



Basseqat

GROWTH & FUNNEL STRATEGY PROPOSAL

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By Admireworks

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What's Inside

Based on our discussion, we have structured three strategic options for Basseqat — each designed to match your priorities, pace, and budget.



OPTION 1

Funnel Engine Only



OPTION 2

Engine + Optimization



OPTION 3

Full Growth Partnership



Funnel Engine Only

Build + Launch

- Funnel strategy & structure (lead journey, stages, conversion logic)
- Landing page build (high-converting layout + copy guidance)
- Lead capture form with qualification questions
- Thank You page with next-step routing (WhatsApp / Telegram)
- Tracking setup & dashboard basics (lead source, actions, insights)
- Handover & launch support

45,000 EGP

One-time · 10–14 days

Optional: 7,500 EGP/month — Minor updates, A/B test setup



Engine + Optimization

Minimum 3 Months

- Everything in Option 1, plus:
- Continuous optimization & iteration based on performance data
- Monthly performance review & action plan
- Building & improving multiple landing page variations
- Ongoing improvements to qualification questions
- Ongoing tracking refinement for improved visibility

35,000 EGP setup + 17,500 EGP/month

Setup + Monthly · 10–14 days for launch

Initial payment includes setup fee + Month 1 retainer.



Full Growth Partnership

Engine + Optimization + Ads

- Everything in Option 2, plus:
- Full ads management across agreed channels
- Campaign structure, ad set strategy & optimization plan
- Ad copy angles & variations aligned with the funnel
- Weekly optimization & budget guidance

35,000 EGP setup + 32,500 EGP/month

Setup + Monthly · Minimum 3 months

Ad spend is paid directly by the client.





Choose Your Growth Model

Option 1

FUNNEL ONLY

45,000

one-time

- ✓ Funnel Strategy
- ✓ Landing Page
- ✓ Lead Form
- ✓ Tracking Setup
- ✓ Launch Support

7,500 EGP (Optional)

Option 2

ENGINE + OPTIMIZE

35K + 17.5K/mo

min. 3 months

- ✓ Everything in Option 1
- ✓ Optimization
- ✓ Monthly Review
- ✓ LP Variations
- ✓ Tracking Refinement

17,500 EGP/mo

Option 3

FULL PARTNERSHIP

35K + 32.5K/mo

min. 3 months

- ✓ Everything in Option 2
- ✓ Ads Management
- ✓ Campaign Strategy
- ✓ Ad Copy Angles
- ✓ Weekly Optimization

32,500 EGP/mo



Strategic Add-Ons

Reply Management

AI + ESCALATION

AI-assisted reply flows for WhatsApp, Messenger & Telegram. Basic reporting on insights.

12,500 Setup + 5,000/mo

Subscriptions by client

Creative Pack

QUARTERLY CONTENT

8 videos + 4 images per quarter. Scripting, editing, captions. (No filming)

22,000 / Quarter

Using supplied footage

Platform Costs

CLIENT RESPONSIBILITY

Costs for hosting, domains, AI usage, and third-party subscriptions are paid directly.

Paid by Client

Ready When You Are

Choose the model that fits your priorities.

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