

Statement of Qualifications

Klein Creative Media, Inc. is a full-service media marketing production company founded by L.A. Emmy award winning director, Marci Klein in 2013. After spending over 20 years in television production, we left television to focus on digital marketing. Located in Redondo Beach, California, we are a corporation with a single location that has produced everything from social media marketing videos to commercials and non-profit videos for media campaigns for various clients over the past five years. We are a certified small business, awaiting approval as a woman-owned small business, that has worked with public agencies and is heavily engaged with the South Bay community. In addition to our work as marketing specialists, Klein was appointed a public arts commissioner, serves as ambassador to the Redondo Beach Chamber of commerce and is a graduate of Leadership Redondo class of 2014. Klein is also a legal Part 107 Pilot with a drone fleet she flies when clients request aerial cinematography. Marci Klein, and Klein Creative Media, Inc. is well known and respected throughout the business community of Redondo beach, and we want to share that expertise as a social media consultant to the City of Carson.

As a full-service media marketing production company, one of the many services we offer to our clients is the option to map out a long-term social media marketing strategy with their KCM produced content. Clients come to us with the goal of making their businesses grow through digital content and KCM assures that they're getting the most out of their digital media relying on a diverse and highly educated marketing team for which we call on a per project basis. Our team includes, Francey Marzicola, Anastasia Egorova, Michael Flaherty and Simran Kathuria. Their bios and references can be found below. As head consultant, Marci Klein will oversee all social media marketing efforts to meet the needs of the City of Carson, which is to increase engagement between the City and the community.

Based on your goals as our client, our team of marketing experts will create a marketing strategy to make sure your social media content will be circulated effectively, and we will provide measurable results with our monthly analytics reports. For example, if your goal was to gain followers and increase your online presence, our team would outline a plan that includes their website, all social media platforms (Facebook, YouTube, Twitter, Instagram) and the option to invest in paid Facebook and Instagram ads. This plan would be comprehensive and include a weekly social media posting schedule, that is tailored overtime based on the findings of our analytics expert. Analytics (followers, shares, views, likes, visits, comments, etc.) would be gathered throughout the month and then based on the data, our team works together to rework their marketing approach. They see what's working, what's not and they adjust their strategy to make sure the client reaches their goal.

Klein Creative Media Inc. has its own social media calendar that has proved effective by generating a lot of new business for us. Our marketing team mapped out an approach that works best for us and our goal of growing as a business. We understand the effectiveness of social media here at Klein Creative Media Inc. and would love the opportunity to work with the City of Carson to help increase their social media goals.

Exhibit 3

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In addition to offering our social media marketing services, Klein Creative Media would also like to let you know about our video production services that can be added on at any time during our engagement. We understand that the majority of the content the city of Carson would like to post will be generated by your own art department and edited by us. However, per your request, we'd like to tell you a little more about our video content should you wish to add this to your media campaign at a future date.

At Klein Creative Media, we understand the content we share with our social media followers is crucial to seeing our audience grow. As a city trying to stay connected with your residential and business communities, we believe it's a good idea to inform the people of Carson about city news, in an entertaining way that gets them involved and excited. Klein Creative Media has experience producing video content for the Redondo Beach community including local events like Hermosa Beach 2018 Iron Man competition, the King Harbor Holiday Boat parade, Hikianalia boat arriving from Hawaii, and have created videos to inform our communities about city news like the Lunada Bay surf misconduct, voting yes on Measure B which sought to rezone the decades old power plant site and when local business of the year went to our Smart & Final. We also have experience working with public agencies and have produced videos for L.A. Sanitation and the Redondo Beach Unified School district. What Klein Creative Media can do for the city of Carson ranges from editing existing footage into short clips for use on social media, to going out and filming local events, and shooting spectacular drone footage. If you have video needs, we can provide those services in addition to our social media marketing efforts.

Overseeing our team is Marci Klein. With over 20 years experience working in television, she understands how to write, produce and direct engaging content that has proven effective across social media platforms. She has produced, directed and written for some of the most recognizable programs in syndication, cable and Network Television. She has had numerous nominations, including a Los Angeles Emmy award for her work with the Blind Children's Center and a Cable Ace award for her work with the Los Angeles Fire Department. Now, she has taken her experience to digital marketing that can be used on social media platforms to help businesses grow. Let us know what we can do to earn your business as your social media consultant.

