

**Company Name:** David Roagroup

Dear: David

In response to your request, we present the following digital marketing proposal, which we hope will meet with your approval:

## 1. DIGITAL STRATEGY AND SOCIAL MEDIA MANAGEMENT

### Digital strategy:

- Definition of digital strategy.
- Creation of Buyer Persona Profiles.
- Creation of Brand Robot.

### Social Network Administration:

- Creation, configuration and/or technical linking of the platforms.
- Elaboration of publication guidelines.
- Elaboration of graphic arts (designs) and video editing.
- Publication in official accounts.
- Monthly reporting of results.

### Digital Advertising in Social Networks:

- Meta Business Suite and/or TikTok Business Center configuration.
- Campaign configuration.
- Ad management, monitoring and optimization.
- Monthly reporting of results.
- As an agency we have communication privileges with Meta and support the operation of the account:
  - o Direct support with Meta technicians.
  - o Direct consulting with a Meta Expert.

MONTHLY REACH				
Total Publications.	12	16	20	30
Social Media Accounts.	1	2	3	Hasta 4
* Monitoring and Response in Official Accounts.	Not Included	Including	Including	Including
MONTHLY INVESTMENT				
Monthly Advertising	\$1040	\$1,420	\$1,800	\$2500
Investment Amount	200	300	400	500

\*Social Networks such as: Facebook, Instagram, TikTok, LinkedIn, YouTube etc.

\*\*The percentage corresponding to the fees for the management of social networks is calculated on the amount of the advertising budget.

### Plan of 12 publications per month (3 per week):

- Publication days: Tuesday, Thursday, Saturday.
- Story sequence:
  - Pre-publication: The day before publication, share a “Teaser” story that announces what's coming (e.g., a blurry image or a teaser of the product/service).
  - Day of publication: Share the publication directly in the stories with a call to action (CTA).
  - Post-publication: 2 days later, repeat the post in stories and add a variation (e.g., behind-the-scenes, a customer review, or an interactive question).

#### **Plan for 16 publications per month (4 per week):**

- Publication days: Monday, Wednesday, Friday, Sunday.
- Story sequence:
- Pre-post: Two days before each post, share a teaser in stories with a countdown sticker or poll.
- Day of publication: Post the image/video in the feed and share it in the stories.
- Post-post: The next day, post a story with a summary of the post in a different format, such as an infographic or swipe-up if available.
- Re-posting: The following week, re-share the most relevant posts in stories, adding new questions or inviting interaction.
- 1 free month of audio-visual recording.

#### **Plan for 20 posts per month (5 per week):**

- Posting days: Monday, Tuesday, Wednesday, Thursday, Friday.
- Sequence of stories:
- Pre-publication: Every Monday, share a weekly plan of publications in advance.
- Publishing day: Publish content in the feed and share it in stories. You can use tools like polls to encourage interaction.
- Post-publication: In the middle of the week, share a compilation of the best posts in stories.
- Weekly reminder: At the end of each week, make a summary of the week's posts in a sequence of stories with a CTA to invite them to review the content.
- 1 Free Month of audiovisual recording.

#### **4. Plan of 31 publications per month (1 per day):**

- Post Days: Every day.
- Sequence of stories:
- Pre-publication: Daily, one hour before publication, share a teaser or preview.
- Day of publication: Share feed publication in stories with CTAs and interactive stickers (questions, polls, etc.).
- Post-post: Re-post 3-4 days later in stories, but with a variation in the presentation angle, such as showing a customer review or a comparison to other products/services.
- Weekly compilation: Every Sunday, publish a series of stories highlighting the best of the week.
- 1 Free Month of audio/visual recording.

#### **Taco Tuesday (Customer specific example):**

- Previous days: The Thursday before, a teaser story with countdown announcing Taco Tuesday.
- Monday: A more interactive post (taco quiz or poll) to prepare the audience.
- Tuesday (Taco Tuesday Day): Post the main content in the feed and share it in stories with interactive stickers.
- Wednesday (Post-event): Share the best of Taco Tuesday in stories with customer feedback or an invitation to the next event.

