

**DIGITAL
MARKETING**



Project Proposal

**RECEIVE GOD'S VISION
RGV ROAD TO RECOVERY.**

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Recovery)

Introduction

REACHING HEARTS, OFFERING HOPE: A DIGITAL MARKETING STRATEGY FOR RGV ROAD TO RECOVERY.

Across the Rio Grande Valley and beyond, countless individuals battle the grip of addiction, homelessness, and similar challenges. Shame, isolation, and limited access to resources often stand in the way of their path to healing and personal development. RGV Road to Recovery, a Christ-centered program, offers a beacon of hope. They provide a holistic approach to recovery, built on faith and a supportive community.

This proposal outlines a comprehensive digital marketing strategy that leverages the power of the internet and social media to:

- Increase awareness of RGV Road to Recovery within the RGV community.
- Offer a lifeline to those struggling with addiction by highlighting our program's unique strengths through compelling content.
- Drive website traffic, generate program inquiries, and foster connections with individuals seeking hope and transformation.

This strategic plan utilizes various online platforms, including social media, to connect with the target audience and amplify RGV Road to Recovery's message of hope and healing.

Objectives

The goal is to boost RGV Road to Recovery brand awareness and engagement on social media platforms, aligning with your marketing strategy for measurable results.



- 01 CREATE PROVEN STRATEGY
- 02 INCREASE ENGAGEMENT
- 03 BOOST BRAND AWARENESS
- 04 MEASURE METRICS



Audience

Through research and analysis, we have identified your target audience, as shown below.

1. Individuals Struggling with Addiction, Homelessness and other vices

This is the core target audience and encompasses individuals in the Rio Grande Valley (RGV) and beyond who are actively seeking help for addiction and homelessness or may be open to exploring options.

They may be experiencing various challenges:

- Denial or ambivalence about needing help.
- Shame and fear of judgment.
- Difficulty finding resources or appropriate recovery programs.
- A desire for a bible-based approach to healing.

2. Supportive Individuals

This secondary audience includes those who may not be directly struggling with addiction or homelessness, but play a role in supporting someone who is. This could include:

- Family members and loved ones of individuals battling addiction.
- Mental health professionals and social workers looking for referral resources.
- Religious communities seeking resources for their members facing addiction and homelessness

3. GENERAL PUBLIC

Raise awareness about the prevalence of addiction and the importance of seeking help. Introduce RGV Road to Recovery as a valuable resource within the Rio Grande Valley (RGV)

Content Strategy



CONTENT CALENDAR

We post Daily to optimize RGV Road to Recovery's social media presence, fostering deeper connections with the Rio Grande Valley community and beyond and empowering individuals on their path to healing.



CONTENT TYPES

- Image Quotes: Create visually appealing graphics featuring inspiring scripture verses or faith-based quotes from religious leaders.
- Short Video Devotionals: Develop short, engaging video messages offering daily devotional reflections and encouragement.
- Addiction Education: Infographics or short explainer videos can address various aspects of addiction, its effects, and available resources.



STORYTELLING

Written Success Stories: Feature written testimonials with compelling narratives of overcoming addiction through bible-based programs.



INFLUENCER PARTNERSHIPS

Creating contents to partner with other bible based organization.





Paid Advertising



Boosting Visibility: Paid Advertising on Facebook and Instagram.

While organic social media content is crucial, strategically utilizing paid advertising on Facebook and Instagram can significantly increase RGV Road to Recovery's reach and brand awareness within the target audience. Here's how we propose to leverage paid advertising:

TARGETED CAMPAIGNS:

We'll develop targeted advertising campaigns specifically designed to reach individuals struggling with addiction or their loved ones within the Rio Grande Valley. This will involve:

- **Demographics:** Targeting specific age groups, locations, or interests relevant to the target audience.
- **Behavior Targeting:** Reaching individuals who have shown online behavior patterns indicating a possible need for addiction recovery resources.

