

Exhibit A: Statement of Work (SOW)

Project Overview:

This Statement of Work (SOW) outlines the tasks and responsibilities of CoJMC in executing a comprehensive marketing and public relations campaign for XYZ Company. The goal is to increase brand awareness, drive sales, and enhance the company's market presence through targeted advertising and public relations efforts.

Project Objectives:

- Increase XYZ Company's brand awareness by 30% within six months.
- Boost sales by 20% over the next fiscal year.
- Enhance XYZ Company's online and offline presence through strategic marketing and PR initiatives.
- Improve customer engagement and loyalty through targeted communication efforts.

Scope of Work:

1. Research and Strategy Development
 - a. Conduct market research to understand the target audience, competitors, and industry trends.
 - b. Develop a comprehensive marketing and PR strategy tailored to XYZ Company's goals and objectives.
 - c. Create a detailed project timeline, outlining key milestones and deliverables.
2. Branding and Messaging
 - a. Develop and refine brand messaging to ensure consistency across all marketing channels.
 - b. Create a brand style guide, including logo usage, color schemes, fonts, and tone of voice.
3. Advertising Campaign
 - a. Design and implement a multi-channel advertising campaign, including digital, print, and broadcast media.
 - b. Develop creative content for ads, including graphics, videos, and copywriting.
 - c. Manage ad placements and monitor campaign performance, adjusting strategies as needed.
4. Public Relations
 - a. Develop and distribute press releases to relevant media outlets.
 - b. Pitch story ideas to journalists and bloggers to secure media coverage.
 - c. Organize and manage press events, including product launches, press conferences, and media tours.
5. Social Media Management
 - a. Create and manage social media profiles on platforms such as Facebook, Twitter, Instagram, and LinkedIn.
 - b. Develop a content calendar and produce engaging posts, including text, images, and videos.

- c. Monitor social media engagement and respond to comments and messages in a timely manner.
- 6. Content Marketing
 - a. Develop high-quality content, including blog posts, articles, whitepapers, and case studies.
 - b. Optimize content for search engines (SEO) to increase organic traffic to XYZ Company's website.
 - c. Distribute content through various channels, including social media, email newsletters, and industry publications.
- 7. Event Management
 - a. Plan and execute promotional events, trade shows, and community outreach programs.
 - b. Coordinate logistics, including venue selection, catering, and equipment rental.
 - c. Promote events through targeted marketing and PR efforts to ensure maximum attendance and media coverage.
- 8. Measurement and Reporting
 - a. Track and analyze the performance of all marketing and PR activities using relevant metrics and KPIs.
 - b. Provide monthly reports to XYZ Company, highlighting successes, challenges, and areas for improvement.
 - c. Adjust strategies based on data insights to ensure continuous improvement and achievement of project objectives.

Deliverables:

- 1. Comprehensive Marketing and PR Strategy Document:
 - a. Completed within the first 30 days of the project.
 - b. Includes detailed strategies, tactics, and timelines.
- 2. Brand Style Guide:
 - a. Delivered within 45 days.
 - b. Covers logo usage, color schemes, fonts, and tone of voice.
- 3. Advertising Campaign Materials:
 - a. Initial set of materials (graphics, videos, copy) delivered within 60 days.
 - b. Continuous development and updates based on campaign performance.
- 4. Press Releases and Media Pitches:
 - a. Minimum of one press release per month.
 - b. Media pitches as needed based on campaign activities.
- 5. Social Media Content Calendar and Posts:
 - a. Monthly content calendar delivered 7 days before the start of each month.
 - b. Minimum of 3 posts per week across all platforms.
- 6. High-Quality Content Pieces:
 - a. At least two blog posts or articles per month.
 - b. One whitepaper or case study per quarter.
- 7. Event Plans and Promotional Materials:
 - a. Event plans delivered at least 60 days before each event.

- b. Promotional materials completed 30 days before each event.
- 8. Monthly Performance Reports:
 - a. Delivered by the 10th of each month.
 - b. Includes analysis of KPIs, campaign performance, and recommendations.

Responsibilities:

- CoJMC:
 - Execute all tasks outlined in the Scope of Work.
 - Provide regular updates and reports to XYZ Company.
 - Maintain open communication and collaborate with XYZ Company's team.
- XYZ Company:
 - Provide necessary information and access to resources.
 - Review and approve deliverables in a timely manner.
 - Collaborate with CoJMC to ensure project success.