



**MESH**  
MARKETING

# MESH MARKETING PROPOSAL

**WESTMARC's Marketing and Branding Strategy**

# 01 | Identification

**Solicitation Title:** WESTMARC Marketing and Re-Branding Strategy Proposal

**Proposer's Name :** Mesh Marketing

**Business Address:** P.O. Box 1052 Wickenburg, AZ 85358

**Principal Contact:** **Name:** Mike Shubic  
**Email:** Mike@MeshMarketing.guru  
**Phone:** 480-983-3100  
**Website:** MeshMarketing.guru

## Cover Letter :

Dear WESTMARC Board,

With over 25 years of marketing and branding experience, Mesh Marketing is perfectly suited to help WESTMARC achieve its desired results as outlined in your RFP. Our extensive portfolio includes successful projects in marketing strategy, branding, web development, online marketing, and social media, all of which align seamlessly with your project's goals. Based in Wickenburg, we have an intimate understanding of the West Valley's unique characteristics, recent growth, and emerging opportunities. Our local presence ensures that we are not only familiar with the region but also deeply invested in its continued development. We are excited about the possibility of collaborating with the WESTMARC board, and we are confident that our proposal will demonstrate our capability to deliver exceptional results. We look forward to the opportunity to meet and present our vision in person.

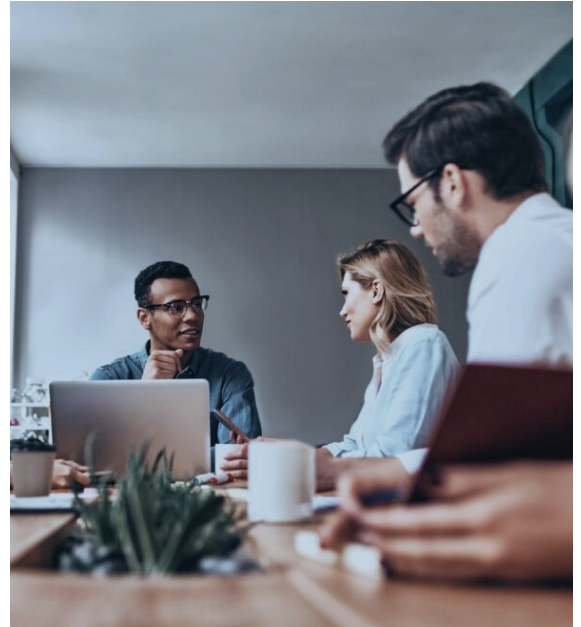
Best regards,

Mike Shubic  
Principal of Mesh Marketing

# 02 | Organization And Approach

## About Mesh Marketing:

Mesh Marketing, led by Mike Shubic, is a tapestry of talent that fuses extensive experiences with innovative ideas and strategic approaches to produce significant results for clients. Mike's marketing journey includes working on the client, agency, and media sides of the business, spearheading marketing departments across varied industries. He has led channel marketing for a dot.com, local store marketing for Cold Stone Creamery, and was the marketing director for California's largest yacht dealer, boosting revenue from \$54 million to \$72 million in just three years. Now, as the head of a boutique marketing consulting firm in Wickenburg, Mike and his team of freelancers offer services including marketing strategy, branding, web development, digital marketing, social media management, content marketing, and much more.



## Approach:

We will begin by putting together a marketing strategy and project plan, followed by executing the tasks of creating the new branding, brand guidelines and other efforts outlined in the RFP within the budget constraints.

## Understanding of the Project:

Mesh Marketing understands that WESTMARC aims to develop a comprehensive regional marketing and re-branding strategy to reflect the West Valley's strengths in business attraction, economic growth, and tourism. The project involves reviewing current messaging, evaluating stakeholder perceptions, gathering new information, and developing a targeted messaging platform.

# 03 | Work Plan

## Task 1: Review and Assess Current Work

- Review existing messages, communication plans, and delivery methods.
- Evaluate work done by the Marketing Sub-Committee, Economic Development Committee, West Valley Pipeline 2.0 focus groups, and prior consultants on regional branding.