## 2. ONE-PAGE WEB DEVELOPMENT

- Up to 3 main sections.
- Website architecture consulting.
- Integration with Contact forms and file attachments.
- Call to action buttons with direct functionality on phones and email.
- Integration with Facebook Messenger button.
- Integration with Whatsapp button.
- Template-based web design; attached, adapted and customized 100% to the image of the company or brand.
- Website adapted to mobile devices (Responsive Web Design).
- Integration with image SLIDERS.
- Integration with social networks.
- Integration with Google Maps.
- Integration and configuration of SEO plugins.
- Google Analytics Console (no monitoring).
- Implementation of various multimedia elements such as galleries, slider, videos, accordions, tables, etc., to present the desired information.
- Placement of legal clauses: Terms and Conditions, Privacy Notice (provided by the client).
- 2 (Two) revisions.

### Deliverable:

Website mounted on the hosting purchased by the CUSTOMER.

CONCEPT	INVESTMENT	DELIVERY TIME
One Page Web Site	\$999	4 weeks

From the moment you have complete information; do not start if you do not have everything complete.  
It does not include the cost of hosting, domain, SSL certificate, however, it does include support and advice for the purchase of this.

## 3. MULTI-PAGE WEB SITE

- Up to 4 main sections + blog or news section. Example: Home, About Us, Services, Contact and Blog.
- Website architecture consulting.
- Call to action” buttons with direct functionality on phones and email.
- Zoom in photos.
- Integration with Facebook Messenger button.
- Integration with Whatsapp button.
- Web design based on templates; attached, adapted and customized 100% to the image of the company or brand.
- Website adapted to mobile devices (Responsive Web Design).
- Integration with social networks.
- Integration with Contact forms with the option to attach files.
- Integration with Google Maps.

- SEO plugins integration and configuration.
- Google Analytics console (non-monitoring).
- Implementation of various multimedia elements such as galleries, slider, videos, accordions, tables, etc., to present the desired information.
- Placement of legal: Terms and Conditions, Privacy Notice (provided by the client).
- 2 (two) revisions.

#### DELIVERABLE:

- Website mounted on the hosting purchased by the CLIENT.
- Manual for self-administration of Sliders.

CONCEPT	INVESTMENT	DELIVERY TIME
Multi-Page Web site	\$1550	4 a 6 WEEKS

From the moment you have complete information; do not start if you do not have everything complete.  
It does not include the cost of hosting, domain, SSL certificate, however, it does include support and advice for the purchase of this.

## 4. ECOMMERCE WEB DEVELOPMENT (WORDPRESS + WOOCOMMERCE)

- SELF-ADMINISTERED ONLINE SHOP type website with up to 5 sections (in 5 different pages) + blog or news section.
- Website architecture and product management consulting.
- Enable AUTOADMINISTERABLE online store.
- UNLIMITED and AUTOADMINISTRABLE catalog of categories and products/services.
- 3 products are loaded for testing purposes.
- Coupon system to apply discounts on products.
- Integration with 2 payment gateways (Options: PayPal, Credit or debit, apple pay, etc).
- Wishlist integration.
- Integration of sections such as: most viewed, most purchased, new products and/or offers.
- Integration of product search or filtering.
- AUTOADMINISTERABLE BLOG or NEWS section.
- Call to action buttons with direct functionality on phones and email.
- Integration with Facebook Messenger button.
- Integration with Whatsapp button.
- Web design based on templates; attached, adapted and customized 100% to the image of the company or brand.
- Website adapted to mobile devices (Responsive Web Design).
- Integration with image SLIDERS.
- Integration with social networks.
- Integration with Contact forms with the option to attach files.
- Integration with Google Maps.
- Integration and configuration of SEO plugins.
- Google Analytics Console (non-monitoring).
- Implementation of various multimedia elements such as galleries, sliders, videos, accordions, tables, etc., to present the desired information.

- Placement of legal: Terms and Conditions, Privacy Notice (provided by the client).
- 2 (two) revisions.



## Deliverable

- Manual in .pdf format for blog and product catalog management.

CONCEPT	INVESTMENT	DELIVERY TIME
Wordpress + WooCommerce online store web development	\$2500	6 a 7 Weeks

It does NOT include the cost of hosting, domain, SSL certificate, however, it does include support and advice for the purchase of this. For each sale, the payment gateway(s) charges a commission on the amount of the transaction. Logistics costs for the delivery of goods.

