#### Project Name: G2G Cloud Solution Marketing Budget

Project ID: DJ8182CM

| Leadership Group: IT Steering Committee  |                         |  |                                |                                  |                     |  |
|--|-------------------------|--|--------------------------------|----------------------------------|---------------------|--|
| Department: Information Technology   |                         |  | Division: A                    | Division: Application Services   |                     |  |
| Project Sponsor: Phil Bertolini / Date Requ<br>Jim Taylor  |                         |  | ested: 4/12/2018               | PM Customer I                    | PM Customer No. 182 |  |
| Request Type: <u>New Development</u> Enhancement Customer Support<br>Planned System Maintenance or Upgrade |                         |  |                                |                                  |                     |  |
| IT Team Name: eCommerce IT Team No: J  |                         |  |                                |                                  |                     |  |
| Project Manager/Leader: Val Talia  |                         |  |                                |                                  |                     |  |
| Account 30004<br>Number:   | Account<br>Description: |  | Svcs E-Government              | Customer l <sup>-</sup><br>Name: | T - eGovernment     |  |
| Grant Funded?  | Yes <u>No</u>           |  | Mandate? Ye<br>Mandate Source: | S                                | <u>No</u>           |  |

## Project Goal

To provide brand management and marketing services for G2G Cloud Solutions and its subbrands so that the brands are supported for maximum growth over the next master plan.

## Business Objective

The major objectives are to provide brand management and marketing to increase reach and awareness among the target market, increase the number of participants consuming the G2G Cloud Solution products, and increase the number of transactions that occur with current participants, therefore increasing growth over the next master plan.

### **Major Deliverables**

- G2G Cloud Solutions Marketing Plan for 2019/2020
- SMART Goals for 2019/2020
- G2G Cloud Solutions Analytics Spreadsheet
- Surveys
- Mailings
- Marketing Materials
- Conference Leads
- Strategic Plans
- Increased Leads and Participants

#### Approach

- Update G2G Cloud Solutions Marketing Plan for 2019/2020
- Create SMART goals for 2019/2020

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- Update analytics
- Conduct mailings for government agencies throughout Michigan and US
- Conduct surveys
- Develop educational outreach plan
- Consolidate materials
- Coordinate and attend conferences with vendors
- Create launch/marketing strategy as required

### **Research & Analysis**

Gartner Research Recommendation - N/A

### **Benefits**

See Return on Investment (ROI) Analysis Document

## Impact

Number of Users - All

Divisions - All

Leadership Groups - All

## <u>Risk</u>

Business Environment Low – Little or no impact to existing business processes.

**Technical Environment** Low – Little or no impact to existing business processes

### **Assumptions**

**Staffing** IT Staffing: resources will be available for the hours indicated per the attached project plan.

Other Staffing: additional staffing will be available as follows:

| <u>Role:</u> | Name | <u>Hours per Day</u> |
|--------------|------|----------------------|
|--------------|------|----------------------|

| Project Name: G2G Cloud | Project ID: DJ8182CM |           |
|-------------------------|----------------------|-----------|
| Project Sponsor:        | Phil Bertolini       | As Needed |
|                         | Jim Taylor           | As Needed |
|                         |                      |           |
| Facilities              |                      |           |
| None                    |                      |           |
| Technical               |                      |           |
| None                    |                      |           |
|                         |                      |           |
| Funding                 |                      |           |
| Information Technolog   | ду                   |           |

### Other

• None

### Priority

•

## **Constraints**

• None

## **Exclusions**

• This project does not include any project specific marketing efforts.

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Project ID: DJ8182CM

#### PROJECT PHASE AUTHORIZATION

| Phase(s): All                                    |            |    |       |
|--|------------|----|-------|
| Total Estimated Application Services             | Hours: 565 |    |       |
| Total Estimated Technical Systems                | Hours:     |    |       |
| Total Estimated CLEMIS Hours:                    |            |    |       |
| Total Estimated Internal Services Hours:         |            |    |       |
| IT Application Services Division Manager Approva | Date:      |    |       |
| IT Technical Systems Division Manager Approval:  |            |    | Date: |
| IT CLEMIS Division Manager Approval: Date:       |            |    |       |
| IT Internal Services Division Manager Approval:  | Date:      |    |       |
| IT Management Approval:                          |            |    |       |
| Approved:  | Yes        | No | Date: |
| Reason:  |            |    |       |
| Project Sponsor Approval:                        |            |    |       |
| Title:   |            |    | Date: |

#### PROJECT SUMMARY

| Authorized Development (see above)                  | Hours: 565 |       |           |
|---|------------|-------|-----------|
| Preliminary Estimated Development for Future Phases | Hours:     |       |           |
| Grand Total Estimated Development                   | Hours: 565 | Cost: | \$ 93,225 |

Project Name: G2G Cloud Solution Marketing Budget Project ID: DJ8182CM

#### PROJECT COMPLETION AUTHORIZATION

| Customer Acceptance of Product: |       |  |
|---------------------------------|-------|--|
| Title:                          | Date: |  |
| Project Office Review:          | Date: |  |

|   | G2G Cloud Solutions Marketing Budget - Size Estimate (+/- 10% to 50%) × |          |                                      |           |  |
|---|---|----------|--------------------------------------|-----------|--|
|   |   |          |                                      |           |  |
|   | Туре  | ID       | Task Name                            | Estimated |  |
|   |   |          |                                      | Hours     |  |
| 1 | Phase 🗸   | DJ8182CM | G2G Cloud Solutions Marketing Budget | 565       |  |