References

1. Mark Machuszek – Marketing Director for Waterfront Education
Scope of Job: Produced a 3 minute documentary-style video and a shortened 50 second version of the same video as part of the non-profit's Innovation Campaign.
2. Julie Coll – Chairman of the Board and Executive Director for Waterfront Education
Scope of Job: Produced a 3 minute documentary-style video and a shortened 50 second version of the same video as a part of the non-profit's Innovation campaign.
Contact: (310) 684-3577 Julie_Coll@khbf.org
3. Anthony Taranto – Director of South Bay Adult School
Scope of Job: Produced a series of 30 second commercials for the South Bay's Adult Schools for them to

utilize in a targeted social media campaign to attract new students.
Contact: (310) 694-7486 ataranto@southbayadult.org,

Measuring the analytics is Anastasia Egorova. She is an experienced data and analytics professional, passionate about entrepreneurship, data storytelling and solving problems through data. She is a co-founder and Chief Operating Officer of A2Z Intelligence Strategic Partners, a data intelligence consulting and services company that helps organizations maximize value from their data. Most recently, Anastasia was a Head of Enterprise BI & Analytics at Hulu, where she led implementation of the first company-wide data governance. Anastasia provided strategic direction, leadership and oversight to initiatives focused on improving BI operations and streamlining metadata management, data lineage, technical and data architecture to support data ops, closed-loop analytics and self-service capabilities, and to promote data-driven culture across Hulu.

References

1. Armik Zakian – CEO & President at A2Z Intelligence Strategic Partners
Scope of Job: Co-founder of Anastasia's company where they help organizations maximize value from data they compile through intelligence consulting.
Contact: armik@a2zintelligence.com
2. Rak Kamachee – CIO & CTO at Team Rubicon
Scope of Job: Performed web and social media analysis to help formulate the scope of redesign and strategy for Team Rubicon.
Contact: kamachee@teamrubiconusa.org

Our second analytics expert is Michael Flaherty. He is a social media marketing expert due to his experience creating original content for companies over many different platforms and his countless consultations with business owners on how to achieve their goals. Whether it be to increase sales, drive traffic to a blog, engage existing online communities to grow presence organically, and so much more; Mick has always prided himself in his creativity and problem solving. There are old, stale, outdated ways of marketing and he does not plan on ever being a part of that demographic. Always learning and constantly challenging how things "ought to be" is what gets him out of bed in the morning and drives the *right* kind of results.

References

1. Rebecca Tilton – Williamson Electric Co. Inc.
Scope of Job: Running her company's social media accounts (FB, Twitter, IG, Google+). Their presence was very little to almost non-existent in a lot of ways. What I have gone over, and created, with Rebecca is a plan and attainable goals that drive more traffic to their website directly from social media. I've been developing new ideas that not only grab the attention of the audience but also keep it.
Contact: (207) 459-6722 Rebeccat@weco-group.com
2. Dolly Rhamy – TNT Design Team/Etched in My Heart
Scope of Job: Overhauled their social media pages with an updated/clean logo. Replaced outdated cover photos with video. I updated their "about" with accurate information. Most importantly though, we've sat

down and gone over the kind of videos Dolly should be recording and uploading; how they should be captioned; when they should be posted; how to read the analytics behind it all so that she knows what is and isn't working.

Contact: (310) 490-6622

Dolly@tntdesignnteam.com

Along with Marci, Anastasia and Michael, Klein Creative Media's marketing team includes expert Francey Marzicola. She is founder and CEO of Full Spectrum Marketing, a state-of-the-art marketing and business consultant with solid strategy and branding skills that emanate from her core sense. She has led projects for companies like Body Glove International, Northrop Grumman Space Technology and organizations like Blue Zones Project by Healthways. Francey specializes in the ability to deconstruct your current marketing practices and reconstruct to get results. She holds a Master's degree from the USC Marshall School of Business with a concentration within the Lloyd Greif Center for Entrepreneurial Studies and has held many non-profit Board of Director's positions over the years for cause related initiatives.

