



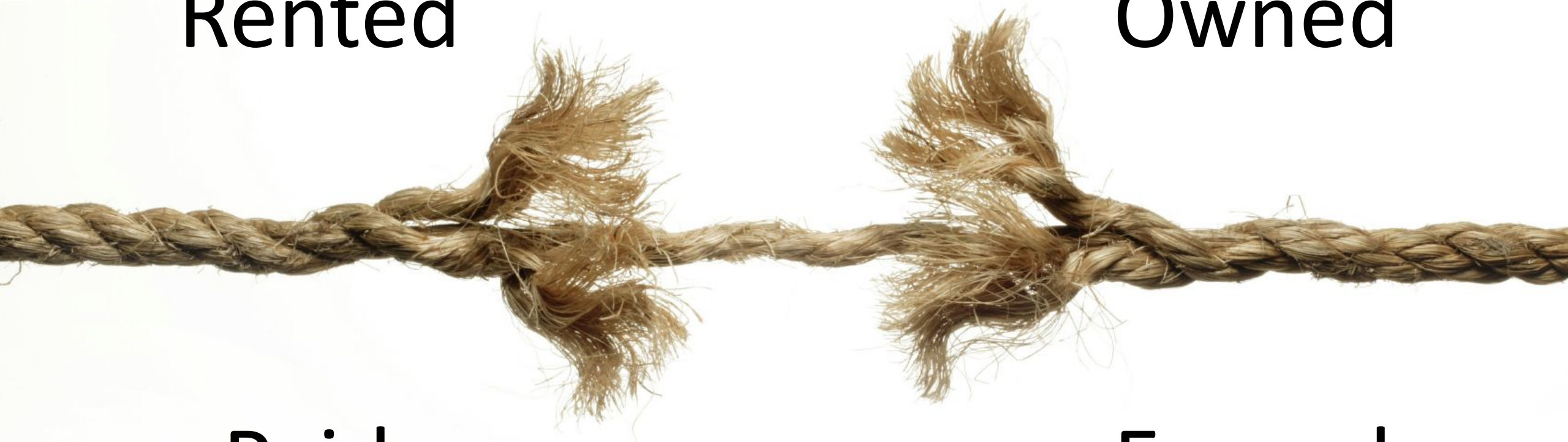
**ROPE Bridge: Create a seamless
touchpoint experience for your
customers**

Organize your Landscape

- Organizes distribution nodes, content and tech deck tools
- Helps prioritize efforts
- Avoids option paralysis
- Keeps focus on your target
- Supports data-based decision making
- Supports marketing agility

Rented

Owned



Paid

Earned

Rented

Owned



Paid

Earned





RENTED SPACE		OWNED SPACE	
Digital LinkedIn GlassDoor Facebook YouTube	Tools/Resources In-platform posting Website share buttons	Digital Chugachgov.com <i>Customer Satisfaction Surveying</i> <i>Email Marketing</i>	Tools/Resources SEO WordPress CMS CRM SnazzyMaps Google Analytics
Traditional WOM	Metrics & KPIs Click thru rate Average review rating	Traditional Office Spaces (ANC, HSV, CHSP, DC)	Metrics & KPIs Traffic/Visitors Bounce rate conversions
PAID SPACE		EARNED SPACE	
Digital <i>Google Adwords</i> <i>Social Advertising</i>	Tools/Resources n/a	Digital <i>These would be established relationships for PR</i>	Tools/Resources None currently leveraged by the communications team for enterprise purposes (03/23)
Traditional Sponsor Advertising Tradeshow booths	Metrics & KPIs ROI	Traditional Sponsorships Awards Conference Participation & speaking engagements	Metrics & KPIs Referral traffic ROI

Organize your Landscape

- Organizes distribution nodes, content and tech deck tools
- Helps prioritize efforts
- Avoids option paralysis
- Keeps focus on your target
- Supports data-based decision making
- Supports marketing agility

Thank you!