## 5. ECOMMERCE SHOPIFY

- AUTO ADMINISTERABLE ONLINE STORE type website with up to 4 sections + blog or news section.
- UNLIMITED and SELF ADMINISTERABLE catalog of categories and products/services.
- 3 products are loaded for testing purposes.
- Coupon system to apply discounts on products.
- Integration with 1 payment gateway (Options: PayPal, Apple pay, google pay and any debit or creditcard).
- Integration of product search or filtering.
- Main Home Page section to present collections, featured products, banners, promotions, etc.
- SELF-ADMINISTERING BLOG or NEWS section.
- Contact section, in which visitors can consult the location and contact information of the company and branches, with integration of Google Maps and Contact Form.
- Informative section of frequently asked questions (FAQs).
- Informative section of About Us or Who We Are to present in a summarized form the history or a review of the company or brand (simple and attached to the template).
- Informative section of legal aspects, such as: Terms and Conditions, Policies, Privacy Notice, etc., Integration with Sliders/Banners of self-manageable images, in which, certain information, internal links of the website or external links in general can be highlighted.
- Web design based on templates; attached, adapted and customized 100% to the image of the company or brand.
- Website adapted to mobile devices (Responsive Web Design) Integration with social networks and WhatsApp button.
- Implementation of various multimedia elements such as galleries, sliders, videos, accordions, tables, etc., to present the desired information.

- Integration of Shopify plugins or apps (free or at cost) to improve the shopping and browsing experience of customers, such as: latest purchases, cross-sell, up-sell, Instagram galleries, popups, etc.
- Consulting, configuration and technical work for Shopify online store setup, domains, certificates, DNS, etc. In general, all technical aspects for the online store to work properly. 2 (two) revisions.

**Deliverable:**

Manual in .pdf format for blog and product catalog management.

CONCEPT	INVESTMENT	DELIBERY TIME
Shopify Commerce Website	\$2500	6 a 8 Weeks

Shopify templates and plugins may have an additional cost, which is covered on the same billing account of the customer. An active Shopify subscription, purchase and registration of .COM domain and purchase of Shopify Premium template are required, which are not included in this proposal. For each sale, Shopify and the payment gateway(s) charge a commission on the transaction amount. Logistics costs for the delivery of the goods.

## 6. WEB SITE MAINTENANCE

- Wordpress core update. ç
- Update of installed plugins for site functionalities.
- Theme updates.
- PHP updates.
- Wordfence security updates.
- Image optimization.
- General speed optimization.
- General technical review.
- Slider updates.
- Minor content updates upon request.
- SEO monitoring.

CONCEPT	INVESTMENT
Web Site Maintenance	\$375

## 7. DIGITAL ADVERTISING THROUGH GOOGLE and FACEBOOK ADS

**Reach:**

- Technical configurations of the tools.
- Configuration of advertising campaigns.
- Administration, monitoring and optimization.
- Segmentation and re-marketing audiences.
- Monthly results report.

#### Campaigns:

- Meta ADS
- Google Search.
- Google Display.
- Google Video.



#### Tools:

- Google Ads.
- Meta ADS
- Google Tag Manager.
- Google Business.
- Looker Studio

CONCEPT	BUDGET ≤1,000	BUDGET > \$1,000
Initial set up	\$300	\$300
Advertising management fees	\$250	25%

The percentage is calculated on the defined investment amount and corresponds to SE7ENTECH's fees for the configuration and segmentation of the campaigns. For an advertising budget equal to or less than \$1,000, the fee is fixed.

#### COMMERCIAL NOTES

Prices in USD. NO TAX.

2. Any adjustment or change to the present proposal may represent a variation to the quoted rates.

3. Validity of the bid: 30 calendar days.

4. Payment method:

Social Media: monthly payment - 100% on the first 5 business days of the month. Web

development: one-time payment - 50% down payment and 50% against delivery notice. Web

maintenance: payment per event - 100% in advance. SEO Optimization: payment per event - 100% in advance. Digital Advertising: monthly payment - 100% the first 5 working days of the month.

5. Once the purchase order/contract is formalized, any cancellation will generate a charge of 60% of the total value of the project as a conventional penalty.