References

1. Russ Lesser – Former President of Body Glove Int. and Former City Council Member and Mayor of Manhattan Beach
Scope of Job: Two-year contract to develop and implement international dive marketing initiative for industry stakeholders to attract the next generations of divers, increase industry revenues and provide ecological awareness for ocean conservation
Contact: (310) 612-4962
2. Lauren Nakano – Director of Blue Zones Project, Beach Cities Health District
Scope of Job: Developed and implemented a strategic work plan to engage 20% of the community in a tri-city region through marketing and social media campaigns which resulted in thousands of new citizen engagements.
Contact: (310) 374-0027
3. Susan Vlach – Principal of South Bay Junior Academy
Scope of Job: Managed all social media for the South Bay Junior Academy, measured the effectiveness of what's being posted and reported back. Also, developed their International exchange program for 1-20 students partnering with stakeholders in China.
Contact: (310) 415-2763

The final member of Klein Creative Media's marketing team is Simran Kathuria. She is the CEO and founder of Simran Kathuria Media which helps businesses rank higher in search engines by implementing holistic SEO practices, including off-site, on-site, keyword research and social media. She has helped companies like BESE develop and launch their website and has helped artists like Laurel Pulvers increase her Instagram followers by 422% in a short period of time. Simran began her education in India and now holds a certificate from the University of Illinois at Urbana-Champaign with a focus in Marketing In A Digital World.

References

1. Tamar Yudell – Graphic Designer
Scope of Job: Performed Search Engine Optimization services for her company and served as web

designer.
Contact: (818) 914-4102

2. Laurel Pulvers – Artist

Scope of Job: Helped grow her brand awareness and garnered her Instagram followers.

Contact: (310) 922-4585

Monthly Rate

Based on the needs of the City of Carson, we estimate a monthly rate of \$4,850. This price encompasses all communication between teams, our handling and regular posting/updating of the City's social media accounts, tracking social media activity, disseminating information in case of emergency and/or natural disaster. We will also include a month-end analytic report highlighting the growth from our efforts. Included is a monthly video/phone meeting where we review the gathered analytics and discuss the city goals and messaging agenda. The first month's efforts will be allocated to creating the marketing plan for the year. During this in person meeting we will collaborate with the Carson staff to create a comprehensive, long-term social media strategy and go over details and instructions to allow us access to the current social media sites and city website.

Addendum:

Video:

Per your request, we've also included the price for video content which varies by project. For instance, if you want KCM to send a team to cover a live event, the price would depend on the size of the crew. A standard crew of Director (\$175/hour), Videographer (\$200/hour) and Sound (\$150/hour) is recommended for simple event coverage. \$125 per hour for pre-production, Lighting (\$125/hour), Drone Operator (\$175), equipment rental fees additional, Producer fee 10% of total cost. Studio rental is \$100 per hour. Klein Creative Media can also take our recorded footage, or footage provided to us, and edit together a video to be posted on Youtube/Facebook or short clips to be posted on Instagram/Twitter. Our editing services are charged at \$175/hour.

Email Blasts:

Klein Creative Media highly recommends gaining a large email list and putting out regular email blasts. These blasts incorporate images from the social media posts and additional information and entertaining content that will get the community excited about what's happening in Carson. We see great results from our email blasts and always gain new clients from every blast. We know that you need 7 touch points to get someone to take action, so the more we can remind the community of what is happening, the more engagement will grow.

Facebook /Instagram Paid Ads:

We highly recommend facebook ads. We believe a mix between unpaid and paid posts can really generate activity. The sky is the limit on how much can be spent, so rather than be presumptuous, we did not include a suggested budget.


Analytics Report Sample





PROGRESS REPORT

23APR-23MAY 2018


PROFILE IMPROVEMENT

 **Profile picture:** On Facebook & LinkedIn, we found that the existing profile picture was noticeably blurry, and so we recreated the logo using photoshop and updated. Profile pictures are important because they are a potential client's first impression of your page.

 **Cover video:** The cover photo is typically what is found on Facebook profiles, however, we added a cover **video** to your profile to make the page look and feel more alive. This is a nice touch, and gives a more polished feel to the page. Details are as important to roofing as they are to Facebook pages.

 **Call to action button:** Facebook pages are allotted one call to action button, which prompts users to take an action on the page. The previous button said 'Get Quote', but was unresponsive when clicked. The new button says 'Call Now' and is linked to Michaels phone to encourage mobile Facebook users can get in touch more easily.

CONTENT

 **Graphics:** Content is key on social media. We've been focusing on creating content for your page to capture the essence of Flaherty Roofing.

