Metro Parent Media Group

Comcast Proposal: 3-month

January –March 2019   
  
Comcast seeks both brand marketing and conversions. In this three-month campaign, Metro Parent will deliver on both goals through two different approaches:

**Custom Content**

Our content team to work with Comcast team to develop THREE tip-based branded content pieces highlighting topics related to Comcast’s role as experts in home entertainment and technology. An example could be: Tips for Controlling Your Child’s Digital Diet (parent control options, blocking channels, sites, etc.)

Content developed, written, edited and designed by Metro Parent – with Comcast input and approval. Content pieces will be published on MetroParent.com and promoted through our Facebook social media channel. Content pieces will be promoted in a Metro Parent Sponsored Spotlight newsletter, our dedicated newsletter, with no other branding or content. This will include your branded content and logos and would be sent to our most dedicated readers, our email subscribers. Each content piece would get its own Sponsored Spotlight newsletter, a total of THREE.

***GOAL:*** *Branding and traffic to Comcast customer site from embedded links within content*

**Digital Marketing: Extensions and Geo-Targeting**

Our digital marketing department will work with Comcast to identify search keywords and to establish “geo-targeted” locations for us to deliver ads to engaged audiences in Southeast Michigan. These ads can be linked to either Metro Parent-created custom content or to Comcast’s customer website -- or a combination of the two.

Our geo-targeting will create “conversion” zones based on three Xfinity store locations identified by Comcast, with the goal being to convert nearby parents and families and get them to enter the Xfinity stores. We will deliver 100,000 impressions per month over three months to this effort. We will share a digital dashboard of results with Comcast after one month so that we can adjust as needed based on the results.

***GOAL:****Driving traffic into Xfinity stores in a measurable way*

*Investment: $10,000*