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Prepared by
Trendset Marketing Services



Introduction

- The purpose of this marketing proposal is to give you a bit of information about Trendset Marketing Services and the various digital/internet marketing services we offer, along with information and pricing for a custom digital marketing solution based on your needs.
- At the end of this document, you'll find a pricing table that includes the services we've discussed previously. If after reviewing our full list of services you feel like the items in the pricing table don't fit your needs appropriately, just send me a comment and I'll make any necessary changes.
- Once you're happy with the services and prices for your custom digital marketing solution, go ahead and e-mail us and we'll move forward from there!



Preamble

- You may hear about “Internet marketing” all the time, but what does it really mean? Is it blog posts? Videos? White papers? Where do newsletters fit in? And what about SEO? It can feel pretty overwhelming.
- You know your business inside and out. What you need is the expertise to leverage that knowledge to reach your target audience with **valuable, informative content** to turn them into customers, and keep them coming back.
- That's where we come in. We understand Internet marketing. Our four-step process results in a plan that is evidence-based, strategic, and do-able. We won't stop until we see results
- Your Internet marketing strategy will tell your audience how awesome your products/services are, and tell them how they can be part of that awesomeness. It will convert interest into sales, and prospects into long-term loyal customers.

Who we are

- Since we began Trendset Marketing Services in 2016, we have continued to learn and refine our process as the industry evolves. Along the way we developed advanced quality control and reporting, internal and external continuing education for our staff and a cutting edge content development and marketing team.
- With our professional and dedicated employees, Trendset has amongst the largest pool of Internet marketing professionals you will find at an agency. Trendset is led by an experienced management team, which provides strategic direction and support for the company. Our management team's hands-on approach has led to Trendset Marketing services becoming a multiple recipient of numerous "Best Places to Work" referrals in the region.





Our Services

Trendset marketing Services is an end-to-end provider of digital marketing & advertising services. Whether you're looking for a turnkey managed strategy, an independent audit, or services specific to a short-term campaign, our experience and approach are sure to prove to be a valuable asset

- Search Engine Optimization (SEO)
- Internet marketing & Advertising
- Social Media marketing
- E-mail marketing
- Online PR
- Graphic Design
- Web Design & Development
- Pay-Per-Click (PPC)
- Digital Content & Video

In today's digital business world, you need a partner who can help you take advantage of marketing opportunities across a variety of channels in real-time. Trendset marketing Services combines a data-driven approach with knowledge gained from years in digital marketing to deliver outstanding results to our clients.



Search Engine Optimization

Billions of web browsing sessions begin with a search query every day. With more than a billion websites competing for the top spot in search results, it can be difficult to drive traffic to your site from search engines. At Trendset marketing Services, we specialize in an innovative approach to SEO that uses white-hat tactics to put your website at the top of your target audience's searches.

Our SEO services include:

- Keyword Research
- Technical SEO
- Full SEO Audits
- SEO Consulting



Social Media

Social Media has changed how brands communicate with their audiences forever. Whether your business is a B2B or B2C brand, social media is a powerful way to build brand awareness, build a positive image, and drive lead generation. More than 1 billion people use social media every day, and platforms like Facebook, LinkedIn, and Snapchat have sophisticated advertising platforms that can help you grow your audience.

We specialize in strategic social media campaigns that focus on building and protecting a positive brand image, creating loyalty among fans, and driving new leads for your business. Our full suite of social media services includes:

- Social Strategy Development
- Social Media Consulting
- Social Media Advertising
- Community Engagement
- Our data driven approach ensures that you understand the true ROI of your social media efforts, and our team works tirelessly to improve the return on your investment in social media.

The header features a blue background with a grid of circular icons. The icons include a dollar sign, a wrench and screwdriver, a car, a sun, a shopping cart, a briefcase, a smartphone, a family silhouette, a lightbulb, a handshake, a Wi-Fi symbol, and headphones.

Web Design & Development

- Your website is the center of your digital presence. It's one of the few places on the internet where you can deliver your brand's message free of distortion or distraction. Trendset's web development services are perfect for brands at any stage.
- Our web development team can help you build your brand's website from the ground up. We specialize in building websites that tell a unique brand story while meeting the expectations of today's most discerning consumers.
- If your website is already built but isn't performing to expectations, we can perform a detailed audit and work with you to improve site architecture, design, and responsiveness.
- We offer a full range of web design & development services including:
 - Website Design
 - Website Coding
 - Conversion Optimization
 - Mobile Development



Pay-Per-Click

- More than 60% of website traffic starts with a search engine query. Pay-Per-Click (PPC) puts your brand at the top of search results for queries relevant to your brand and audience. This valuable advertising real estate can provide an immediate source of targeted traffic to your website, driving conversions and contributing to revenue growth.

Our PPC services include:

- PPC Strategy Development
- PPC Research
- Campaign Setup
- Turnkey PPC Campaigns
- PPC Optimization
- At Trendset Marketing Services, we have extensive experience leveraging PPC to drive growth for our clients. Our approach to PPC is data-driven, which allows us to deploy campaigns that focus on efficiency and constant improvement.



