



## Vision One

# M3P Directional Custom Website Marketing Solution

## M3P Directional Services

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# Goals and Objectives

Establishing an online presence will allow M3P Directional Services to engage with its customers all around the world, but doing so effectively requires a website that reflects its unique business identity. M3P Directional Services should avoid prepackaged designs and opt for a unique design that not only looks great, but meshes perfectly with its long-term vision. In short, M3P Directional Services needs a site that:

- Deliver a 100% customized, hand-coded solution
- Integrates layout, logos, and custom graphics seamlessly into a single digital platform
- Looks great regardless of whether visitors view it on a computer, tablet, or mobile device
- Establishes your best-in-class web-based marketing presence and integrates with current and ongoing marketing efforts.

M3P Directional Services needs an online platform to engage with visitors and persuade them to do business with it. However, you won't be able to accomplish these goals if your website blends in with all the other bland business sites your visitors are accustomed to navigating away from.

## Experts Helping You Help Yourself

M3P Directional Services deserves the most effective web presence that it can muster. Vision One can help you get and keep your website looking sharp and working properly, no matter what device or browser your customers are using to view it. Not only will your site perform efficiently, we'll guide you through creating a web-based marketing plan that works for you.

By hiring us, M3P Directional Services can be sure that you are receiving the most up-to-date advice according to current best practices in the areas of:

- Cross-platform adaptability
- Web application development and performance
- Latest trends in site appearance
- Search Engine Optimization
- Monthly Analytics Reporting
- email & Social Media Marketing
- A-B Split Testing
- Blog Updating
- Content Creation

# Recommendations For Your Company

For M3P Directional Services to achieve the goals and objectives described above, we recommend the following web design services as part of our online presence solution:

- **Consultation with Vision One to Translate Your Vision into a Website Design** – We'll meet with you and listen to your vision of how you want your website to look. After we get your input, our designers will turn your thoughts into a detailed plan for a beautiful, professional website to achieve your vision.
- **Customized Logo and Graphics Design** – We'll collaborate with you and discuss how to incorporate your graphic identity as an essential component of your new site. Our graphic designers will ask for your input and share their thoughts, paying special attention to every detail along the way.
- **Creation of Professional Website That Achieves M3P Directional Services's Vision** – We'll take the logo and graphics we've created just for you and integrate them into a layout that matches your vision. The end result will be an eye-catching, fully responsive website that delivers the functionality you need and represents who you are as a company.
- **Highly-Effective Web Marketing Integration** – We'll turn your website into a marketing asset that delivers measurable results, improves lead generation, increases customer retention, and promotes brand awareness.

## Delivering Results

Vision One's web design services will deliver the following results for M3P Directional Services:

- **A layout that catches the eye on computers, tablets, and mobile devices** – All of our designs are based on a responsive framework, which allows your site to adapt according to the device used to access it. This framework will ensure your site always displays just the way you intended it to.
- **Custom logos and graphics incorporated into your website** – Slapping cheap-looking logos and graphics onto a website at the last minute can ruin an otherwise great design. Our graphic designers consult with you before your design is finalized so we can inject your graphic identity into your site in a way that enhances – not blemishes – it.
- **Ongoing Customization, Upgrades, and Technical Support** – We'll stick around for when you need us, whether it's tweaking the functionality we created for you or correcting a bug. Our familiarity with your code will give us a big advantage in making these changes as fast and painless for you as possible. After the website is complete, we will offer a monthly maintenance retainer agreement for ongoing marketing and design enhancements.

# Fee Summary

## Customized Web Presence Solution

\$3,470

**Consultation with site designers** – We'll meet with you, listen to your vision of how you want your site to look, and agree on the best way to achieve that vision in a clean, professional way.

**Consultation with graphics and logo team** – We'll meet with you before the design process begins to plan how to use your graphic identity to distinguish you from your competitors, enhance your visitors' experience, and expand brand recognition.

**Professional website design** – We'll review the input you give us and integrate it into a beautiful, professional website that complements your marketing process model and gives you measurable results.

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## Total

**\$3,470**

# Project Timeline

If M3P Directional Services selects Vision One to provide the web design services described, our timeline would proceed as follows:

Phase	Activities	Completion
<b>Site Layout and Aesthetics Consultation</b>	Collaboration between M3P Directional Services and Vision One's site designers to discuss M3P Directional Services's vision of the site and its layout; preliminary sketches of proposed design.	07/01/17
<b>Logo and Graphic Design Consultation</b>	Collaboration between M3P Directional Services and Vision One's graphic designers to discuss how to utilize M3P Directional Services's graphic identity to enhance its website; preliminary sketches of graphics and M3P Directional Services feedback.	07/15/17
<b>Professional</b>	Vision One will review the input received from the layout and graphic	

<b>Website Design</b>	design consultations; Vision One's site designers will integrate input to develop a professional website for M3P Directional Services.	10/01/17
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## Next Steps

To take advantage of this proposal and proceed with the project as outlined, M3P Directional Services's next steps must be to

- Accept the proposal as-is
- Discuss desired changes with Vision One
- Finalize and sign the contract
- Submit an initial payment of 50 percent of total project fee

Once completed, Vision One will contact M3P Directional Services to schedule a project launch meeting to make introductions and gather information before beginning the work.

We're happy to make changes to project scope on M3P Directional Services's request at any time, but may be subject to additional billing.

## Why Choose Vision One?

M3P Directional Services needs to establish its online presence via a professional website. Choosing the right design services can make the difference between a mundane, forgettable experience for your visitors and one that engages them and distinguishes you from your competitors. Vision One will listen closely to M3P Directional Services's vision. Here are a few more things about us that will help us achieve M3P Directional Services's vision:

- **Vision One can develop any custom features you need** – Our team has the experience needed to create a solution for you, no matter how basic or complex your functionality needs. Usability studies, e-commerce, intranet development, and custom web apps are just a sample of the many things we can do for you.
- **Vision One's code is 100% hand-coded** – We don't take shortcuts because we understand you have a specialized need. Hand-coding takes longer, but it keeps things lightweight and bug-free. It also makes us intimately familiar with your features, which simplifies troubleshooting and backend support.
- **Vision One's designs are responsive to computers, tablets, and mobile devices so visitors can always experience them fully** – We aren't satisfied until we can guarantee that *all* of your visitors will experience your site in the way that you envisioned it. Everything we design is responsive because we understand you only get one chance to make a good impression on a visitor.

# Terms and Conditions

Once the project fee is paid in full to Vision One, any elements of text, graphics, photos, contents, trademarks, or other artwork furnished to M3P Directional Services for inclusion in website are owned by M3P Directional Services.

Vision One assumes M3P Directional Services has permission from the rightful owner to use any code, scripts, data, and reports are provided by M3P Directional Services for inclusion in its materials, and will hold harmless, protect, and defend Vision One from any claim or suit arising from the use of such work.

Vision One retains the right to display graphics and other web content elements as examples of their work in their portfolio and as content features in other projects.

This agreement becomes effective only when signed by agents of M3P Directional Services and Vision One. Regardless of the place of signing of this agreement, M3P Directional Services agrees that for purposes of venue, this contract was entered into in Texas and any dispute will be litigated or arbitrated in Texas.

The agreement contained in this contract constitutes the sole agreement between M3P Directional Services and the Vision One regarding all items included in this agreement.