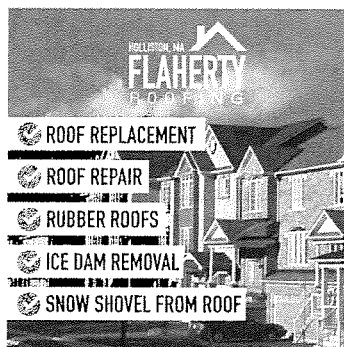
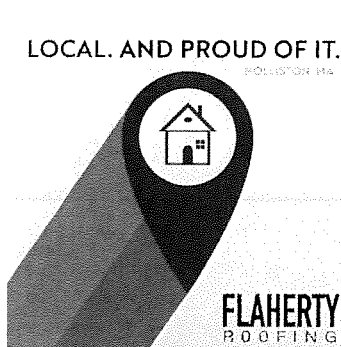
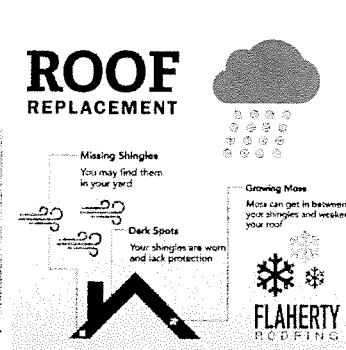
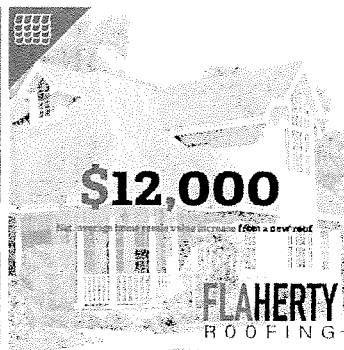
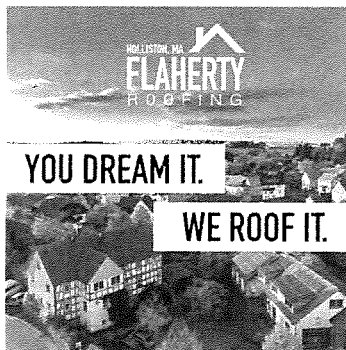


PROGRESS REPORT

23APR-23MAY 2018

CONTENT (Cont.)

📌 **Examples:** Here are a few examples of the type of content we've been posting. In an industry as visual-critical as roofing, we have been focusing heavily on visuals.



PROGRESS REPORT



23APR-23MAY 2018

KEY STATISTICS

 **Examples:** Our first month was an important time to learn the fundamentals of Flaherty Roofing, setting up the social pages, and content creation. Here is our first month's performance on Facebook.

Results from Apr 24, 2018 - May 21, 2018

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

 Organic  Paid

Actions on Page

April 24 - May 21



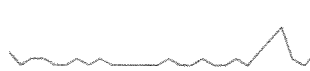
We don't have data to show you this week.

Page Views

April 24 - May 21

24

Total Page Views ▲ 118%



Page Previews

April 24 - May 21

5

Page Previews ▼ 58%



Page Likes

April 24 - May 21

3

Page Likes ▲ 100%



Reach

April 24 - May 21

285

People Reached ▲ 9,400%



Recommendations

April 24 - May 21



We don't have data to show you this week.

Post Engagements

April 24 - May 21

71

Post Engagement ▲ 2,267%



Videos

April 24 - May 21

10

Total Video Views ▲ 100%



Page Followers

April 24 - May 21

3


Page Followers ▲ 100%



PROGRESS REPORT

23APR-23MAY 2018

FUTURE INTENTIONS & SUGGESTIONS

 **Thoughts:** The first month was a good time to set-up the pages, and now, the next phase will be focused to content creation and reaching out to previous clients who could provide reviews on the page. Now that we have a baseline of content, our suggestion moving forward would be to allocate an additional \$100/mo. for paid ad campaigns. The entire amount allocated to a paid ads budget is used on paid ads, and the benefit of doing so is that we can target potential clients in the area. We can set up a specific radius, and specifically target homeowners as well. Just food for thought, if you are interested we can discuss further! Overall, we will continue on with our content campaign, and expand more heavily into Instagram & LinkedIn. While the Instagram and LinkedIn pages are set up with some content posted, we will begin working to expand both as well in the upcoming month, and include analytics on the next progress report. Thank you!