## Task 2: Stakeholder Engagement

- Convene stakeholders through interviews, focus groups, and meetings.
- Include perspectives from economic development representatives, business leaders, educators, non-profits, government sectors, local chambers of commerce, and community members.
- Use existing city resident survey results and input.

## Task 3: Marketing and Branding Strategy Development

- Develop a branding strategy for the West Valley, including promotional activities organized into initiatives to achieve goals.
- Refresh WESTMARC's brand, involving internal stakeholders, focus groups, and surveys.
- Evaluate and potentially redesign the current tagline, branded look, logo, etc.

## Task 4: Message Delivery Platforms

- Evaluate and recommend platforms for message delivery, including social media, blogs, print and digital media, media buys, website elements, podcasts, and other interactive mediums.



## Task 5: Measurement, Evaluation, and Reporting Tools

- Identify industry-accepted performance measures to ensure promotional funding is invested appropriately and measure reach and results.

### Deliverables:

- Rebranding for WESTMARC and the West Valley (new logo, new tagline(s), website redesign, create brand guidelines).
- Evaluation and recommendations for improving the existing Marketing and Communications Plan.
- Stakeholder Engagement Report (attendance, agendas, minutes, and findings).
- Stakeholder Engagement SWOT Report (summary of strengths, weaknesses, opportunities, and threats).
- Bi-monthly project coordination calls for updates and adjustments.

# 04 | Preliminary Schedule

**Start Date: September 1, 2024**

### Deliverables Timeline:

- Initial review and assessment of current work: September 2024
- Stakeholder engagement sessions: September-October 2024
- Development of marketing and branding strategy: November 2024
- Evaluation of message delivery platforms: December 2024
- Implementation of rebranding elements: January-February 2025
- Measurement, evaluation, and reporting: March 2025
- Final deliverables and project completion: April 2025

# 05 | Staffing Plan

## Project Organization Chart:

**Project Manager :** Mike Shubic

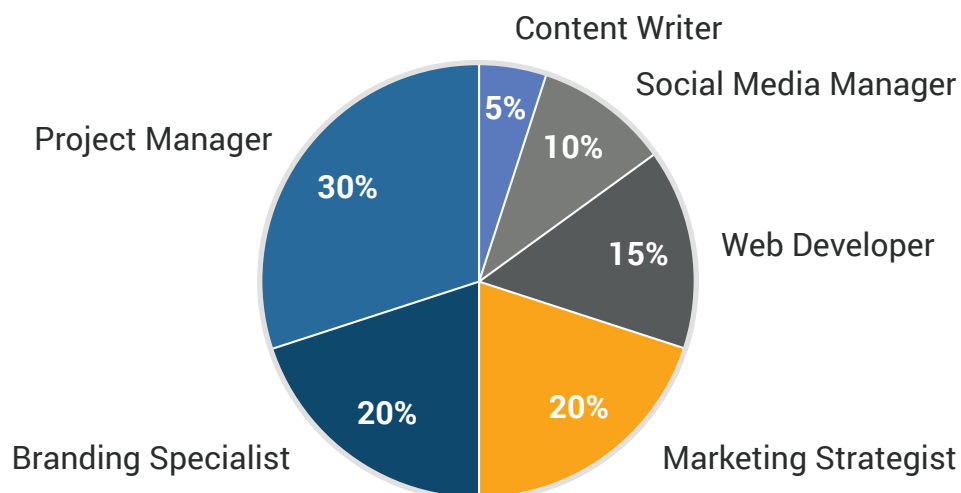
### Key Team Members:

- Branding Specialist
- Marketing Strategist
- Web Developer
- Social Media Manager
- Content Writer

## Roles and Responsibilities:

- **Project Manager :** Oversee project execution, client communication, and final approvals.
- **Branding Specialist:** Develop new brand identity elements.
- **Marketing Strategist:** Create and implement marketing strategies.
- **Web Developer :** Redesign and update the website.
- **Social Media Manager :** Manage social media platforms and campaigns.
- **Content Writer :** Develop content for various platforms.

