



ABOVE THE CLOUD
MEDIA & MARKETING



THE CITY OF POWDER SPRINGS **MARKETING & VISIBILITY** **CAMPAIGN PROPOSAL**



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1. Quarterly Strategic Plan

➤ **Vision:** To feature Powder Springs as a city inspired by its rich history, invigorated by its thriving community spirit, and driven by innovation in growth, development, and opportunity.

This campaign aims to position Powder Springs as a thriving, opportunity-rich city in Georgia by leveraging dynamic storytelling, business marketing, civic engagement, and strategic digital content. Through this quarterly plan, we seek to attract new residents and businesses, elevate community pride, and strengthen relationships between city leadership and the people they serve.

➤ **SCOPE OF WORK**

In-scope (Managed by Above the Cloud team)

- Social media strategy, content creation, scheduling, and posting
- Business spotlight videos (anchor, new, and tenured businesses)
- Leadership profile videos (Mayor, Council, City Manager, ED)
- Resident testimonials and community engagement campaigns
- YouTube, Facebook, and LinkedIn content tailored per platform
- Economic development messaging and visuals
- Strategy-driven video content series
- Digital marketing strategy consulting

OUT OF SCOPE

(Handled by city staff/others)

- Government press releases
- Monthly print newsletters
- Monthly email blasts
- Event video documentation selected by the city
- City website updates



Quarter 1: Foundation, Visibility & Leadership Launch

►► **Focus:** Position key city figures, set up digital presence, and launch brand narrative

►► **Key Deliverables:**

- Mayor's Welcome & Vision Video
- City Manager Profile Feature
- Economic Developer Director Highlights
- 2 Council Member video profiles
- Social media key messaging
- Optimize YouTube, Facebook, and LinkedIn pages

►► **Goal:** Build public trust, establish professional tone, and create visual brand cohesion

\$15,000.00

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Quarter 2: Business Growth & Economic Momentum

➤ **Focus:** Market the city's business ecosystem and development momentum

➤ **Key Deliverables:**

- 5 Business Spotlights (Categories franchise, legacy, new, or small)
- "Why Powder Springs?" Economic Positioning Video
- Mini-documentary: Entrepreneur Journey in Powder Springs
- Support Economic Development with visual storytelling for growth strategy

➤ **Goal:** Show business success stories and Powder Springs as a place for growth

\$15,000.00

Quarter 3: Community Engagement & Local Identity

➤ **Focus:** Humanize the brand and build emotional connection with residents

➤ **Key Deliverables:**

- 3 Council Member videos (continued series)
- “Why I Love Powder Springs” community video series
- Resident and family interviews at events/festivals
- Highlight video for parks, splash pad, and city amenities
- Launch #WeArePowderSprings campaign

➤ **Goal:** Cultivate local pride and social sharing through resident stories

\$15,000.00

Quarter 4: Vision Forward & Celebration

➤ **Focus:** Celebrate wins, reflect on growth, and preview 2027

➤ **Key Deliverables:**

- “2026 In Review” citywide recap (Mayor, ED, City Manager)
- Final Council Member profiles
- “Next Is Now” 2027 Vision Trailer
- Resident appreciation video (community highlights, bloopers, voices)

➤ **Goal:** Reinforce momentum and cast vision for continued growth

\$15,000.00



Annual Deliverables Summary:

- High-quality Videos (1–4 min): 20–24
- Business Spotlights: 5
- Leadership Profiles: 6–8
- Resident Testimonials: 8–10
- Themed Campaigns: 3
- Strategic Platform Plans: 3 (YouTube, Facebook, LinkedIn)



Outcome Goals:

- Position Powder Springs in the top tier of desirable cities in Georgia
- Drive business interest through professional economic messaging
- Establish cohesive digital presence across platforms
- Increase organic reach and engagement from residents and businesses
- Strengthen trust and visibility of leadership through authentic content



Photo/Video: Highlight new business openings and ribbon cutting ceremonies, featuring the Mayor, Council, City Manager and Economic Development Director as needed and scheduled. Managed by Above the Cloud Media.

Total Annually: \$60,000

Important Note: These ideas and strategies are proposed as potential services to be offered by Above The Cloud Media & Marketing. All deliverables and campaigns are subject to the direction and input of the Economic Development Director and the City Manager. Final services shall be customized and modified to align with the evolving vision, goals, and priorities of the City of Powder Springs.