Proposal for Joseph Digiulio

Monetizing Mr. Digiulio’s tennis instructional videos and related projects

Website design, development and technological solution proposal for Mr. Digiulio by OsaTennis360 Consulting.

2020

Andras Cruz-Aedo & Ramon Osa

OsaTennis360 Consulting

4/25/2020

April 25, 2020

From:

Andras Cruz-Aedo

Ramon Osa

To:

Mr. Joseph Digiulio

Subject: Proposal for Mr. Digiulio

We are sending you our proposal for you and your staff to review. We have tried to include all the services and service tiers we will provide to serve you and your clients for many years to come.

We are confident that we have the knowledge, expertise, and understanding to create a web presence which will exceed your expectations. We are also offering you a “money back” guarantee that if you are not satisfied at any time with our work, we will refund your money.

As we stated in our proposal, we will work closely with your staff and will train them so that they will have the confidence and the ability to navigate and maintain the system in-house. Thank you for your time and consideration. We look forward to hearing from you after reviewing our proposal.

PROPOSAL FOR MR. DIGIULIO

# EXECUTIVE SUMMARY

Please find below our proposal for website design and technological solutions for Mr. Digiulio. See Section I, below, for summaries of products we feel will best meet your needs, along with an estimate of the completion date. See Section II, below, for our offerings, broken down into our three Service Tiers: basic, intermediate, and custom. At the end of each tier, we provide a price quote. See Section III, below, for a brief description of our expectations from Mr. Digiulio should you elect to enlist our services.

# SECTION I: Description of Services

By May 15, 2020, we will also provide the first of our video production and post-edit services for your staff and fleet of coaches. Upon the conclusion and implementation of our videos, we compile the best videos from each instruction category (e.g. Slice Serve, Return of Serve, Volleys, etc.) into a portfolio, which we will submit to you. You will have full ownership of these videos, and will be able to select those you wish to incorporate in your ad campaigns. Any videos you opt not to use on the website will be delivered to you for your archives. Our videography packages include full integration of the videos into your ad campaigns.

By May 31, 2020, we will deliver sales, web, and social analytics reports on data derived from the traffic to your website. At an elementary level, data will be collected using Google Analytics, Bing Analytics, Facebook Analytics, and Twitter Analytics, etc. To access advanced data we will create a “Traffic Report” by merging (Google + Bing + Yahoo) analytics, Keyword Position Report, Back-Links Report, and Search Engine Submission Report. Such data can accumulate to hundreds or thousands of pages. We will draft a consolidated report that will break down the data into an understandable medium from which you can continue to grow your business.

# SECTION II: Pricing

## Videography & Intent Based Branding

|  |  |  |
| --- | --- | --- |
| Service Tier | Description | Price |
| Basic | * 6 virtual “Intent Based Branding Methodology” videos * portfolio of stock videos * video integration into ad campaigns | $ 2,000.00 |
| Intermediate | * 10 virtual “Intent Based Branding Methodology” videos * portfolio of stock videos * video integration into ad campaigns | $ 2,999.00 |
| Custom | * 20 virtual “Intent Based Branding Methodology” videos * video integration onto website 2 hour video shoot with clips uploaded onto website * portfolio of stock videos * video integration onto website 2 hour video shoot with clips uploaded into ad campaigns * Custom Scripts and Frameworks for Video * Post Edit Production Using Adobe Premiere * Unlimited Access to 200 Hours Optimization/Uploading Tutorials * On Demand 24/7 One-on-One Support | $3,999.00 |

## Paid Google Ads & Social Media Ads, or Pay-per-Click ads & Search Engine Marketing

|  |  |  |
| --- | --- | --- |
| Service Tier | Description | Price |
| Basic | * In-depth target market research * industry measurement and insights * competitor research and analysis   + (The purpose is to drive traffic to your website. The amount of traffic directed to your website is the direct product of the amount of time and resources put into PPC and Paid Search. Therefore, the more advanced the package, the more traffic will flow.) | $700 per month + Monthly Ad Spend Budget |

## Data Analytics

|  |  |  |
| --- | --- | --- |
| Service Tier | Description | Price |
| Basic | * Google analytics * Twitter analytics * Facebook analytics * Monthly Web, Sales, Social insights and measurement analytics reports | Free |
| Intermediate | * Basic package * Traffic Report (Google + Bing + Yahoo data) merged * Keyword position report * Back-links report * Search engine submission report | $1,600/month (16 hours @ 100/hr) |
| Custom | * Basic package * Intermediate package * Customizable traffic report * Customized back link report * Customizable search engine submission report | $2,800/month (28 hours @ $100/hr) |

# SECTION III: Conclusion

We have found that communication is of the utmost importance in creating a successful partnership. As we discussed at our presentation on April 24, 2020, we hold in high regard our ability to be available to you when you have questions or wish to discuss our progress. We have found that the development process works most effectively when a structure in place. A structure that has worked successfully in the past is for the client to appoint a representative. This representative will be responsible for working with us to convey the vision of Mr. Digiulio. We will set up daily-to bi-weekly virtual meetings and phone calls with this individual to fill you in on our progress and field any questions you may have.

# SECTION IV: Appendix

List of search engines, we envision to improve results:

* Google
* Bing
* Yahoo
* Ask.com
* AOL.com
* Blekko.com
* Wolframalpha
* DuckDuckGo

List of social media platforms, we envision to integrate:

* Facebook
* Twitter
* LinkedIn
* Foursquare
* Instagram
* Xing
* Digg
* Flickr
* Tumblr
* Yammer
* Snapchat
* Vimeo
* Google Plus
* Youtube
* Vine
* Pintrest
* +75 more