## Percent Effort (Time) of Each Team Member :





# Michael Shubic

## Marketing Guru

As a versatile marketing professional, I bring a rich tapestry of experience spanning travel, yachting, housing and hospitality. My track record of success includes working with clients in recreation, outdoor, tools, the arts and various other industries, where I have consistently excelled in marketing strategy, branding, and content creation. I have a history of leading small teams and managing seven-figure budgets, delivering creative solutions that convert challenges into growth opportunities. A pioneer in digital marketing, I now embrace AI technology and tools to stay at the forefront of industry trends. Through strategic collaborations with clients, agencies, and media outlets, I have honed a unique marketing perspective, fostering strong relationships at all organizational levels. My comprehensive experience and proactive approach drive growth and innovation for forward-thinking companies.

## Contact

### Phone

480-983-3100

### Email

Mike@Shubic.com

### Address

P.O. Box 1052 -Wickenburg, AZ 85358

## Education

### San Diego State University

BA in Advertising

### Google

Project Manager Certification

### Scottsdale Vocational School

Construction Certificate

## Expertise

- Digital & Content Marketing
- Videography & Photography
- Branding
- PR / Communications
- Proficient in AI-Powered Tools
- Ideation
- Analytics & Analysis
- CRM & CMS Systems
- Strategic Planning
- Project Management

## Hobbies

- Welding
- Wood-working
- Glass blowing
- Home improvement
- Fixing things
- Cooking
- The Arts (creating and admiring)
- Videography & Photography
- Travel
- Outdoors - Camping/Hiking
- Water skiing

## Experience

### 2010 - Present

#### Marketing Consultant, Content Creator & Videographer MeshMarketing.Guru & MikesRoadTrip.com

I have collaborated with destinations, travel brands, and hotels worldwide, transforming my travel blog into a renowned micro-brand. As an internationally acclaimed travel blogger, author, public speaker and videographer, I have visited over 50 countries, countless cities, and 49 U.S. states. My work has garnered a substantial social media following and significant web traffic, earning numerous industry awards for my writing, video, and photography content.

#### Key Achievements:

- Built and managed three iterations of MikesRoadTrip.com, achieving over 150,000 page views per month.
- Produced over 500 travel videos, amassing more than 15 million views.
- Won international awards from industry organizations such as NATJA and SATW.
- Authored Lines, Signs & Forks – Diary of a Nomadic Road Tripper.
- Grew a social media following to over 175,000.
- Pivoted during COVID to provide marketing services, content creation, and YouTube marketing for various companies outside the travel sector.
- Long term clients included: Allianz Travel, Travelocity, BN Products, Raptor Series, Dutchman RV and Thousand Trails.

### March 2022 - September 2022

#### VP of Marketing at ZenniHome

I joined this exciting startup as part of the executive team. During my tenure I developed a comprehensive marketing strategy and corresponding budget. I established the brand guidelines and implemented ZoHo CRM to manage the sales cycle. I began building a social media presence and a comprehensive new website. At the time, I oversaw marketing, PR, sales, and customer service while managing a small team of employees, contractors, and freelancers. I relocated to Page, AZ where the factory was located and took on a visible role within the community.

### 2006 - 2010

#### Web Developer & Online Marketer at Shubic Web Design

Developed a consulting business focused on helping small businesses build an online presence to maximize their coverage and customer base. Provided full support in the following disciplines; website design & development, graphic design, PR to online marketing initiatives (SEO/SEM, PPC and content development).

- Managed over a dozen clients across various industries, delivering tailored solutions that drove significant improvements in their digital footprint.
- Led a team of three, coordinating efforts to ensure client projects were completed on time and within budget.

## Contact

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## Achievements

- Published Author
- Many travel industry awards
- Visited over 50 countries
- Travel Channel cast member
- Won a contest to be a storyteller for an around-the-world trip
- Ad2 Phoenix board member responsible for 220% increase in membership
- Public Speaker: Invited to speak at over a dozen travel conferences
- Innovator: Developed dozens of unique inventions

## Associations

- AAF (Ad2 Phoenix) Board Member
- SACA (Arts Org) Board Member
- March of Dimes Volunteer
- NATJA, SATW & ATTA Travel Associations Member
- DwellWell Foundation Board Member
- Apache Junction Economic Development Task Force Member

## References

- Recommendations and additional information available on [LinkedIn](#)

## Video Resume

- [Short Version](#)
- [Long Detailed Version](#)

## Experience Continued

### 2004 -2006

#### Director of Marketing - Nautical Enterprises

As head of marketing, I oversaw the marketing efforts for three yacht companies, representing 14 different power and sail brands. I successfully transitioned the company from traditional marketing tactics to the digital era, reducing the cost per lead from \$78 to just \$8.

