

Debonair Training

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Quote # 3/2018 issued on 05-29-2018	Obaseki Solicitors Unit 1, 222 Kingsland Road E2 8AX London () Fiscal code: NA
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Dear Jennifer,

Further to your request to evaluate how much work i recommend to be done on www.supplytomydoor.co.uk

The following information will give an insight into digital marketing and online campaigns and why i decided on a target.

When targeting users to become customers on Social media and Google; these are 3 types of target activity we want from them: ie: (a) *To get traffic on website* (b) *To get brand awareness* (c) *To click funnel them to buy a particular product*. Getting the budget right and targeting of which of these 3 types to focus on is the delicate science.

From the discussions i have had with you about changes on front page, i am opting for (b) until we decide on strategy on which particular product to drive (c) *To click funnel them through to buy a particular product*.

With facebook advertising,

- a budget of £100 will fetch on average, 20k reach, 2k likes, 240 clicks, with 24 of these click funneling to buy a product
- a budget of £200 will fetch on average, 40k reach, 4k likes, 480 clicks, with 48 of these click funneling to buy a product
- a budget of £500 will fetch on average, 100k reach, 10k likes, 1200 clicks, with 120 of these click funneling to buy a product. And so on in similar multiples.

With Google advertising, a budget of £100 will give you between 80 - 100 clicks, again depending on some complex factors. Some products/services, market more on Google than Social media.

The previous quote I gave you took all of these into consideration, however, i am breaking it down into finer detail, so you may decide based on priority.

Code	Description	Quantity	Unit Price	Discount	Total
SKU: seo	Google Search engine optimisation to get on 1st page google. Google analytics and search console downloadable reporting. When needed.	1	£ 300.00	0.00%	£ 300.00
SKU: fb_c	Facebook ad click funnel campaign to buy a particular product, while also giving brand awareness. 1, 2 or 3 monthly	1	£ 500.00	0.00%	£ 500.00
SKU: fb_b	Social media auto logins configuration and processing for branding. Monthly	1	£ 40.00	0.00%	£ 40.00
SKU: fb_a	Traffic: Weekly Special blog configuration and multi-share for tips, coaching and leading to online mentoring. Free 1st year (Monthly)	1	£ 50.00	100.00%	£ 0.00
SKU: Feed11	Generated traffic from FB, Twitter, YT feeds -and maintenance. When needed	1	£ 40.00	0.00%	£ 40.00
SKU: DataP	Default Data Protection officer. Security stress and routine compliance testing Free for first one year	1	£ 200.00	100.00%	£ 0.00
Grand Total					£ 880.00

Conditions:

Notes:

Supply to my door campaign quotation, separate from previous invoice. Please read the notes. You can remove some of the items or add to it, for example you could run a campaign for 1200 clicks instead.