

Marketing Proposal

Thursday, January 27, 2022
Paul Pitcher
Founder
CapeTown Capital
50 Long Street
Cape Town City Centre
Cape Town South Africa 8001

Cover Letter

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Dear Sir:

Thank you for the opportunity in letting us to share with you the current trends of the market today. As personally discussed with you, we are offering this proposal for your review.

At SparQ Digital, we keenly observe the markets in knowing what makes a product tick, or what makes a brand be more receptive than its competitor. We pride ourselves with our success through our literary and scientific approach.

We are a marketing firm providing top quality marketing services to businesses in various industries for the past two years. We understand that each market has a different niche and thus we apply different methods on how we deliver. Our technical expertise and experience in marketing have made us one of the known firms in the industry.

{anyOther8}

In considering these in mind, we hope that you would take time to this proposal and we hope to hear back from you soon.

Yours truly,

Bryan Hall

CEO

SparQ Digital

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Work Background

SparQ Digital is a brand marketing and management service agency that helps your digital brand stand out online. Our goal is to raise your brand awareness while boosting your engagement rates, resulting in more prospective clients. SparQ brand strategy includes storytelling, naming, brand architecture and messaging. We also offer consultation services. Our brand design module covers visual identity, logo, design, iconography and brand guidelines. SparQ has expertise in creating a variety of engaging interfaces, such as mobile/web apps, social media and websites. Our company has helped several brands increase their traffic exclusively through SEO, and we're ready to do the same for you.

Our Analysis of the Current State

With Cape Town Capital currently set to open, it is vital to have the proper channels of marketing in place to attract potential clients. An SEO strategy that maximizes brand awareness while organically growing content to raise Cape Town Capital to the #1 spot for potential clients looking for the best funding company!

We start our process by establishing where your company is at. This means looking into how your company is doing on SEO, like the amount of organic traffic you're already getting, which keywords your website is currently ranking for, and which are your most important keywords overall.

We'll also verify if there are any potential issues with your website that's keeping you from ranking, and how to solve them. This will help us establish a baseline.

Establishing a baseline is extremely important because it lets us know where we are, and allows us to create realistic and achievable goals. It also helps us discover any potential issues that might be preventing your company from achieving its goals. We can then solve these in order to start on a solid foundation.

Once we establish your baseline and your needs we will start developing your SEO strategy and supervise it to fruition.

Here's what our auditing process looks like:

Website Analysis-Website Accessibility-Website Indexability-On Page Optimization-Off Page Optimization-Competitive Analysis

Our Objective

Your company needs to have a strong digital presence in this digital world. The best way to achieve online success is by having a solid SEO strategy.

SEO can help you increase your organic traffic and get highly-qualified users to discover your website and learn about what you have to offer. With a good SEO strategy, your website can reach far more viewers for much longer than any ads of the same price could.

According to our research, the implementation of a good SEO strategy can help you increase organic page views and visits by up to 20% in just six months and even more with additional strategies.

Through this proposal we intend to express our expertise in intimately understanding your unique requirements and propose a tailor made solution to help you achieve your end goal.

Marketing Period

The purpose of this project is to increase Cape Town Capital's traffic via SEO.

To do this, we will:

Provide and implement specific SEO recommendations to optimize your website for search engines.

Create high-quality content that will help position your company as a leader in your industry. The main purpose of this will be to bring in more search engine traffic. But it can also help drive social media traffic and even attract new talent to your team.

Conduct outreach for the purposes of building backlinks to your site and securing media coverage for your brand.

Following is the methodology we will adopt in order to deliver this solution:

Improve Meta Descriptions- We will ensure all pages have a proper meta description that's both informative and relevant to the rest of the page

Fix Image Issues- All alt tags should describe images using less than 125 characters. They should also use relevant keywords when possible.

Increase Word Count- We need to find pages with content issues and improve the text in them without using any unnecessary words.

Fix Broken Links- We will find the relevant active links to replace each of the broken links, which will also help with interlinking.

Optimize for Search Intent- Content will be further optimized for full search intent.

SEO Strategy- Our SEO team will build a framework so you can increase your rankings and organic traffic

This marketing campaign will last on monthly renewable contracts in agreement with Cape Town Capital.

Cost Estimate

Particulars	SEO Campaign- Strategy Development	\$4000
Particulars	SEO Strategy Design and Launch	\$4000
Particulars		
Particulars		
Particulars		

Total Amount (RAND)
8000

Signature

Name (Company)

Signature

Name (Client)