

Marketing Report from Big Fish Creations

Update for 2/5/2019

Marketing Efforts:

To help with WPRM budget and marketing efforts, Big Fish gave WPRM a free 1-year link on graeagle.com. A value of \$420.00.

During these times of decreased revenue for FRRS, Big Fish will work on an as needed/on call basis to maximize efforts and lower costs.

Suggested marketing effort for Feb/March – email blast to area businesses using email addresses obtained by Eugene, and backend end email system of Big Fish. An estimate for time and be given in advance for these services.

Other advertising buys such as the various RV ads should be reevaluated, and perhaps not renewed for budget purposes. Email marketing with digital tracking may be a better approach to gain sponsorship and drive revenue now.

Big Fish, continues to interface with Solar Management on the solar panel with encouragement and direction for economic development and shelter approach for WPRM.

Big Fish, has informal updates with Eugene on the status of Solar Management and Shelter direction.