

EEVO & FINSWEET

Branding, Website Design, Website Development, Long-term Partner

Build time - 30 to 60 days depending on scope and revisions

Goals:

- Define EEVO brand presence online
 - Rebrand, logo, font, styles, layout, message
- Focus on each page to increase lead-gen and conversions
 - **Visual** CTA section that interacts with users on the bottom of each page
- Show a level of web interactivity and visual presence that SHOWS you are a VR company (rather than only saying it with text/images)
- Display third party news/media/testimonials to create instant trust
 - Client logo bars, news & media sections/pages, testimonials all throughout the site. You have solid coverage and a good list of clients. Let's take advantage of that.
- Work video content into the long term success of the site
- Site build for modern long-term scalability
 - Set up for easy, quick, non-destructive changes through Webflow
 - Use of page templates to build and launch new pages quickly
 - Opportunity to grow into new custom pages, sections, and campaigns
 - ie. Self-service launch
 - Create a web infrastructure under one domain and prevent subdomain usage as much as possible
 - We'll keep app.eevo.com for Login and Signup and avoid other subdomain usage. See below for support.eevo.com

@5k Investment

- Full rebrand with brand assets and style guide.
 - Includes brand social headers/icons/etc.
- Heavy injection of images, videos, gifs, visuals, etc. to your current web pages
- + Testimonials page (and testimonial blocks throughout the site)

- + 2-4 additional page, depending on complexity
 - For example, About, News/Media, Contact, etc.
 - Visual and interactive Call to Action buttons
 - Heavy focus on lead capture
- * At this dollar amount, we do 50% upfront and 50% upon completion

@ 10k Investment

At 10k, we'll do everything from the 5k package, but we spend more time on everything. Time spent on branding will be increased. Page elements get more hand-work and more time will be spent thinking about interactivity, movement, layout, etc.

We will also add:

Template Page Builders

- With content ready, launching a new page via a template page builder generally takes 15 minutes or less
- We can have variable sections of pages that we can turn on and off
 - ie. You can choose to show or hide a video lightbox feature on a case study page
- ** You don't have to create these pages internally. We are happy to continue working with you after the site build and launch these pages upon your request. Regardless of who launches the page, creation and management will be optimized and highly simplified
 - We launch new pages for HelloSign. They would be happy to tell you how simple and cost-effective the process of launching a new page is.
- **Template Page Builder 1: Case Studies**
 - New client? New statistics? Is one of your clients launching a new vr-based campaign led by your software?
 - Create a web page with this information. Have variable sections so that each case study can highlight and feature the most effective information.
- **Template Page Builder 2: Use Cases**

- Add full web pages advertising specific industry uses for EEVO
 - Unique landing pages for RE, media, sports, tech, etc. etc.
 - Add different images, videos, text content, etc.
 - Use these unique landing pages and industry-specific call to actions for ad campaigns
 - eevo.com/uses/real-estate

 - **Template Page Builder 3: Campaign landing page**
 - Use this page builder to launch individual mini campaigns
 - For example:
 - FB ad: Interested in making a VR mobile app?
 - Landing page: Shows a landing page with video created specifically for VR mobile app creation and Call to Action catered to that ad

 - **Template Page Builder 4: Client video gallery (will discuss this more)**
 - Allow users to submit video content to the site through a web form
 - Once accepted internally, it will create a page showing the clients video content. I.e. eevo.com/client-content/bbc-wildlife-2017
 - Encourage social sharing, deeper client relationship, and client interaction with the EEVO brand
 - Client advertises their creation via your site, you get to show off creations made with your software. Everyone benefits from increased traffic.
- * Since you are a startup, we are willing to set up a payment plan at the \$10k amount that works for you. 50% upfront and the remaining 50% paid off over X months.

Next Steps / Thinking Long Term

Once we're done with this initial build out, we want to continue moving forward as your web team. We can start looking at the following features and functionalities to scale eevo.com when the time is right.

Videos, videos, videos!

- Video services are new for us and we're excited to expand this part of the Finsweet business. I can share a video we did for HelloSign in a few weeks.
- Let's remake some of your existing videos to make them more engaging and upbeat. Adding motion graphics and a solid voiceover can do the trick.
- Create a fantastic logo sting intro that will be used across all EEVO videos

- We would love to create branded video elements that are used across all EEVO videos (lower thirds, scene transitions, tooltips, text overlays, etc., etc.)

Consider moving support from Zendesk to your primary domain

- Why?
 - A massive boost in SEO.
 - support.eevo.com does not help SEO rankings for eevo.com
 - Support docs are filled with natural keywords and searchable vr-related terms. Having that type of content attached to your primary domain is SEO gold. We can get crafty and rebuild your support.eevo.com page in Webflow CMS
 - The investment pays for itself after X months of no Zendesk service charges

Plan a more long term blog/content hub for EEVO

- VR is a hot topic and people read about it and watch videos about it.
- We can continue the SEO goldmine with an internal blog on the primary domain
- Medium is good, but it also blocks potential to bring people to eevo.com

Dynamic page content based on visitor

- Use dynamic content to market to specific people based on their industry
 - ie. If someone from the Real Estate industry hits eevo.com, let's serve them with homepage content that is more relevant to Real Estate (industry-specific cta, header message, and even images/videos)
 - This is newer web tech that we're starting to explore as a company. It's very powerful if implemented correctly.

Marketing automation integrations

- Start classifying, sorting, and marketing to leads based on what they do on the website
 - ie. if the user has visited page A, C, and F, we put them in sales funnel X.
 - ie. if the user has watched video R, and visited page D, we put them in sales funnel Y
- Some options: Infusionsoft, Hubspot, ActiveCampaign, etc.

Thanks, Alejandro.

If you have any questions, please don't hesitate to email or set up a call

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