

Golden Scoops Web Project

Introduction

Golden Scoops are a company that serves up the very best ice cream cones and sundaes for customers throughout the summer season. They target audience is teens and young families.

The project is to create a website that will mainly show a list of the company's flavors and the goals is to increase sales.

I have years of experience creating website to a variety of types of company always meeting their goals in time and very affordable.

PROBLEM

Golden Scoops is an ice cream cones and sundaes that doesn't have a website and needs one to increase the sales. The website will need landing page, about page and nutrition section using a trendy design and the brand color which is pink. All action may take into account the client's preferences and values.

Time: 3 weeks

SOLUTION

I will create a modern website using the best practice and trendy design that show all the company's flavors, following the brand style. Attracting target clients to meet the increase sales goal.

“

I asked for a website and he delivered a masterpiece.
I am planning to ask more three.

”

Mr. Gill Bates

PROCESS

We will need to follow some process to accomplish the goal with the website, always working together with you and target audience to meet the increase sales goal.

-Target audience research

In this step we will search the best approach to attract people through flavors, coupons and social media.

See what the competitor was doing/value - Interview customer about favorite flavor and research most selling flavor

-call user to come to store

Using coupons gather from website – Invite a friend – first cone in store is free if shared with webpage in social media – photo in store marked location discount

-Survive each summer

Each summer will be a unique flavor that will be available just that summer.

STRATEGY

After complete all target audience research, we'll work in visual style of the webpage according with data collected in the last step. All decision will be sent back to you for review, iteration and approval.

Marketing

Once the strategy is agreed on, I will be planning all marketing strategy that will be key to achieve the goal. All idea will be share with you.

WIREFRAME

Once the marketing is agreed on, we will do a wireframe with landing page, about page and nutrition section in addition the coupons and others marketing strategy. This step will allow to confirm if my ideas is aligning with yours in a quick way.

DESING

After be sure we are in the same page the next step will go from simple wireframe into a high-fidelity prototype the show exactly how the website will look with all colors and styles and interact like a user. In that process you can test as it was live. We will listen and be implementing all changes you find necessary. In accordance with the we will start prototype of development stage.

DEVELOPMENT

Once the design phase has been agreed on and sign off, I will then develop the website on the Wordpress CMS using Elementor page builder.

Since we just have 3(three) weeks to finish all project, using a CMS like Wordpress combined with Elementor page builder, makes it quicker for me to develop, and also makes it easy for you to update the website however you need.

SIGNOFF, LAUNCH AND TRAINING

after the website is ready a meeting will be appointed for the presentation of the new website. Once you've signed off on it, I'll put it live.

Finally, I'll do a basic training session with your marketing team so they understand how to edit the website when they need.

DELIVERABLES

As outlined in the process section, I will be responsible for delivering the following:

- * A dashboard with all data from customer and competitor research
- * A document that help select the agreed the with the main style of the website
- * Marketing strategy to attract more people to the store and applied in the website or direct to the store
- * Wireframe for the new website to be reviewed, iterated and agreed;
- * Full design for the new website to be reviewed, iterated and agreed;
- * Final, mobile-responsive website live.

It's also worth noting what is outside the scope of this project:

- Optimization for search Engines
- Submission to Search Engines
- Design of other branding assets such as logos

Costs	Price	Hours	Final Price
Target audience research	100	10	1000
Marketing Ideas	100	8	800
Strategy creation and presentation	100	3	300
Wireframe	100	3	300
Full design	100	15	1500
Development	100	20	2000
Testing	100	4	400
Training	100	3	300
Total		64	6400

Term & Condition

Instead, I've taken what I think are the key parts and written them in plain english.

If you do feel you need a more formal, lawyer-approved contract, I'd be happy to provide and/or sign one.

Scope of Project

I will provide Golden Scoop with Marketing Consulting Services in accordance with what is outlined in the "Process" section of this proposal.

Copyright

Golden Scoop will own the copyright for all material created under this agreement.

Information provided to Golden Scoop will be used only to complete the agreed upon work, and will not be disclosed to any other party unless required to complete the work.

Non-exclusivity

I may provide services to other businesses during the term of this agreement, and Compass may commission other contractors to provide similar marketing consulting services as well.

Disclosure

I may publicly acknowledge the work carried out and the results achieved for the purpose of marketing his services, with approval from the Compass team.

Expenses

Golden Scoop will reimburse me for any expenses incurred in providing the services where Golden Scoop has specifically authorized the expense.

Payment

I will invoice Golden Scoop at the end of each month for the amount outlined in the "Costs" section of this proposal. Compass agrees to make payment to me within 7 days of receiving the invoice.

Payment can be made via Direct Deposit.

Termination

This agreement may be terminated with 7 days written notice by either party. Should the termination occur part way through the project, payment for the project will be calculated on a pro rata basis for the work already completed.