

Anderson Drift Racing Final Deliverable



Agenda

- Recap since we last spoke:
- The changes we made to the prototype from several weeks ago
- Overview of final solutions
 - Pricing suggestions (link to google sheet)
 - Fiverr walk through:
- Recommendations and Rationale
 - Timeline (30, 60, 90 days):
 - Options for each
 - Recommendations at end of the timeline
- Questions
- Feedback

Since We Last Spoke

1. Social Media Expansion & Management
 - a. The 3 price points for media management
 - b. YouTube management and its pricing
 - c. Social media raffles and giveaways
2. Web and Logo Creation
 - a. Web creation price points (low/medium/ high)
 - b. Logo design and the importance of it
3. Hospitality Events
 - a. VetDrenaline (potentially)

Questions so far?

Changes to prototype and overview of final deliverable

- Cost suggestions and cost timeline suggestions
 - Created a rough [estimation tool](#) to use to forecast the \$1,000 budget for each aspect (web design, logo creation, social media management, Youtube management/video creation)
 - One way to track progress after we end engagement
 - Timeline is based off 30/60/90 day time periods
 - Will send over after this presentation
- Added Fiverr Walkthrough Guide
- Created final recommendations for this project

Fiverr Walkthrough

- If you want, we can give a walk through of how to use Fiverr
- Here is a Youtube link that explains it as well:
 - <https://www.youtube.com/watch?v=yaanIUexjcl>
 - First ten minutes for buyers
 - Including “Buyer Requests”
 - Individual contracted relationships with Fiverr sellers

30 Days

- At the end of the initial 30 days after the deliverable has been transferred:
 - Logo creation complete
 - begin implementing throughout all social media platforms
 - Website Creation Complete
 - Fully functioning, easily accessible on social media platforms
 - Potentially reaching out to Professor Odom
 - Working to fulfill possible Hospitality Events with this group

Fiverr Links

[Logo Design #1](#)

[Logo Design #2](#)

[Website #1](#)

[Website #2](#)

[Website #3](#)

60 Days

- At the end of the 60 days after the deliverable has been transferred:
 - Through Fiverr, hire an individual to run social medias
 - Make sure to cover expectations, what specific platforms, begin posting content
- Continue to update and populate website with blog recaps, photos, other videos

Fiverr Links

Social #1

Social #2

Social #3

90 Days

- At the end of the 90 days after the deliverable has been transferred:
 - Through Fiverr, hire an individual to provide your Youtube channel with premier content
 - Professional video editor
- As season approaches and social media presence has developed further, incorporate your first giveaway on social media
 - Possibly a product from a sponsor

Fiverr Links

[Youtube MGMT #1](#)

[Youtube MGMT #2](#)

[Youtube MGMT #3](#)

Recommendations

Timeline Overview:

- First 30 Days: Logo, Website, Reach out to Prof. Odom
- Next 30 Days: Social media account management
- Final 30 Days: Social media raffle and youtube video editing

Starting with the logo and website will allow you to incorporate them into the new social media tactics, youtube videos, and raffles.

After the 30 days of social media management, try to use the same methods and scheduled posts. You can always extend this contract with the Fiverr employee for an additional 30 days if needed.

As the beginning of the season approaches, we recommend that you have your first raffle on instagram. Pair this raffle with instagram promotion, and provide a link to your new website. Additionally, work to release a youtube video with practice footage to get your fans excited for the new season.

Questions for us?

Feedback

- What could we have done better?
- What did we do well?

30 days								
Item		Logo Creation	Social Media Management	Website Creation	Youtube Management/Video Creation			
total Dollar Allocation	\$1,000.00	x	x	x	x	Total Spend	Total leftover	
cost	\$400.00	\$100.00	\$0.00	\$300.00	\$0.00	\$400.00	\$600.00	
Percent of total (\$1,000)		10.00%	0.00%	30.00%	0.00%	40.00%	60.00%	
Instructions:								
	Insert into row 4 what you want cost to be for that item							
	The "X's" are where above where a cost needs to be inputed							
	After 30 days, the logo and website are no longer included (assuming they are done first)						left over amount	\$600.00
60 days								
Item		Logo Creation	Social Media Management	Website Creation	Youtube Management/Video Creation			
total Dollar Allocation	\$600.00	done	x	done	x	Total Spend	Total leftover	
cost	\$300.00	\$0.00	\$100.00	\$0.00	\$200.00	\$300.00	\$300.00	
Percent of total (\$1,000)		0.00%	16.67%	0.00%	33.33%	50.00%	50.00%	
Left over amount								
							\$300.00	
90 days								
Item		Logo Creation	Social Media Management	Website Creation	Youtube Management/Video Creation			
total Dollar Allocation	\$300.00	done	x	done	x	Total Spend	Total leftover	
cost	\$300.00	\$0.00	\$100.00	\$0.00	\$200.00	\$300	0	
Percent of total (\$1,000)		0.00%	33.33%	0.00%	66.67%	100.00%	0.00%	
Left Over amount								
							\$0.00	

** Additional Sample Budget Included in Final Deliverable