APEXARCH CONSULTING

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June 7, 2024

Scope of work: Digital marketing Services

Introduction

In an era dominated by digital interactions, the efficacy of marketing strategies can make or break a business's success. As the digital landscape continues to evolve at a rapid pace, the ability to effectively navigate and capitalize on digital channels has become paramount for businesses aiming to stay competitive and thrive in their respective industries. At ApexArch, we recognize the transformative power of digital marketing in driving brand awareness, customer engagement, and business growth. This Scope of Work document is crafted to outline our commitment to delivering tailored digital marketing solutions that align with your business objectives and propel your brand forward in the digital space.

ApexArch stands at the forefront of the digital marketing industry, with a proven track record of helping businesses across diverse sectors achieve their marketing goals. With a team of seasoned digital marketers, strategists, analysts, and creatives, we bring a wealth of expertise and innovative thinking to every project. Our holistic approach combines cutting-edge technology, data-driven insights, and creative excellence to deliver impactful campaigns that resonate with your target audience and drive measurable results.

Our comprehensive suite of digital marketing services is designed to provide end-to-end solutions that address your specific needs and objectives. From optimizing your online presence for search engines to crafting compelling content that captivates your audience, our services encompass:

- **Search Engine Optimization(SEO):** Elevate your website's visibility and organic traffic through strategic SEO techniques tailored to your industry and target audience.
- **Pay-Per-Click (PPC) Advertising:** Drive targeted traffic to your website with highly optimized PPC campaigns across search engines and social media platforms.
- **Social Media Marketing:** Engage with your audience and build brand loyalty through dynamic social media campaigns that resonate with your followers and drive meaningful interactions.
- **Content Marketing:** Establish thought leadership and connect with your audience on a deeper level through compelling and relevant content that adds value and drives engagement.
- **Email Marketing Strategy:** Nurture leads and foster customer relationships with personalized email campaigns that deliver the right message to the right audience at the right time.

Scope of work

1) Search engine optimization(SEO)

Search Engine Optimization (SEO) is a fundamental aspect of digital marketing aimed at improving your website's visibility and organic traffic on search engine results pages (SERPs). Our SEO service focuses on optimizing various elements of your website to enhance its relevance and authority in the eyes of search engines like Google, Bing, and Yahoo. By implementing strategic SEO techniques, we aim to increase your website's ranking for relevant keywords, drive qualified traffic, and ultimately, improve your online presence and brand visibility.

Audit

- Conduct a comprehensive SEO audit of your website to assess its current performance and identify areas for improvement.
- Analyze on-page factors, including website structure, metadata, and content quality, to ensure alignment with SEO best practices.
- Evaluate off-page factors, such as backlink profile and domain authority, to gauge your website's authority and relevance in the eyes of search engines.

Keyword research and analysis

- Perform in-depth keyword research to identify relevant keywords and phrases with high search volume and low competition.
- Analyze competitor keywords and industry trends to uncover opportunities for optimization and content creation.
- Develop a targeted keyword strategy tailored to your business goals, target audience, and competitive landscape.

One-page Optimization

- Optimize on-page elements, including title tags, meta descriptions, heading tags, and URL structures, to improve search engine visibility and click-through rates.
- Optimize website content for target keywords and user intent, ensuring relevance, readability, and engagement.
- Implement schema markup and structured data to enhance search engine understanding of your website's content and improve rich snippet visibility.

Technical SEO

- Address technical issues that may hinder search engine crawling and indexing, such as broken links, duplicate content, and site speed optimization.
- Optimize website architecture and navigation to improve user experience and facilitate search engine discovery of content.
- Implement canonical tags, 301 redirects, and XML sitemaps to streamline website structure and improve crawlability.

Off-page SEO

- Develop and execute a comprehensive off-page optimization strategy to build high-quality backlinks from authoritative websites.
- Identify relevant link-building opportunities through guest blogging, influencer outreach, and content partnerships.
- Monitor backlink profile and disavow toxic links to maintain a healthy and natural link profile.

