8/18/2025

Lenini Vengai Mahala

ST10485444

Web Development Proposal

WEDE5020

LENINI VENGAI MAHALA

ST10485444

WEDE5020 POE Part 1

Table of Contents

[Website Development Proposal 1](#_Toc206438722)

[Organization Overview 1](#_Toc206438723)

[A brief history of the organization 2](#_Toc206438724)

[Organization Objective: 2](#_Toc206438725)

[Mission Statement: 2](#_Toc206438726)

[Vision Statement: 2](#_Toc206438727)

[Website Objectives: 3](#_Toc206438728)

[Target Audience: 3](#_Toc206438729)

[Website Goals and Objectives 3](#_Toc206438730)

[Design and User Experience: 3](#_Toc206438731)

[Website features and functionality: 3](#_Toc206438732)

[Budget: 4](#_Toc206438733)

[Conclusion: 4](#_Toc206438734)

# Website Development Proposal

## Organization Overview

Name of the Organization: PitchPerfectly ZA Pty

Organization Website: None

Company Concert: Granted

## A brief history of the organization

PitchPerfectly is a digital marketing agency specializing in email marketing campaigns for businesses of all sizes. The company helps clients reach their audience through personalized, data-driven email strategies. Services include newsletter design, campaign automation, customer segmentation, A/B testing, and analytics reporting. The organization was started in 2024 to deliver affordable, measurable, and high-converting marketing campaigns for businesses looking to boost their online sales.

## Organization Objective:

PitchPerfectly is a small company seeking to expand its business portfolio and increase market share. PitchPerfectly must take advantage of the growing importance of email as a professional and cost-effective digital marketing tool. Despite the rise of social media, email marketing remains one of the highest ROI channels for businesses worldwide. However, many businesses struggle with creating effective campaigns due to poor design, lack of personalization, or difficulty tracking results. At the same time, the website will help increase the visibility of the company to potential customers beyond local boundaries.

## Mission Statement:

Our mission is to empower small and medium-sized businesses with innovative, affordable, and results-driven email marketing solutions. We aim to help our clients build meaningful customer relationships, increase engagement, and achieve measurable growth through personalized, data-driven campaigns.

## Vision Statement:

Our vision is to become a leading email marketing partner for growing businesses worldwide- recognized for creativity, reliability, and excellence in delivering impactful digital communication that drives long-term success.

# Website Objectives:

## Target Audience:

PitchPerfectly primarily engages with business owners and decision-makers seeking expert guidance for marketing tools.

1. Small and Medium-sized businesses (SMEs)

* Companies looking to grow their customer base through affordable digital marketing.
* Businesses without an in-house marketing team that need professional campaign management.

1. Startups

* Entrepreneurs seeking to build brand awareness and customer loyalty from the ground up.
* New companies aiming to scale quickly with measurable marketing results.

1. E-Commerce Stores

* Online retailers who want to increase sales through newsletters, product launches, and seasonal promotions.

1. Professional Service Providers

* Consultants, agencies, and freelancers aiming to nurture client relationships through personalized communication.

1. Non-profit Organizations

* NGOs and community groups that rely on donor engagement and event promotion to achieve their goals.

## Website Goals and Objectives

By developing a dedicated, modern website for PitchPerfectly, the company will gain a stronger digital identity and improve accessibility for potential clients. The website will act as both a portfolio of services and a conversion tool, enabling users to request consultations, subscribe to newsletters, and explore available packages. Additionally, the website will enhance the company’s credibility, attract new customers, and streamline communication.

The website will be designed to:

* Showcase services in a clear, professional, and appropriate layout.
* Provide educational resources about email marketing benefits.
* Allow easy contact and consultation booking.

This organization provides an excellent opportunity to design a practical, professional website that mirrors current industry needs and digital marketing best practices.

## Design and User Experience:

Planned design and user experience for the website include:

* Text content: Company profile, service description, FAQs, and blog posts.
* Images: Stock images of business teams, digital marketing visuals, and email templates.
* Graphics: Icons of services (automation, analytics, newsletters).
* Logo: A clean, professional company logo (to be created or sourced).
* Color palette: Blue tones (to reflect professionalism and growth).
* Typography: Clean modern fonts as Montserrat and Karla.

## Website features and functionality:

The website will contain 5 main pages

1. Home page

* Introduction to the company
* Key Services Overview
* Call-to-action (“Book a strategy Call”)

1. About Us

* Company background
* Mission and Vision

1. Services

* Email campaign strategies and design
* Automation and segmentation
* Analytics and reporting
* Pricing packages

1. Resources/Blog

* Articles on email marketing best practices
* Case studies
* Free tips and guides

1. Contact Page

* Contact form
* Email and phone details
* Newsletter subscription form

# Budget:

An estimated budget for freelancers developing a website in South Africa averages R4000 once off, depending on scope and experience. This is ideal for small businesses still in the developing stages. We will use a VPS hosting plan with managed services, R1500 per month, and annual domain renewal around R100. This will keep the costs low and manageable for the business.

# Conclusion:

The proposed website for PitchPerfectly will serve as a powerful platform to enhance the company’s digital presence, build credibility, and attract new clients. By providing a professional, user-friendly, and informative online space, the website will showcase PitchPerfectly’s expertise in email marketing while offering clients convenient access to services, resources, and communications channels.

# Reference:

Chaffey, D. (2022). *Digital Marketing: Strategy, Implementation and Practice*. Pearson.

Statista (2024). *Email marketing ROI worldwide*. Retrieved from: https://www.statista.com/

Mailchimp. (2024). *Email Marketing Field Guide*. Retrieved from: <https://mailchimp.com/resources/>

Maab S. (2025). Host Africa. Retrieved from: https://hostafrica.co.za/blog/websites/website-basics/how-much-does-a-website-cost-in-south-africa/