



IFEA Online Marketing Audit

If you are like most events/organizations, your on-line marketing presence and visibility is really just a summation of non-related, often outdated, components and links and access to miscellaneous tools/ toys that someone in a seminar somewhere said that you should be using, with no real 'plan' to it at all. You may not even be sure anymore just what you have or what it should do, let alone having a plan for strengthening / upgrading it. If this sounds like you, it's probably time for an online tune-up.

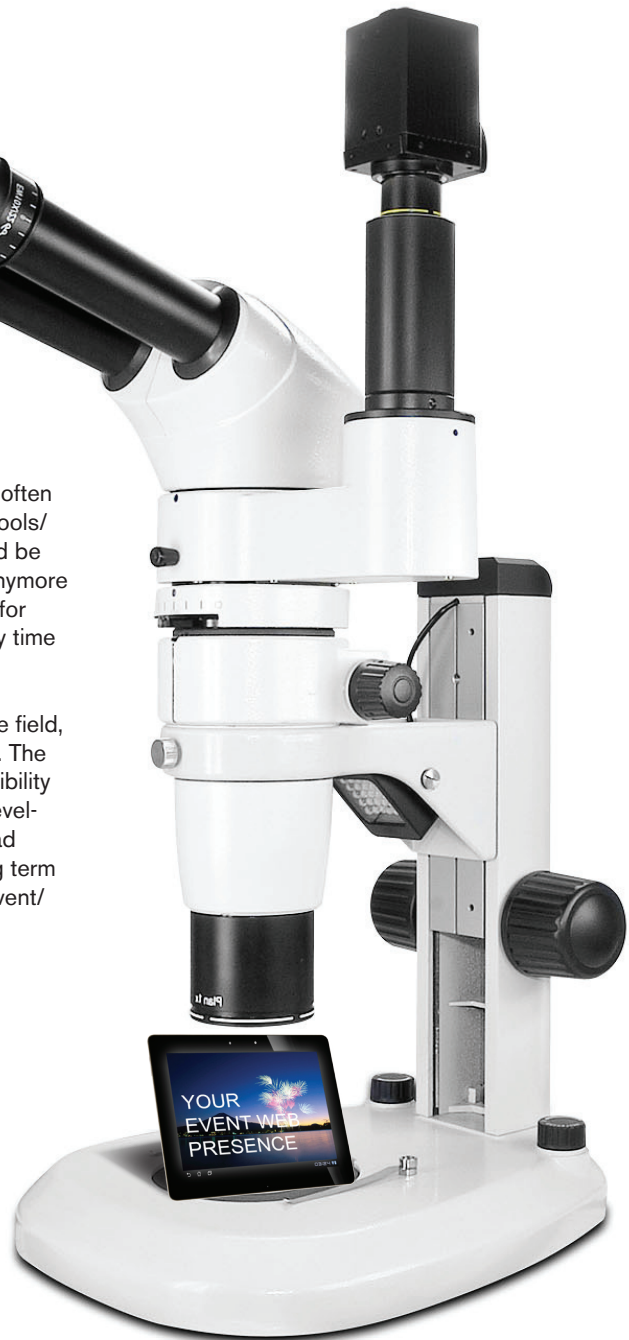
Working with some of the most experienced professionals in the field, IFEA is pleased to offer our new "IFEA Online Marketing Audit". The Audit includes a formal evaluation of a festival/event's online visibility by an expert team from Edgeworks Group that includes web developers, social media consultants and online marketers. This broad assessment – a starting point for defining both a short-and-long term roadmap for creating a powerful online presence covers your event/ organization's online reputation, social and mobile integrations, search optimization, website usability, and social media efforts. It includes the installation of tracking tools, updates and customizations to existing tracking programs, and verification of Webmaster tools for both Bing and Google.

AUDIT SCOPE:

- Website Analytics Upgrade and Customization
- Demographic Tracking Installation
- Index Records Review
- Site Performance Evaluation
- On-Site Optimization Analyzed
- Search Engine Ranking Reviewed
- HTML Check
- On-Site Behavior Reviewed
- On-Site Goal Tracking Installed
- Facebook, Twitter, YouTube, Google Efforts and Activities Analyzed
- Local Listings Check & Upgrade
- Online Reputation Assessment
- On-Site Visitor Behavior Analysis
- Heatmap / Scrollmap Tracking Installed

REQUIREMENTS:

- Log-ins to Site Tracking Tools
- FTP Access (or an Internal Resource) for Uploading New Tracking Tools & Verification Scripts
- Login or Access to Online Marketing Accounts (Google Adwords, Microsoft Ad Center, Facebook Ads, etc.)



PROCESS AND DELIVERABLES

(within three weeks):

- Discovery Questions - Assessing Current Organizational Goals and Ongoing SEO/SEM Efforts
- Upgrades to Site Tracking
- Research and Appraisal of Online Programs
- Written Report Covering Audit Findings; Outlining Potential Opportunities; Consultation on 'Next Steps' and Cost Estimates for use in Strategic and Budget Planning
- Conference Call to Review Final Report

INVESTMENT:

- IFEA Members \$3500.00
- Non-Members \$5000.00

in partnership with



To set up an audit or for more information please contact:
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