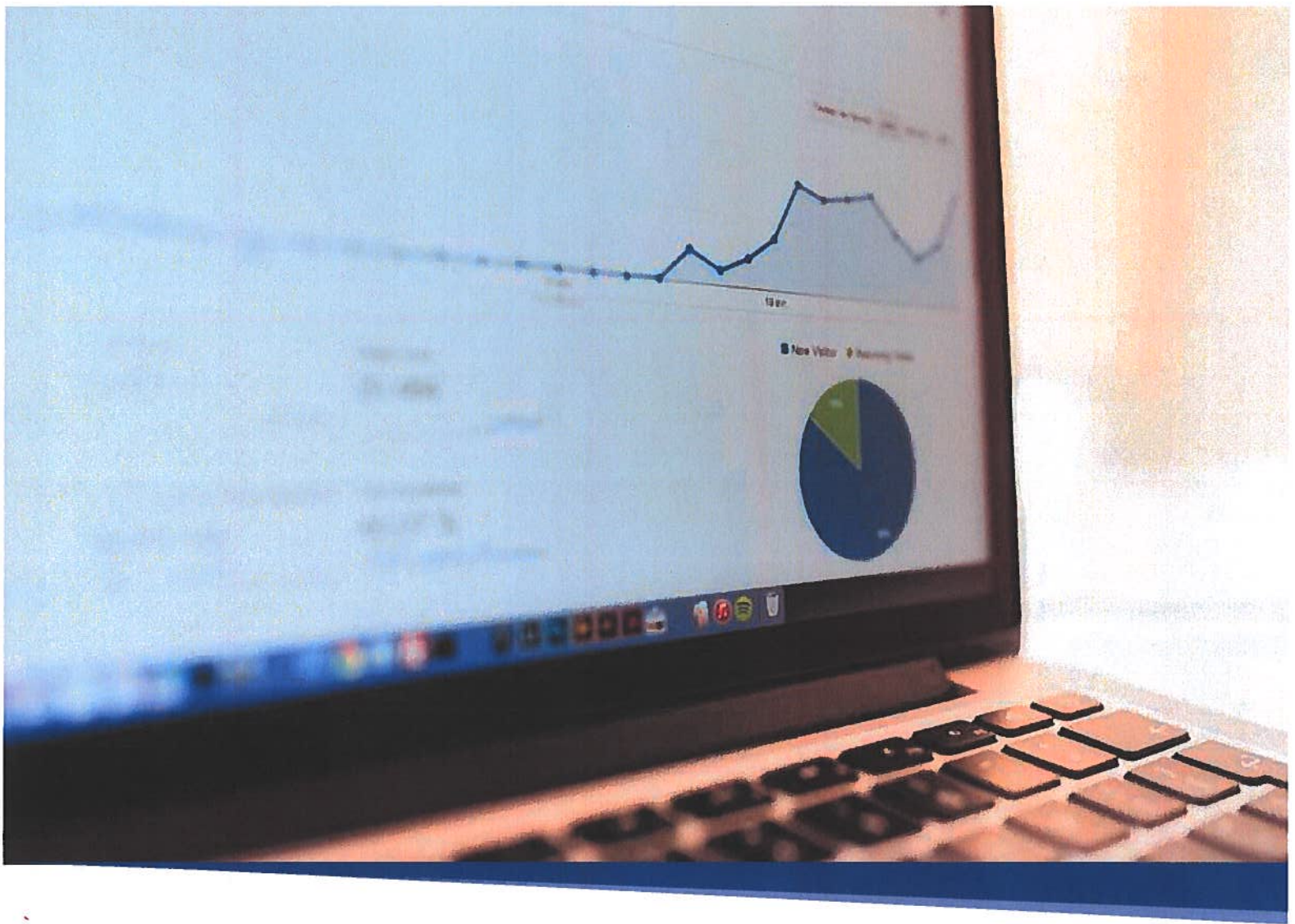
**We are excited by the prospect of helping you meet your goals.**

**This will be a wonderful project for our students and a great value for your brand.**

After reviewing this proposal, Tim Marshall, the DMC director, can answer any questions you may have. Tim can be reached at [tmarshal@bw.edu](mailto:tmarshal@bw.edu) or by calling 440-826-2792.

Once you approve this proposal, the DMC will be in touch with next steps to prepare you and the students for the engagement.





**DIGITAL  
MARKETING  
CENTER**

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