Perfomance monitoring and reporting

- Monitor key SEO metrics, including keyword rankings, organic traffic, and conversion rates, using industry-leading analytics tools.
- Provide regular performance reports and insights to track progress, measure ROI, and identify areas for further optimization.
- Adjust SEO strategies and tactics based on performance data and algorithm updates to ensure ongoing success.

2) Pay-per-click advertising

Pay-Per-Click (PPC) advertising is a powerful digital marketing strategy that allows businesses to reach their target audience through targeted ads displayed on search engines and various online platforms. Our PPC advertising service focuses on creating and managing highly targeted campaigns to drive qualified traffic to your website, generate leads, and maximize return on investment (ROI).

campaign strategy and planning
- Conduct a thorough analysis of your business goals, target audience, and competitive landscape to develop a tailored PPC advertising strategy.
- Define campaign objectives, key performance indicators (KPIs), and budget allocation to align with your business objectives and maximize campaign effectiveness.
- Develop a comprehensive campaign plan outlining ad formats, targeting options, bidding strategies, and ad creative.

keyword research and ad-copywriting
- Conduct extensive keyword research to identify relevant keywords with high search volume and low competition.
- Create compelling ad copy tailored to target keywords and audience demographics to increase ad relevance and click-through rates.
- Develop ad extensions, including sitelinks, callouts, and structured snippets, to enhance ad visibility and improve ad performance.

Ad campaign setup and optimization
- Set up PPC advertising campaigns across search engines (e.g., Google Ads) and relevant online platforms (e.g., social media networks, display networks).
- Implement advanced targeting options, including location targeting, device targeting, and audience segmentation, to reach your ideal customers.
- Continuously monitor campaign performance and optimize ad copy, keywords, and bidding strategies to improve ad relevance, quality score, and ROI.

Perfomance tracking and reporting
- Utilize advanced tracking tools and analytics platforms to monitor key performance metrics, such as click-through rate (CTR), conversion rate, and cost per acquisition (CPA).
- Provide regular performance reports and insights to track campaign progress, identify trends, and make data-driven decisions.
- Collaborate with you to review campaign performance, adjust strategies as needed, and optimize campaigns for maximum effectiveness and ROI.

A/B testing and Implementation

- Conduct A/B testing experiments to compare different ad creatives, messaging, and landing page designs to identify top-performing variations.
- Implement split testing methodologies to systematically test and optimize campaign elements, such as ad headlines, calls-to-action (CTAs), and targeting options.
- Iterate on successful strategies and discard underperforming elements to continuously improve campaign performance and drive better results.

3) Social Media marketing

Social media marketing is a crucial component of a comprehensive digital marketing strategy, enabling businesses to connect with their target audience, build brand awareness, and drive engagement. Our social media marketing service focuses on creating and executing dynamic campaigns across various social media platforms to foster meaningful interactions, grow your audience, and achieve your business objectives.

social media strategy development
- Conduct a comprehensive analysis of your target audience, industry trends, and competitor strategies to inform the development of a tailored social media marketing strategy.
- Define clear goals and objectives for your social media presence, such as brand awareness, lead generation, customer engagement, or website traffic.
- Determine the most appropriate social media platforms for your business based on audience demographics, platform features, and campaign objectives.

content creation and curation
- Develop engaging and relevant content tailored to each social media platform, including posts, images, videos, and infographics.
- Curate industry-related content and user-generated content to supplement your own content strategy and provide additional value to your audience.
- Maintain a consistent posting schedule to ensure regular and timely communication with your audience and maximize engagement opportunities.

community management and engagement
- Monitor social media channels for mentions, comments, and messages, and respond promptly to inquiries, feedback, and customer inquiries.
- Foster meaningful interactions with your audience through likes, shares, comments, and direct messaging to build relationships and brand loyalty.
- Implement social listening strategies to monitor conversations around your brand, industry, and competitors and identify opportunities for engagement and content creation.

Influencer Outreach and partnerships
- Identify relevant influencers and industry experts within your niche and develop partnerships to amplify your brand reach and credibility.
- Collaborate with influencers to create sponsored content, host giveaways, or participate in influencer-led campaigns to reach new audiences and drive engagement.
- Track and measure the impact of influencer partnerships through key performance indicators (KPIs) such as reach, engagement, and conversion rates.

