

WEB DEVELOPMENT / DESIGN SERVICES SPECIFICATION

| <i>Specification</i>  | <i>Options</i> | <i>Notes</i> |
|-----------------------|----------------|--------------|
| Domain Name & Hosting |                |              |
| Logo & Images         |                |              |
| Text                  |                |              |
| Reference Website     |                |              |

## PAGES CONTENT

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# STRAT

Digital Marketing Company

## SERVICES

| Content Production   | Marketing   | Development   |
|--|---|---|
| <ul style="list-style-type: none"><li>→ Research</li><li>→ Copywriting</li><li>→ Graphic Design</li><li>→ Audiovisual Production</li></ul> | <ul style="list-style-type: none"><li>→ Advertising</li><li>→ Analysis &amp; Consulting</li><li>→ Sales &amp; Communication</li><li>→ Social Media Management</li></ul> | <ul style="list-style-type: none"><li>→ Websites</li><li>→ Softwares</li><li>→ Apps</li></ul> |

*Understood, Now how to start?*

## Starting Options

|                                  |  |
|----------------------------------|--|
| <b>Building our Own Projects</b> | <ul style="list-style-type: none"><li>→ Building Apps</li><li>→ Building Blogs</li><li>→ Building Stores</li></ul> |
| <b>Getting Clients</b>           | <ul style="list-style-type: none"><li>→ Finding Clients</li><li>→ Outsource from Others</li></ul>                  |

*Where Income is going to come from?*

## Income Streams

|                                       |   |
|---------------------------------------|---|
| <b>Earnings Sources from Projects</b> | → General Ads Network (e.g : Google Ads)<br>→ Affiliate Commissions<br>→ Sales on Marketplaces (Flippa & Envato ...)<br>→ E-Commerce / Products<br>→ Subscriptions / Digital Products   |
| <b>Earning from Serving Clients</b>   | → Sales of Development Services (Websites, Apps & Software)<br>→ Sales of Content & Design Services (Production or Editing)<br>→ Sales of Advertising Services (Management, Consulting and Analyses)<br>→ Sales of Social Media Management Services |

*What can we expect in earnings?*

## Earning Forecasts

### Revenues from Projects

#### **Ads:**

Depends on Viewership CPM range usually in single figure average 2\$ per CPM on a conservative forecast.

On 10k views : from 10\$ to 25\$

On a total of 100k views: 100\$ to 250\$

#### **Affiliate Commissions:**

Depends on commission on product

Products commission range from 5\$ to 400\$

- Average small commission 5\$

100 Sales/month on small lands 500\$ / month

- Average medium commission 25\$

20 Sales /month on medium lands 500\$ / month

- Average large commission 100\$

5 Sales / month on large lands 500\$ / month

### **Sales on Marketplace:**

- Envato: Product sells on the market from 25 to 50\$ with 70% earnings

Forecast of 10 sales 250-500\$

- Flippa: Starter Apps/Sites sell for 100-400\$

Established Apps/Sites sell for 2.5x annual income

### **E-Commerce Products:**

Sales x (Product Price - Product Original Price - Shipping Costs) - Ads Consumption - Other Costs

### **Subscriptions / Digital Products:**

Usually prices are low with high volume of sales

Example: VPN product 2-5\$ per month per user

Large Volume of users ex: 1000 will equal 2000\$ per month revenues, around 500\$ continuous net profit!

### Revenues from Serving clients

### **Sales of Development Services:**

Websites : 29\$ per month for Vitrines

49\$ per month for E-Commerce

Apps: Typically from 700\$ to 2500\$ depends on requirements

Softwares: Starting from 2500\$ depends on requirements

### **Sales of Content and Design Services:**

Depends if continuous services or once production, Market prices apply

### **Sales of Advertising Services:**

Charging 50\$ + 15% of Advertising Budget

### **Sales of Digital Management:**

Ongoing management Services quotes depend on needs, monthly charges apply here.