

## 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

Building our Own Projects	<ul style="list-style-type: none"><li>→ Building Apps</li><li>→ Building Blogs</li><li>→ Building Stores</li></ul>
Getting Clients	<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>	<ul style="list-style-type: none"><li>→ General Ads Network (e.g : Google Ads)</li><li>→ Affiliate Commissions</li><li>→ Sales on Marketplaces (Flippa &amp; Envato ...)</li><li>→ E-Commerce / Products</li><li>→ Subscriptions / Digital Products</li></ul>
<b>Earning from Serving Clients</b>	<ul style="list-style-type: none"><li>→ Sales of Development Services (Websites, Apps &amp; Software)</li><li>→ Sales of Content &amp; Design Services ( Production or Editing)</li><li>→ Sales of Advertising Services (Management, Consulting and Analyses)</li><li>→ Sales of Social Media Management Services</li></ul>

*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.