Social media advertising
- Develop and execute targeted social media advertising campaigns to reach specific audience segments and achieve campaign objectives.
- Utilize advanced targeting options, including demographic targeting, interest targeting, and retargeting, to optimize ad relevance and performance.
- Monitor ad performance metrics, such as click-through rate (CTR), conversion rate, and return on ad spend (ROAS), and optimize campaigns based on data-driven insights.

Perfomance tracking and analytics
- Utilize social media analytics tools and platforms to track key performance metrics, including reach, engagement, follower growth, and website traffic.
- Provide regular performance reports and insights to evaluate campaign effectiveness, identify areas for improvement, and make data-driven decisions.
- Collaborate with you to review campaign performance, adjust strategies as needed, and optimize campaigns for maximum impact and ROI.

4) Content Marketing

Content marketing plays a pivotal role in digital marketing strategies, enabling businesses to attract, engage, and retain their target audience by delivering valuable and relevant content. Our content marketing service focuses on creating and distributing compelling content across various channels to drive brand awareness, nurture leads, and enhance customer relationships.

Content strategy development
- Conduct a thorough analysis of your target audience, buyer personas, and customer journey to inform the development of a comprehensive content marketing strategy.
- Define clear goals and objectives for your content marketing efforts, such as increasing brand awareness, generating leads, driving website traffic, or educating your audience.
- Identify content topics, formats, and distribution channels that resonate with your target audience and align with your business objectives.

content creation and optimization
- Develop high-quality and engaging content tailored to your target audience's interests, pain points, and preferences.
- Create a variety of content types, including blog posts, articles, infographics, videos, podcasts, and case studies, to appeal to different audience segments and cater to diverse learning styles.
- Optimize content for search engines (SEO) by incorporating relevant keywords, meta tags, and internal/external links to improve visibility and organic traffic.

content distribution and promotion
- Develop a content distribution strategy to reach your target audience across various online channels, including your website, social media, email newsletters, and industry publications.
- Leverage social media platforms, online communities, and influencer networks to amplify your content reach and engage with your audience.
- Implement paid promotion tactics, such as sponsored content, native advertising, and content syndication, to increase content visibility and drive traffic.

Lead Nurturing and conversion
- Develop lead magnets and gated content assets, such as e-books, whitepapers, and webinars, to capture leads and drive conversions.
- Implement email marketing automation workflows to deliver targeted content to leads based on their interests, behavior, and stage in the buyer's journey.
- Monitor lead engagement metrics, such as email open rates, click-through rates, and conversion rates, and optimize lead nurturing campaigns for maximum effectiveness.

Thought Leadership and Industry Authority
- Position your brand as a thought leader and industry authority by creating and sharing insightful and valuable content that addresses industry trends, challenges, and best practices.
- Participate in industry events, webinars, podcasts, and speaking engagements to showcase your expertise and build credibility within your niche.
- Monitor industry conversations and contribute to online discussions through blog comments, forum participation, and social media engagement to establish thought leadership and expand your brand's reach.

Performance Tracking and Reporting
- Utilize content analytics tools and platforms to track key performance metrics, including content engagement, website traffic, lead generation, and conversion rates.
- Provide regular performance reports and insights to evaluate content effectiveness, identify areas for improvement, and make data-driven decisions.
- Collaborate with you to review content performance, adjust content strategies as needed, and optimize content for maximum impact and ROI.

5) Email Marketing

Email marketing remains one of the most effective digital marketing channels for engaging with your audience, nurturing leads, and driving conversions. Our email marketing service focuses on creating and executing targeted email campaigns that deliver the right message to the right audience at the right time, driving measurable results and ROI for your business.

