

Proposed Budget for \$75,000 Campaign				
	Category	Description	Allocation	Notes
	Project Coordination/Management	Oversee all campaign activities, ensure deadlines are met, manage stakeholder communication, and include performance tracking and reporting.	\$13,000	Covers scheduling, progress tracking, stakeholder reporting, and analytics.
	Landing Page Development & Creative Refresh	Build and optimize Landing Page B with form-fill features and update campaign assets under the "You Have the Power" theme.	\$5,000	Includes design, content creation, bilingual functionality, and refreshed creative assets like visuals and videos.
	Resource Guide Creation	Develop and distribute an EEC branded bilingual guide on energy efficiency resources.	\$3,000	Includes content writing, design, translation, and digital/physical file.
	Paid Media	Media buys for social, geofencing, programmatic display ads.	\$40,000	Allocated across 10 months (\$4,000/month) to sustain visibility and outreach.
	CRM Management & Funnel Integration	Managing user data from Landing Page B and directing them to the appropriate resources.	\$14,000	Includes CRM setup, data management, and integration with resource allocation tools.
			\$75,000	