#### GENERAL CONSIDERATIONS

##### SOCIAL NETWORK MANAGEMENT

- The service does not include customer service management. If required, we can assign a virtual assistant for an additional fee.
- We work with the material provided by THE CLIENT, own graphic designs and free image banks (free of copyright reproduction).
- The elaboration of guidelines and materials begins 20 days before the beginning of the following month, as part of the service; therefore, it must be contemplated that, in case you decide to cancel, you must notify us in writing at least 20 calendar days prior to the beginning of the month.
- If this is not done, the full month will be charged since the materials will already be developed.
- Full payment for the marketing service must be made prior to the start of the campaign. All marketing plans require a minimum commitment of 3 months.



- The content guideline is sent for review and approval before the beginning of the requested month to be covered.
- The CLIENT will have two (2) working days to make changes and feedback, if the time expires, it will be approved by default and we will proceed to program without being able to make subsequent changes.
- The arts developed are under the specifications of digital media, so in case of requiring adaptations of these for use in: billboards, magazine ads, flyers, tent cards, short promotional videos, canvases, etc; will be quoted additionally and are not included in the monthly fee.
- Data Protection: Customer data will be protected in accordance with the company's regulations and current data protection legislation. It will not be shared with third parties without the express consent of the client.
- Publications and Scheduling: The number of publications agreed upon in the plan will be scheduled and distributed equally across the selected social media platforms. Any adjustments to the schedule must be notified in advance for proper implementation.
- Photo Shoot: Each plan includes a free 2 hour photo shoot during the first month. Additional sessions will be charged from \$70 to \$500 per hour depending on the type of productions required.

#### **WEB DEVELOPMENT:**

- This software solution will be scalable, which will allow adding more modules, functions or platforms in future versions or updates; all this attached to the limitations of the platforms or base packages with which the site was built (Wordpress).
- It is important to consider that if the initial web development is One Page, it cannot be scaled to Multi Page or eCommerce. This happens with any of the developments. Its scalability is within the original development.
- The website to be developed will be limited to the Wordpress functions and the theme/template chosen; at the beginning the detailed requirements will be evaluated to propose the template and the base plugins of the website, however, if there is any limitation in any requirement a solution will be sought in the already developed plugins of Wordpress itself, otherwise, such requirement cannot be done.
- The development/creation of plugins or functionalities that are outside the current Wordpress environment will NOT be considered.
- The software functions and modules are listed in their entirety in this proposal. Any changes or additions during development will alter time and cost.
- The time starts to run once all the material and information has been delivered by the CLIENT as a necessary part for the assembly of the Web Development, the development does not start until the complete information is available.
- SE7ENTECH is not responsible for problems or errors arising from the administration of hosting and domain, and that directly or indirectly affect the website, such as: lack of payment, suspension of service and loss of information, service failures, viruses, hackers, among others.
- This proposal does not include the cost of hosting, domain, SSL certificate, however, it does include support and advice for the purchase of this.
- Hosting service with PHP and MYSQL database support is required, as well as an internet domain.
- On-site or remote training is not included.
- One (1) language.



- SSL security certificate is required.
- Maintenance services are recommended to ensure that it is up to date and functionalities are running smoothly.
- In the development of eCommerce, the integration of 2 payment gateways is included, the integration of each additional payment gateway will cost \$400 for each of them.
- For Shopify eCommerce it is important to consider that For each sale, the payment gateway(s) charges a commission on the amount of the transaction and for any other payment integration recommending stripe is at 2.9% + 30¢ for each successful charge for domestic cards.
- For eCommerce platforms only 10 products will be set up on the platform followed by a PDF file with instructions on how to add the necessary products or categories. For each product with derivatives and add-ons we will charge \$10.
- In any online store, it is important to consider that it will represent logistics costs for the delivery of the goods.
- The maximum time of the project is the stipulated, in this time the delivery of the present quotation is guaranteed, counting with all the resources, information and content of the web site. In case of any delay on the part of THE CLIENT, the project may not be extended beyond the maximum time established and the remaining payment(s) must be covered. Once the client resumes the pending content, the completion of the contracted work is guaranteed, as long as it does not exceed 6 months from the beginning of the project.
- THE CLIENT will provide all the information, texts, logos, photographs, audio, graphics, videos and other elements to be included in the website; or on the contrary, free stock options will be sought.
- Warranty: Any error or failure detected in the software will be subject to corrective maintenance within a period of 6 months after delivery. Corrective maintenance is as defined in the software maintenance technical standard ISO/IEC 14764: "Modifications made to a software product after delivery to correct discovered faults", the warranty does not extend to adaptive or perfective maintenance operations.