Email Strategy Development:
- Conduct an analysis of your audience segmentation, buyer personas, and customer journey to inform the development of a comprehensive email marketing strategy.
- Define clear goals and objectives for your email marketing campaigns, such as lead generation, customer retention, promotional offers, or event promotion.
- Determine the most appropriate types of email campaigns for your business, including newsletters, promotional emails, transactional emails, and automated workflows

Email List Building and Segmentation:
- Develop lead capture strategies to grow your email subscriber list, including website opt-in forms, lead magnets, and social media promotions.
- Segment your email list based on demographic information, past purchase behavior, engagement level, and other relevant criteria to deliver personalized and targeted content.
- Implement email list hygiene practices to maintain list quality and compliance with anti-spam regulations, such as cleaning inactive subscribers and managing unsubscribe requests.

. Email Content Creation and Design:
- Create compelling and visually appealing email content tailored to your audience's interests, preferences, and needs.
- Design responsive email templates optimized for mobile devices to ensure consistent and seamless user experience across all devices and screen sizes.
- Incorporate persuasive call-to-action (CTA) buttons, personalized messaging, and dynamic content elements to encourage engagement and drive conversions.

Email Automation and Workflows:
- Set up automated email workflows to deliver timely and relevant content to subscribers based on their actions, behaviors, and preferences.
- Develop welcome series, nurture sequences, abandoned cart emails, and re-engagement campaigns to guide subscribers through the customer journey and drive conversions.
- Monitor email automation performance metrics, such as open rates, click-through rates, and conversion rates, and optimize workflows for maximum effectiveness and ROI.

Email Deliverability and Compliance:
- Implement email deliverability best practices to ensure that your emails reach subscribers' inboxes and avoid being flagged as spam.
- Authenticate your email domain with SPF, DKIM, and DMARC records to improve email deliverability and security.
- Comply with relevant email marketing laws and regulations, such as the CAN-SPAM Act and GDPR, by including unsubscribe links, providing clear sender identification, and honoring opt-out requests.

Performance Tracking and Reporting:
- Utilize email marketing analytics tools and platforms to track key performance metrics, including open rates, click-through rates, conversion rates, and revenue attribution.
- Provide regular performance reports and insights to evaluate email campaign effectiveness, identify areas for improvement, and make data-driven decisions.
- Collaborate with you to review email performance, adjust email strategies as needed, and optimize campaigns for maximum impact and ROI.

Resources and responsibilities

Consulting Firm Resources:

- ApexArch will allocate a dedicated team of digital marketing specialists, including strategists, content creators, designers, email marketers, and analytics experts, to execute the digital marketing strategy outlined in this Scope of Work.
- Our team will bring a wealth of expertise and experience in digital marketing to the project, ensuring the successful implementation of strategies and tactics that drive results for your business.
- We will provide access to industry-leading tools, platforms, and resources necessary for executing and monitoring digital marketing campaigns effectively.

Client Responsibilities:
- TrueShop will designate a primary point of contact to liaise with ApexArch and provide timely feedback, approvals, and decision-making throughout the project.
- TrueShop will provide access to relevant resources and platforms, including website CMS, social media accounts, email marketing software, and analytics tools, as required for the execution of digital marketing activities.
- TrueShop will collaborate with ApexArch to provide input, direction, and insights into target audience demographics, industry trends, and business goals to inform digital marketing strategies and campaigns.
- TrueShop will adhere to agreed-upon timelines, milestones, and deliverables outlined in this Scope of Work to facilitate the smooth execution of digital marketing initiatives and achieve desired outcomes.

Collaboration and Communication:

- ApexArch and TrueShop will maintain open and transparent communication channels throughout the duration of the project, including regular status updates, progress meetings, and project reviews.
- ApexArch will provide ongoing support and guidance to TrueShop to address any questions, concerns, or challenges related to digital marketing strategies and campaigns.
- TrueShop will actively participate in strategy discussions, campaign planning sessions, and performance reviews to ensure alignment with business objectives and expectations.

Confidentiality and Data Protection:

- Both ApexArch and TrueShop will adhere to strict confidentiality and data protection measures to safeguard sensitive information shared during the course of the project.
- Confidentiality agreements may be signed as needed to protect proprietary information and ensure compliance with data privacy regulations.