##### Key Achievements:

- Completely rebranded three yacht divisions, establishing a cohesive and modern image.
- Developed comprehensive new websites, transforming them from informational sites into powerful online marketing machines.
- Established and managed the first-ever formal marketing budget, nearing seven figures, and effectively utilized co-op dollars.
- Created and implemented a series of success metrics to track performance and ensure continuous improvement.
- Managed all boat shows and rendezvous events, enhancing brand visibility and customer engagement.
- Helped drive company revenue growth from \$54M to \$72M within three years.

### 2002 -2004

#### Regional Director of Field Marketing - Cold Stone Creamery

Responsible for all local store marketing in an 11-state region with over 180 franchisees (several added each month). Managed a seven-figure marketing budget. Conducted extensive market research and continuously monitored the effectiveness of our marketing/advertising efforts.

##### Key Achievements:

- Organized and presented marketing programs and information at quarterly market meetings.
- Managed six local-store-marketing managers (in the field) in key markets.
- Assisted in the largest new product rollout in Cold Stone history with the introduction of its gourmet cake line, which at the time accounted for more than 17% of sales.
- Responsible for maintaining an annual 5%+ store volume growth rate in my region.

### 2001 -2002

#### President/CEO of The Green Carrot Segway Rental & Tours

My partner and I started one of the very first Segway rental businesses in the world, now there are thousands of them. We developed a robust and innovated business plan that attracted investment into the company. Things were going very well, until a conflict of interest with our lead investor caused us to dissolve the company just nine months into the endeavor.

### 1998 -2001

#### Director of Channel Marketing & Vertical Markets at NeoPlanet, Inc.

One of the initial employees of this well-funded dot-com company during the heyday of the internet era. In the beginning I played many roles until the company got its footing and could properly staff up, eventually settling into the marketing department. Performed in a variety of ad-hoc roles while providing operational support to the company.

##### Key Achievements:

- In charge of the channel marketing for the sales department, including promotional concepts, budgeting, media planning/buying, trade shows, and copy writing.
- Managed ad agency and oversaw a \$750K budget.
- Conceived, created and managed the implementation of MediaPort, the company's first vertical markets vortal. The project was a media portal targeted to the advertising/marketing professional. Played a vital role in identifying the vertical market, creating the possible sales/partnerships, rolling out the strategies, and marketing ideas/solutions, and managing the beta testing and QA processes.

# 07 | Budget

## Sample Budget:

Name	Budget
Project Management	\$10,000
Brand Development	\$15,000
Stakeholder Engagement	\$5,000
Marketing Strategy	\$10,000
Website Redesign	\$15,000
Content Development	\$10,000
Social Media Management	\$5,000
Miscellaneous Costs (Travel, Meetings, etc.):	\$2,500
Total: \$72,500 (within the \$75,000 budget cap)	

# 08 | Related Work Examples

- [Click here](#) to view brand guidelines example.
- [Click here](#) to view logos, photography and video examples.
- [Click here](#) to view a website sitemap.
- [Click here](#) to see a communications flow chart.
- [Click here](#) for LinkedIn References.
- [Click here](#) for a video on Mike & Mesh Marketing.

## Conclusion

We are thrilled at the prospect of partnering with WESTMARC to develop a comprehensive marketing and re-branding strategy for the West Valley. Our team at Mesh Marketing is confident in our ability to deliver on your expectations and contribute significantly to the region's economic growth and tourism potential. We are excited to bring our extensive experience and local knowledge to this project, ensuring that our strategies are both innovative and deeply rooted in the unique opportunities of the West Valley. We eagerly anticipate the next stage of the selection process and look forward to the opportunity to present our vision in person. Thank you for considering Mesh Marketing for this pivotal role.

Best regards,

Mike Shubic  
Principal of Mesh Marketing





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