## **WEBSITE MAINTENANCE**

- The CLIENT must provide access to: hosting, domain and C-Panel to be able to provide maintenance. Web maintenance does not include major changes.

## **DIGITAL ADVERTISING**

- This proposal does NOT include the advertising budget. In the case of paid advertising, the budget is defined by THE CLIENT with advice from SE7ENTECH.
- The advertising is paid directly to the platforms with payment methods of THE CLIENT.
- The configuration of the payment methods is done with direct advice from SE7ENTECH.

**JULIO CÉSAR**  
Sales Manager



We are here to help you take your business to the next level.

## SE7EN TECH Web Subscription Plans.

### Basic

**\$45<sup>+4%</sup> Monthly**

- ✓ **Professional Contact Form:**  
Let your customers find you and communicate easily.
- ✓ **Fast and Affordable Online Startup:**  
Ideal for entrepreneurs who want an effective web presence.
- ✓ **Basic SEO Included:**  
Improve your site's visibility in search engines.
- ✓ **Domain and Hosting Configuration:**  
One-time payment of \$99 to activate your domain and hosting (1GB)

Total Website Cost: \$899 (25% down payment: \$224.75).

### Dynamic

**\$89<sup>+4%</sup> Monthly**

- ✓ **Interactive Forms:**  
Create customized forms to capture information from your customers.
- ✓ **Video Gallery:**  
Show videos of your products or services to capture the attention of your visitors.
- ✓ **Basic SEO Included:**  
Improve your site's visibility in search engines.
- ✓ **Domain and Hosting Configuration:**  
One-time payment of \$99 to activate your domain and hosting (5GB)

Total Website Cost: \$1,799 (25% down payment: \$449.75).

### E-Commerce

**\$149<sup>+4%</sup> Monthly**

- ✓ **Integrated Payment Gateway:**  
Accept online payments securely and efficiently.
- ✓ **Complete Online Store:**  
Sell your products or services directly from your website.
- ✓ **Basic SEO Included:**  
Improve your site's visibility in search engines.
- ✓ **Domain and Hosting Configuration:**  
One-time payment of \$99 to activate your domain and hosting (10GB)

Total Website Cost: \$2,699 (25% down payment: \$674.75).

### Terms and Conditions - Easy and Transparent

- **No Hidden Costs:** Monthly subscription payments are for maintenance only and do not increase the total cost of your website.
- **Fast Ownership:** With just a one-time \$99 setup fee and 25% upfront, you'll be closer to full ownership of your site, without worrying about additional fees.
- **Fair Service Fee:** A small 4% upfront fee covers our processing and account management costs, ensuring you receive quality service.

- **Content, such as videos or product photos, is not included in any of the plans.**

### Key Benefits

- **Complete Ownership:** Once you finish paying the total cost, the site is 100% yours.
- **Easy Setup:** With a one-time investment of \$99, your domain and hosting will be ready for you to start.
- **Total Flexibility:** You can cancel at any time, as you pay month-to-month in advance, with no long-term commitments.
- **Hassle-Free Transfer:** If you decide to move your site to another hosting, you can do so for a \$299 fee.

Contact us today and start your  
digital journey!

