SisterWorks Publishing, LLC

PROPOSAL

DENITA S.B. MORRIS, PRESIDENT & CEO, SISTERWORKS PUBLISHING, LLC

GENERATING MARKETING BUZZ & DRIVING MEMBER ENGAGEMENT: A PHASED APPROACH

Prepared for Open Web Application Security Project
Proprietary and Confidential
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COMPANY BACKGROUND

SisterWorks Publishing, LLC, (SWorks) was founded 10 years ago with a mission to create user-friendly, creative and engaging websites and well-written publications. DeNita S.B. Morris, the president and CEO, is an online leader and a talented new media journalist, who has worked with Fortune 500 media companies and national non-profit organizations in all phases of strategic visioning, marketing and branding, publication and editorial support, online and offline content management, and social media strategy and messaging.

DeNita S.B. Morris
President and CEO

WE WORK SMARTER TO HELP YOU MAXIMIZE YOUR HARD-EARNED DOLLARS. WE'LL TAKE YOUR ONLINE BUSINESS CHALLENGE, HELPING YOU TO DEVELOP AND EXECUTE A STRATEGIC PLAN THAT LEADS TO MEASURABLE RESULTS!

OPPORTUNITIES

Here are the key challenges that SWorks will address for OWASP via a phased approach:

•**Identify** and prioritize OWASP's target audience(s), developing a marketing strategy that is aligned with the primary business objectives of the organization's stakeholders.

•**Develop** three engaging and member-centric marketing tools (e-brochure, new member welcome package and e-newsletter template), tailoring them to drive member engagement, organizational awareness and attendance to the annual OWASP conference.

•**Grow** the organization’s fan base and engagements on Facebook with a focus on promoting the annual event.

•**Analyze** the media wiki that's in use currently, offering content management strategies that are tailored to meet the informational needs of OWASP's key audiences.

•**Position** OWASP as a leader in the information security space, building brand awareness and recognition via a targeted campaign.

PROJECT MANAGEMENT

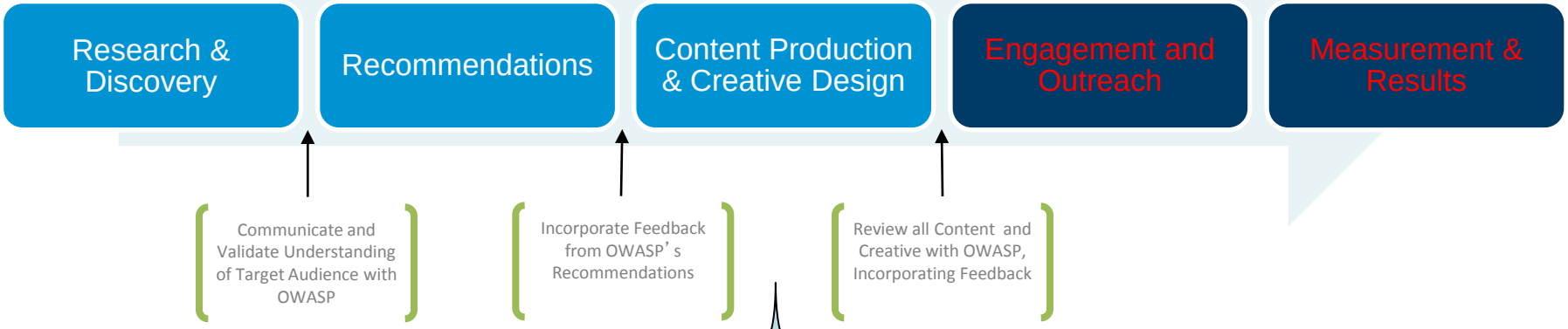
A successful marketing strategy and implementation plan begins with strong project management throughout all phases of the process. SWorks is seasoned in this area, guaranteeing thoughtful communication as your solution begins to take shape. We follow the same phase-by-phase approach that many high-end agencies use. However, our boutique size allows us to be client-centered, nimble, attentive and responsive.

Project Communication: There are a number of communication touch points and tools we use throughout the lifecycle of your project.

Project Management E-Tool: By using a best-in-class online project management e-tool, we will be able to share information and responsibilities across tasks, milestones and assets.

Weekly Project Meetings: SWorks will schedule project meetings with the OWASP team and will determine the optimal cadence for those meetings (weekly is standard). OWASP will receive team e-mails that not only include a status of the week's events, but they also include important decisions, notes or outstanding items as the project progresses.

STRATEGIC PROCESS



Deliverables by Phase

Phase 1: Research & Discovery	Phase 2: Recommendations	Phase 3: Content Production & Creative Design	[OUT OF SCOPE] Engagement & Outreach	[OUT OF SCOPE] Measurement & Results
•Background Research •Discovery Meetings •Competitive Analysis •Focus Group/Survey •Target Audience Analysis •Industry Best Practices •Editorial Review of Existing Collateral Material	•Synthesize Brand Positioning •Identify Opportunities to Increase Relevance (Co-branding /Certification Program) •Prioritize Work, Looking at Resources, Degree of Difficulty and Potential ROI •Presentation of Findings •Multi-Channel Creative Brief to Include Conference Materials, Scale-able Resources and Social Networking	•Create New and Branded Collateral Materials (Individual and Corporate Member Pack, e-Brochure, e-Newsletter Template, Etc.) •Content Strategy to Include SEO for Wiki •Finalize Brand Standard Guidelines •Editorial Oversight of All Creative in Scope	•Implement and Manage e-Mail Campaign •Build and Refine the Outreach Contact List •SEM •Blogger Engagement •Member Engagement •Social Media Management	•Provide KPI's for Success of Marketing Initiative •Measure Effectiveness of Strategies via Analytics

BUDGET

Services will be provided at a total cost of $33,000 USD and will be invoiced in four installments upon completion of each phase of the project. An initial 20% percent deposit of $6,600 (20% is required to secure the services of SisterWorks Publishing, LLC.

Each phase is projected to take 2-3 months to complete, realizing that some collateral materials may require immediate attention to meet organizational needs/deliverables.

Work that falls outside of spec will be invoiced separately at $150 per hour, which is the standard rate, unless otherwise arranged. Any out-of-spec work will be discussed with the client prior to implementing and will require written approval from the client.

	DUE DATE	FEE
Kick-Off • Finalize Scope of Work and Sign Contract • Secure Deposit to Begin Phase 1 • Project Management Software Set-Up	Sept. 3	$6,600
Phase 1: Research & Discovery	Dec. 3, 2012	$8,800
Phase 2: Recommendations	March 3, 2013	$8,800
Phase 3: Content Production & Creative Design	June 3, 2013	$8,800
	TOTAL	**$33,000**

KEY QUESTIONS

The answers to the following key questions will be important to SWorks' research and discovery process:

•What do you already know about your target audience (national and international)? What information can you share from prior research, surveys, etc.?

•Who are OWASP's key competitors?

•What's your total marketing budget to implement the proposed solution?

•How do we maximize the allocated budget and staff resources (staff support, board availability, etc.)?

•What can we expect to achieve and what are our key performance indicators for success?

•Do you have a membership and contact management system to manage your e-mail campaigns?