

Budget.

DESIGN

Project management

\$45,000

Provide day-to-day account management and digital direction to support the launch of the LLL web initiative. Agency to provide account management support throughout the duration of the campaign. Includes the following items: Central point of contact, providing monthly metrics summary reports for website, providing status reports for ongoing items, ongoing status calls to review agenda items, and evaluation of budget on an ongoing basis.

Information architecture and user experience

\$54,000

Program logic to support relationships between services, personnel and contact information based on relationships within legacy website. Page Template Mapping and Prototype 2-3 functional workflows and test with 8-10 potential website users to verify ease of use.

Design and copywriting

\$67,000

Establish approach to design and messaging concept based on approved creative brief. Present creative concept in the context of the LLL website homepage, with consideration for style preferences identified up front – as well as strategy and messaging decisions made during the discovery process. Website to contain 3-5 main page designs and 3-5 sub tier page templates.

BUILD & INTEGRATE

Front-end development

\$39,000

Front-end programming based on approved designs. Integrate the front-end code with the back-end system and build out all pages of the site. Navigation from fonts and colors to dropdown menus and sliders, is a combo of HTML, CSS, and JavaScript being controlled by your computer's browser. Tailoring user experience, bringing a designer's concept to life with HTML, CSS, and JavaScript, production and modification of websites user interfaces, creating tools that enhance how users see and interact with your site in any browser, implementing responsive design for mobile sites, consulting and integrating SEO best practices, building page templates, contributing some back-end experience, collaborating on APIs.

Back-end development

\$53,000

Setup, configuration, and customization of Content Management System to provide the underlining structure and foundation for the LLL website. External integrations with the Account Management System and the Learning Management Systems to provide seamless data exchange between systems. Any additional web hooks or API integrations will take place during this phase as well.

Quality assurance

\$35,000

System Testing: Quality assurance, compatibility testing in latest version of leading desktop and mobile browsers, security vulnerability scans and all associated fixes prior to code handoff. Content Population: Foundational and promotional content for LLL site into CMS including copy, imagery, linked documents and meta data; verification of all content placement. User Acceptance Testing: Presentation of fully vetted website on stage environment for review and testing by ARRL prior to launch.

Post launch management and support

\$35,000

Website support will include addressing questions or issues related to administrator use of the content management system, addressing any errors generated by the application. Website support will also include addressing any questions or issues related to connections between the application and external systems. Additional support including maintaining an active development, staging and production environments to support the live website and future enhancements on an ongoing basis.

COMMUNICATIONS PROGRAM

Marketing automation platform integration

\$15,000

Account creation, registrations and permissions assignments, approval process, admin controls, template configurations and QA.

Communications campaign strategy and creative development

\$66,000

Mintz+Hoke will work with ARRL Staff to build out a full lead nurture and content strategy for LLL target audience. This is inclusive of building out a detailed plan identifying strategy, flow, key messaging, timing between emails, mailings, calls to action and content offering. Also included is recommended sequence and cadence.

Implementation and production

\$39,000

Includes both copywriting and design for direct mail pieces, emails and landing pages (as needed), as well as email subject lines and image recommendations and sizing.

Public relations and social media content development support

\$37,000

Services and activities include: Pitching (phone and email), Media relations (securing interviews, articles), PR Content development (such as ghostwriting articles, reviewing and editing PR content, sourcing images for editors, etc.)

PROGRAM SUBTOTAL

\$485,000