

SSVF Cost Benefit Analysis Advertising/Marketing - Template

General Justification

- (example)
The VA released additional funds (CARES) and modified its regulatory and policy requirements to provide SSVF grantees more resources and flexibility to deliver SSVF services to help with the urgent need in the community. Due to these changes, SSVF grantees have the resources and flexibility to assist a larger portion of our local Veteran population. However, we have limitations in reaching greater numbers of those local Veterans with our current no-cost marketing guidance. After careful review of the current population reach with limited free resources, we hereby submit a cost-benefit analysis for the cost of marketing for your review and consideration.

Current Marketing/Advertising Strategy

- Describe current community needs and current marketing and advertising methods with costs
- (Example)
Current marketing strategy cost: \$0

Our current marketing strategy has consisted of an overall flyer, word of mouth, and most recently coordination with local federal agencies. The overall flyer and word of mouth has resulted in enrollment numbers that average about 7 per quarter. The most recent collaboration with federal and community agencies, due to the COVID-19 pandemic, helped us reach a bigger portion of the population resulting in about 600 calls inquiring on services and ultimately an enrollment of 8 new veterans just in the month of April. The enrollment was greater in that month than our average quarterly enrollment. Unfortunately, the collaboration was a one-time PSA provided to the SSVF program pro bono. Current reach is ___% of the current service area.

Marketing and Advertising Proposal

- Provide the costs and methods used and the BID process
- (Example)
Proposed marketing strategy cost: \$12,490

We propose to hire the services _____ advertising agency which will provide various marketing strategies to increase the awareness and promotion of our SSVF program and services. These advertising strategies will include radio, video, social media, outdoor digital billboard and PDN SMS promotion. The scope of work will also include third party services such as advertising buys and photography. Using data from the census.gov, VA.gov, and SMG media, we estimate these strategies could increase our reach to at least _____% of the population.

The BID process included a search of local advertising agencies and the review of 5 separate BIDS to determine the most cost effective proposal that would meet our needs outlined on the scope of work.

Marketing and Advertising Analysis

- Provide Marketing and Advertising Analysis that will support this effort specific to your geographical area of responsibility

Analysis/Data (example):

Population

- *Veteran population as of 2017 – _____*

Current Local Reach

- *Estimated Veteran reach: 1.52% x 10,026 = 152 Veterans*

Proposed Media Reach

- *86% subscribed to cable of which 64% watched TV “yesterday” – 137,048 people*
- *53% listened to radio “yesterday” – 84,460 people*
- *58% responded to a Facebook media post – 92,804 people*
- *Average of 137,048 + 84,460 + 92,804 = 104,771 people or 66% of island*
- *Estimated Veteran reach: 66% x 10,026 = 6,617 Veterans*

Impact

- *Reaching 66% of the service area, as opposed to only 1.52%, will allow us to increase assistance to an estimated 6,465 more Veterans throughout the service area who may be homeless or at risk of being homeless.*

Enclosure: marketing cost proposal

References:

Marketing and Advertising Services Cost Proposal

Summary

- Include a general description of the proposal, type of firm used, BID process

Scope of Work (example)

Advertising Creative Services

- *Program and Media Planning /Coordination \$2,000*
- *2 x digital display ads (social media) \$1,000*
- *2 x :30 radio spots \$800*
- *1 x :15 graphic composite video \$2,000*

Advertising Third Party Services

- *Advertising Buys (See breakdown below) \$6,100*
 - o *Radio buy \$2,000*
 - o *Facebook / Instagram Ads \$950*
 - o *Outdoor Digital Display Ads \$1,500*
 - o *PDN SMS Promotion (x 3 blasts) \$1,650*
- *30,000 PDN mobile subscribers*
- *120 characters limit (includes spaces)*
- *Stock Photography (3 photos x \$100 ea.) \$300*

<i>SUBTOTAL</i>	<i>\$12,200</i>
<i>5% GRT</i>	<i>\$290</i>
<i>TOTAL COST</i>	<i><u>\$12,490</u></i>
<i>TOTAL % of SSVF funds</i>	<i><u>X%</u></i>

- Include Marketing and Advertising Service Agreement
- Include quarterly review process to determine if impact is achieved and meeting primary goals and objectives