

Byte Project Workflow

Effective Date: September 2, 2024

Byte is committed to delivering high-quality services through a well-defined and transparent project workflow. This document outlines the complete process for working with us across all our services, including website development, graphics design, social media management, and marketing.

1. Initial Consultation

Objective: Understand client needs and project scope.

- **Contact Us:** Reach out via our website, email, or phone to schedule an initial consultation.
- **Discovery Meeting:** Discuss project goals, requirements, and expectations. This meeting helps us understand your vision, target audience, and key objectives.
- **Proposal Request:** Based on the consultation, we may request additional information or documents to prepare a detailed proposal.

2. Proposal and Agreement

Objective: Define project scope, timeline, and costs.

- **Proposal Preparation:** We prepare a comprehensive proposal that includes project scope, deliverables, timeline, and pricing. The proposal outlines the specific services to be provided, including any custom requirements.
- **Review and Feedback:** Review the proposal and provide feedback or request adjustments if needed.
- **Agreement:** Once the proposal is finalized, we prepare a formal agreement or contract outlining the terms and conditions, including payment terms and project milestones.

3. Project Kickoff

Objective: Initiate project activities and align on deliverables.

- **Kickoff Meeting:** Schedule a kickoff meeting to introduce the project team, review the project plan, and clarify roles and responsibilities.
- **Project Plan:** Finalize the project plan, including milestones, deadlines, and key deliverables.
- **Onboarding:** Provide access to any necessary tools, platforms, or documentation required for the project.

4. Research and Planning

Objective: Develop a strategic approach based on project requirements.

- **Research:** Conduct market research, competitor analysis, and audience research as needed. This may include studying industry trends and gathering insights to inform the project.
- **Strategy Development:** Develop a detailed strategy for the project, including content plans, design concepts, and marketing tactics.

5. Design and Development

Objective: Create and develop the project deliverables.

Website Development

- **Wireframes and Mockups:** Create wireframes and design mockups for client review and approval.
- **Development:** Begin website development, including front-end and back-end development, integrating necessary features and functionalities.
- **Content Integration:** Incorporate text, images, and other media into the website as per the approved design.
- **Testing:** Conduct thorough testing to ensure the website is functional, responsive, and free of bugs.

Graphics Design

- **Design Concepts:** Develop initial design concepts for client review, including logos, branding materials, and other graphics.
- **Revisions:** Make revisions based on client feedback until the design is finalized.
- **Final Deliverables:** Provide final design files in required formats and resolutions.

Social Media Management

- **Content Calendar:** Develop a content calendar with scheduled posts, including graphics and copy for approval.
- **Content Creation:** Create and design social media content, including posts, stories, and ads.
- **Scheduling and Publishing:** Schedule and publish content across relevant platforms.
- **Engagement:** Monitor and engage with the audience, responding to comments and messages.

Marketing and Advertising

- **Campaign Strategy:** Develop a marketing strategy and campaign plan, including target audience, messaging, and budget.
- **Ad Creation:** Design and create advertising materials, including graphics and copy.
- **Campaign Management:** Launch and manage advertising campaigns, monitor performance, and optimize as needed.

6. Review and Approval

Objective: Ensure all deliverables meet client expectations before finalization.

- **Client Review:** Present the completed work for client review and feedback.
- **Revisions:** Implement any requested revisions and adjustments based on client feedback.
- **Approval:** Obtain final approval from the client on all deliverables.

7. Project Launch and Delivery

Objective: Finalize and deliver project deliverables.

- **Launch:** Implement and launch the project deliverables, such as going live with the website or starting social media campaigns.
- **Handover:** Provide all necessary documentation, files, and access credentials to the client.
- **Training:** Offer training or guidance on using new tools, platforms, or systems as needed.

8. Post-Launch Support

Objective: Provide ongoing support and maintenance.

- **Support:** Offer support for any issues or questions that arise post-launch.
- **Maintenance:** Provide ongoing maintenance services as outlined in the agreement, including updates and troubleshooting.
- **Performance Monitoring:** Monitor performance metrics, such as website analytics, social media engagement, and campaign results.

9. Feedback and Improvement

Objective: Gather client feedback and improve future projects.

- **Client Feedback:** Request feedback from the client on the project experience and deliverables.
- **Internal Review:** Conduct an internal review of the project to identify areas for improvement.
- **Continuous Improvement:** Use feedback and review insights to enhance processes and services for future projects.

10. Billing and Payment

Objective: Ensure accurate and timely payment for services.

- **Invoicing:** Issue invoices based on the agreed payment terms and project milestones.
- **Payment:** Process payments according to the agreed schedule. Acceptable payment methods include credit card, PayPal, and bank transfer.
- **Follow-up:** Follow up on any overdue payments and resolve any billing issues promptly.

11. Confidentiality and Data Protection

Objective: Safeguard client information and project data.

- **Confidentiality:** Maintain strict confidentiality of all client information and project details.
- **Data Protection:** Implement security measures to protect client data from unauthorized access or breaches.