



# Basseqat

## GROWTH & FUNNEL STRATEGY PROPOSAL

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By Admireworks

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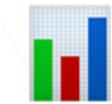
# What's Inside

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



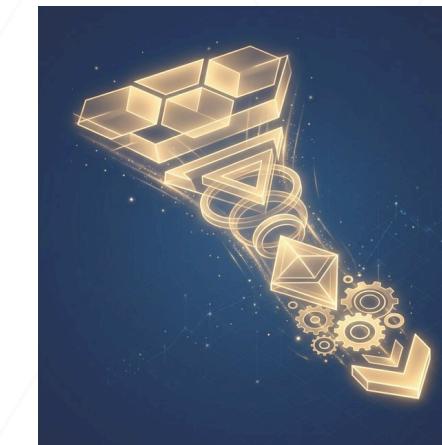
## OPTION 2

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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