COMPELLING AD CREATIVES:

We'll create visually engaging and informative ad creatives that capture attention and effectively communicate RGV Road to Recovery's message. This could include:

- **Video ads:** Short, impactful videos showcasing testimonials from program graduates or highlighting the faith-based approach offered by RGV Road to Recovery.
- **Image ads:** Eye-catching visuals paired with clear messaging about hope, recovery, and the supportive environment at RGV Road to Recovery.

CLEAR CALLS TO ACTION:

Every ad will include a clear call to action (CTA) prompting viewers to take the next step, such as visiting the website, requesting information, or contacting RGV Road to Recovery.





Analytics and Reporting



KEY PERFORMANCE INDICATORS

To measure the effectiveness of RGV Road to Recovery's social media strategy, we will closely monitor a variety of key performance indicators (KPIs) across both organic and paid advertising efforts. Here's an overview of the key metrics we'll track:

Engagement
Rate

Reach and
Awareness

Conversion
Rate

Follower
Sentiment

MONTHLY REPORTS

To ensure transparency and data-driven decision making, we will provide RGV Road to Recovery monthly social media reports. These reports will detail key metrics like reach, engagement, content performance, and lead generation. We'll analyze this data to identify what resonates with the audience and recommend ongoing strategy improvements. This collaborative approach, fueled by insights and clear communication, allows us to optimize social media efforts and maximize their impact on the audience.



Content Strategy

Content Goals:

- * Raise awareness about RGV Road to Recovery and its services.
- * Provide valuable resources and information about addiction and recovery.
- * Offer hope and inspiration to those struggling with addiction.
- * Build trust and credibility as a faith-based recovery program.
- * Encourage website traffic and program inquiries.

Content Pillars:

1. Hope and Recovery:

- * Blog posts: Share stories of individuals who have successfully overcome addiction through RGV Road to Recovery. (If Any)
Testimonials: Include video or written testimonials from program graduates.
- * Blog posts: Offer practical tips and strategies for coping with addiction and staying on the path to recovery.
- * Social media posts: Share inspirational quotes, scriptures, or short stories about finding hope and strength.

2. Faith-Based Approach:

- Blog posts: Explore the role of faith in addiction recovery and how RGV Road to Recovery incorporates scripture and prayer into the program.
- Devotionals: Create short daily devotionals for reflection and encouragement.
- Videos: Share testimonies and insights from religious leaders on the power of faith in recovery.
- Social media posts: Share Bible verses or inspirational messages from religious figures.

3. Addiction Education:

Blog posts: Provide information about different types of addiction, signs and symptoms, and the impact of addiction on individuals and families.

Infographics: Create visually appealing infographics that explain addiction statistics, stages of recovery, or the benefits of bible-based programs.

Webinars: Host online webinars featuring addiction specialists discussing relevant topics.

Social media posts: Share statistics or facts about addiction to raise awareness.

4. Community and Support:

Blog posts: Highlight the importance of community and support in recovery. Share stories of the supportive environment at RGV Road to Recovery.

Social media groups: Create or participate in online support groups for individuals struggling with addiction or their loved ones.

Events calendar: Promote community events, workshops, or support groups hosted by RGV Road to Recovery.

Social media posts: Share inspirational quotes about the power of community in overcoming challenges.

Content Distribution Channels:

***Website:** Publish blog posts regularly and ensure website content is optimized for search engines.

Social Media: Utilize platforms like Facebook, Instagram, and YouTube to share content, engage with followers, and run targeted ads.

Community Partnerships: Partner with local churches, schools, or addiction support groups to distribute information or hold joint events.

Content Measurement:

- Track website traffic, social media engagement (likes, shares, comments)
- Monitor inquiries generated through website forms or social media messages.
- Gather testimonials from website visitors or social media interactions to understand how content resonates with the audience.
- Regularly review content performance and adapt strategies based on data and audience feedback.

Offer

PACKAGE ONE

\$30/Week

This is based on the current relationship I have established with the President (Steven M. Eisenhower). This is what am convinced of God to charge.

But this is to be revised every 3 months, for increments. This will give the organization time to stand and establish themselves.

PAYMENT CHANNELS

 Payoneer

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 7Wise

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Thank You



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