

To:

Elijah - Marketing Company

Dear Elijah,

RE: Web App Proposal - Elijah - Marketing Company

We understand that you're in the business of influence, engagement, and results—whether you're helping a brand go viral, putting boots on the ground, or building a political wave. This proposal is for a powerful web platform that doesn't just show people who you are—but helps you win clients, close deals, and build trust online. Let's break it down.

Core Web App

What We're Building (KES 90,000)

A smart, good-looking website that works across phones and computers, designed specifically to match how you operate and help you convert visitors into clients.

Responsive Web App: Mobile-first and fully optimized for desktop, tablet, and smartphone use.

Features:

- **Interactive, modern homepage:** Clean, energetic and speaks to corporates, individuals, and politicians
- **Services showcase:** Breaks down your packages (digital campaigns, on-ground work, political marketing etc.)
- **Portfolio / Past Work section with images and testimonials:** Show off what you've done and who you've done it for.
- **Instant Quotation Generator:** Clients can see cost estimates instantly based on what they need.
- **Dynamic blog with comments, likes, and Q&A:** Share wins, tips, news, or shoutouts
- **Live offer section for promotions:** Highlight discounts or limited-time services.
- **Social media links (Facebook, Instagram, X, LinkedIn):** Links to your socials + share buttons.
- **WhatsApp, Contact Forms, & email integration:** Let leads reach out to you fast
- **Basic admin dashboard:** to update content

Timeline: 6 Weeks

- **Week 1–2:** UI/UX Design, content setup- Mock up presentations of how the site will look like and adjustments as per the owner's requirements
- **Week 3–4:** Development (frontend + backend)- Coding
- **Week 5:** Testing and client review
- **Week 6:** Go live and training

Value to Elijah Marketing – How This Helps Elijah Marketing

This isn't just a website. It's a tool:

- Helps generate leads through blogs, offers, and quotation tools
- Builds credibility and proof with past campaigns and client results
- Makes it easy for politicians and corporates to see your value fast
- Helps you keep growing-add features anytime

Add-On Features optional (As You Scale)

These are not required now-but can be plugged in later:

- **Client Portal** – So clients can track their campaigns – **KES 30,000**
- **Campaign Report Uploader** – Upload analytics + feedback reports – **KES 25,000**
- **Invoice Generator** – Auto-generate billing + track payments – **KES 15,000**
- **Android App (Google Play)** – Expand into mobile app space – **KES 15,000**
- **Blog Search + Tags** – Makes content more useful and sharable – **KES 5,000**
- **Kiswahili Option** – Speak to every Kenyan – **KES 5,000**
- **Full Admin CRM** – Manage your entire customer journey – **KES 30,000**

Payment Terms

Payment Plan

- 50% to get started
- 30% after we finish core development (Week 4)
- 20% once we go live and you're happy with everything

Final Thoughts

Ready to Go? We believe in what Elijah Marketing is doing-this web app is your next step to showing the world just how powerful your team is.

Let's build something amazing.

Looking forward to your inputs any additional information and green light.

Axe-Tech Digital Solutions
Your Business. Our Code.