Digital Content & Video

Content is the king of today's marketing environment. The most successful brands in the world have developed detailed content strategies that help them inspire, entertain, and educate their target audiences. At Trendset marketing Services, we specialize in helping our clients plan, produce, and promote content that drives audience engagement and conversions. Our full suite of content services includes:

- Digital Content Strategy
- Content Production
- Video Production
- Graphic Design
- Multi-language Content
- Whether you're producing blog posts, images, or videos, Trendset Marketing Services can be trusted to support your content marketing efforts.

OUR APPROACH



One of the things that sets Trendset Marketing Services apart is our flexible approach to marketing solutions. We understand that not every company has the same needs or goals, and we excel in developing customized solutions to fit your needs. Whether you need an end-to-end digital marketing package or just a few key services to support your internal team, we're able to meet your needs.



Step 1

Description of services & Deliverables

- **STEP 1: GETTING TO KNOW YOU**

This is where we listen closely to discover who you are and what your company goals look like. We also research your audience and potential customer base.

- Buyer Personas - Who is buying from you and who else would you like to reach?
- Keyword Search estimates - What are the volume and competitiveness of your words and phrases?
- Competitive Link analysis - What's going on in the industry?
- Data collection - what are your current site and social media analytics, and how does the rest of your marketing strategy fit?



Step 2

- **STEP 2: SETTING THE STAGE**

- This is where we strategize and prepare. We do a full site and content audit, optimize all your pages, and make sure every result we're going for is trackable and measurable. Once we've built a foundation of facts, we'll find the perfect communication mix to reach, engage and persuade your target market.
- Identify conversion opportunities
- Define and set up content management systems, logistics and approval processes, and identify content sources.
- Brainstorm content ideas that will educate, entertain and engage your audience.



Step 3

- **STEP 3: DESIGNING AND IMPLEMENTING YOUR CONTENT MARKETING SOLUTION**
- Ongoing content initiatives require several key decisions: what kind of content? How often? Where will it go?
- Chose SEO Optimized blog posts, E-books, templates, videos, info graphics, whitepapers, newsletters, case studies, podcasts and reliable external content.
- Determine frequency by keyword and traffic goals.
- Establish an editorial calendar.
- Generate Content
- Develop a social media plan to support content marketing.



Step 4

- **STEP 4: ANALYTICS AND REPORTING**

- Figuring out what worked is the most important step of all. Our work here is done when we can prove to you that your investment is paying off. Whether it's page views, website visits, conversion of prospects, or the bottom line, we're confident you'll see results, including:
 - Monthly reports showing the value of your investment.
 - Key metrics and performance indicators.
 - Tools to measure ongoing results.



Situational Analysis

- A successful content strategy is about building a company's online presence through content. Our first step will be to audit your current website and content tactics to determine what you are currently doing right and what we need to do to improve upon your program.
- During the audit, we will look at the following:
- **Type and intent of Content :**
- The first step is to determine how your website is currently ranked. We will do this by searching keywords that are associated with your business and finding out how your website stacks up against your competition.
- **Content Promotion:**
- Following certain content promotion strategies and keeping a track of promotional channels which works best.
- **Steps & channels in promotion:**
- The different factors that we will be looking at are content to make sure that your content is relevant

Competitor Analysis

- Once we have audited your website content, we will run a competitive analysis to compare your type of content and other collateral factors against those of your competitors.
- This will help us come with a plan for deliverable items that we can then present to you and implement on your website content to improve your rank with the help of it and drive more visitors to your site.





Your Investment

Item	Price Ksh	Quantity	Sub-Total Ksh
Getting to know you, Defining your product, company and Audience	10,000	1	10,000
Setting the stage, pinpointing and documenting opportunities and obstacles using evidence-based tools and Data	150,000	1	150,000
Designing and Implementing your content marketing solution	120,000	1	120,000
Analytics and reporting - Continuous Monitoring	200,000	1	200,000
Total			480,000

Why us

- We believe in results. We uncover who your market is, how to engage them using content, driving traffic to your site through search, social and other tactics and then we convert them to customers. It's about creating an online experience that transforms users into followers, customers into ambassadors.
- We do this by listening to you, understanding your target audience and putting our extensive online knowledge to work on a plan that will improve your business goal and change the way you think about the potential of the internet





TERMS AND CONDITIONS

- The Retainer amount is subject to increment if the Scope of Work or Duration increases beyond the deliverables or expectancy.
- Client shall notify the agency in writing one(1) month in advance whenever they would like to discontinue the engagement and vice versa.
- In case of termination will pay the amount invoiced till the termination date to Any notice given by one party to the other pursuant to this Contract shall be sent to the other party in writing and confirmed in writing to the other party's specified address. The same has to be acknowledged by the receiver in writing.
- In cases of dispute, claim & legal action arising out of the contract, the parties shall be subject to the jurisdiction of state courts.

Some of our Clients



The header features a blue and teal background with a grid of circular icons. The icons include a dollar sign, a wrench, a car, a sun, a shopping cart, a briefcase, a smartphone, a family, a hand holding a heart, a radio tower, and headphones. Below this, the words "Thank You" are written in a large, elegant, blue cursive font.

Thank You

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