(773) 666-2021

admin@se7entech.net

460 Irving Park Rd Suite C123

<https://se7entech.net>

# WEBSITE HOSTING

## BASIC

**\$9.99**

**Storage:**

1 GB

**Bandwidth:**

10 GB/month

**Basic Website:**

Ideal for informational or personal websites

**Monthly Backups:**

Included

**SSL Certificate:**

NOT Included

**Email Accounts:**

1 account

**Support:**

Whats App chat and email  
(Office hours: Monday to Friday 8 AM - 6 PM)

**Security:**

Monitoring Protection against malware and DDoS attacks

**Control Panel:**

cPanel

**Website Builder:**

Access to basic website creation tools

**Databases:**

1 MySQL Database

**Site Transfer:**

Free for multiple websites

**Quarterly Maintenance Fee for WordPress:**

**\$39.99**

## STANDARD

**\$17.99**

**Storage:**

5 GB

**Bandwidth:**

50 GB/month

**Dynamic Website:**

Ideal for blogs, portfolios, and interactive websites

**Monthly Backups:**

Included

**SSL Certificate:**

NOT Included

**Email Accounts:**

Up to 3 accounts

**Support:**

Whats App chat and email  
Office hours: Monday to Saturday 8 AM - 6 PM

**Security:**

Monitoring Protection against malware and DDoS attacks

**Control Panel:**

cPanel

**Website Builder:**

Access to basic website creation tools

**Databases:**

Up to 3 MySQL Database

**Site Transfer:**

Free for multiple websites

**Quarterly Maintenance Fee for WordPress:**

**\$69.99**

## PREMIUM

**\$29.99**

**Storage:**

15 GB

**Bandwidth:**

Unlimited

**E-Commerce VPS Website:**

Perfect for online stores and e-commerce websites

**Monthly Backups:**

Included

**SSL Certificate:**

Included

**Email Accounts:**

Unlimited

**Support:**

24/7 via whats App chat, email, and priority phone support

**Security:**

Monitoring Protection against malware and DDoS attacks

**Control Panel:**

cPanel

**Website Builder:**

Complete creation and customization tools

**Databases:**

Unlimited

**Site Transfer:**

Free for multiple websites

**Access to CDN (Content Delivery Network):**

**Quarterly Maintenance Fee for WordPress:**

**\$149.99**

### Additional Features:

- 99.9% Uptime Guarantee: Your website will be consistently available.
- Migration Assistance: Free assistance to migrate your website to our servers for Standard and Premium plans.
- Scalability: Easily upgrade or downgrade your plan according to your business needs.
- Local Support: Our support team is based in Chicago and ready to assist.
- Website Builder: Intuitive creation tools to design your site without technical knowledge.

### Optional Add-Ons:

- Dedicated IP Address: \$7/month (Available for the Premium Plan)
- Premium SSL Certificate: from \$9.99/month and up for Basic and Standard plans (included in Premium)
- Custom Domain available : \$19.99/year.
- braking changes will charge separately.



Admin@se7entech.net



(773) 666-2021



www.se7entech.net

# PLANS AND PRICES

ENJOY A COMPLETE MARKETING DEPARTMENT STARTING AT \$20 PER HOUR.

PER HOUR

\$35 HOUR



40

HRS/MTH  
\$25 HOUR

3 MONTHS CONTRACT

\$999

MONTHLY PAYMENT

80

HRS/MTH  
\$22.5 HOUR

3 MONTHS CONTRACT

\$1799

MONTHLY PAYMENT

160

HRS/MTH  
\$20 HOUR

3 MONTHS CONTRACT

\$3199

MONTHLY PAYMENT

MONTH BY MONTH, WE PLAN METICULOUSLY, ALLOCATING HOURS ACCORDING TO YOUR SPECIFIC OBJECTIVES.

## BUSINESS CONSULTING

MARKET RESEARCH

BUSINESS PLAN

OPERATIONS MANUAL

VISION AND MISSION

TERMS AND CONDITIONS

PROFESSIONAL CONSULTING

## WEB DEVELOPMENT

WEB PAGE STATIC

WEB PAGE DYNAMICS

WEB PAGE E-COMMERCE

SEO BASICS

GOOGLE ANALYTICS

BLOG

## SOCIAL NETWORKS

DIGITAL MEDIA MANAGEMENT

MARKETING STRATEGY

COPYWRITING

EMAIL MARKETING

GOOGLE BUSINESS

PHOTOGRAPHY SESSIONS

## GRAPHIC DESIGN

BUSINESS CARDS

MENU DESIGN AND PRICING

LOGOS AND BRANDING

CORPORATE STATIONERY

FLYER BANNERS AND BANNERS

REELS AND ADVERTISING VIDEOS

## SERVICES