Quality Assurance and acceptance criteria

Quality Assurance:

- ApexArch is committed to delivering high-quality digital marketing solutions that meet or exceed industry standards and best practices.
- Our team will adhere to established quality assurance processes and methodologies throughout the project lifecycle to ensure the effectiveness and reliability of digital marketing strategies and campaigns.
- We will conduct thorough testing, validation, and performance monitoring of all digital marketing activities to identify and address any issues or discrepancies proactively.

Acceptance Criteria:

- Acceptance criteria will be defined for each deliverable and milestone outlined in this Scope of Work, based on mutually agreed-upon project objectives and requirements.
- TrueShop will review and approve each deliverable against the specified acceptance criteria before it is considered complete and final.
- Acceptance criteria may include factors such as functionality, accuracy, completeness, usability, performance, and adherence to brand guidelines and industry standards.
- Any deviations from the acceptance criteria will be documented, addressed, and resolved in collaboration with TrueShop to ensure that deliverables meet expectations and achieve desired outcomes.

Performance Metrics:

- Performance metrics will be established for each digital marketing activity to measure the effectiveness and impact of strategies and campaigns.
- Key performance indicators (KPIs) may include metrics such as website traffic, engagement rates, conversion rates, return on investment (ROI), and customer acquisition cost (CAC).
- Regular performance monitoring and reporting will be conducted to track progress, identify trends, and make data-driven optimizations to improve campaign effectiveness and ROI.

Continuous Improvement:

- ApexArch is committed to continuous improvement and ongoing optimization of digital marketing strategies and campaigns based on performance data, industry trends, and client feedback.
- We will regularly review campaign performance, conduct A/B testing experiments, and iterate on strategies to identify opportunities for improvement and drive better results.
- Collaboration between ApexArch and TrueShop will be encouraged to share insights, address challenges, and explore innovative approaches to achieve shared objectives and goals.

Packages and pricing

Basic package

- Digital strategy developoment
- content creation and curation
- content distribution and promotion
- keyword analysis and research
- one-page optimization
- perfomance tracking and analytics

ksh 17,400/month

Standard package

- all included in basic package
- community management and engagement
- social media advertising
- technical SEO
- ad campaign and strategy
- keyword research and ad-copywriting
- lead nurturing and conversion
- email list building and segmentation
- email content creation and design

ksh 23,200/month

premium package

- All included in Basic and standard packages
- off-page SEO
- ad campaign setup and optimization
- ad A/B testing and implementation
- influencer outreach and partnerships
- Thought leadership and industry authority
- Email automation and workflows
- email deliverability and compliance
- advanced reporting

ksh 29,000/month

All charges are Tax inclusive

Payment Terms and Conditions

Payment Schedule:

- Payment for digital marketing services will be invoiced according to the agreed-upon payment schedule outlined in the consulting agreement between ApexArch and [Client Name].
- The payment schedule may include upfront deposits, milestone payments, or recurring payments, depending on the scope of work and project timeline.
- Invoices will be issued electronically and sent to the designated billing contact at TrueShop for processing.

Payment Methods:

- Payment methods accepted by ApexArch may include bank transfers, credit card payments, or electronic funds transfers (EFT), as specified in the consulting agreement.
- TrueShop is responsible for ensuring timely payment of invoices in accordance with the agreed-upon payment terms and conditions.

Late Payments:

- In the event of late payment, ApexArch reserves the right to impose late payment fees or interest charges as specified in the consulting agreement.
- Late payments may result in suspension of services or termination of the project, at the discretion of ApexArch, until outstanding balances are settled.

Dispute Resolution:

- Any disputes regarding invoiced amounts or payment terms shall be resolved amicably through good-faith negotiations between ApexArch and TrueShop.
- In the event that disputes cannot be resolved informally, either party may seek legal remedies as provided for in the consulting agreement or applicable laws.

Termination and Refunds:

- Either party may terminate the consulting agreement upon written notice if the other party breaches the terms of the agreement, subject to any termination provisions specified therein.
- In the event of project termination, ApexArch will invoice TrueShop for work completed up to the termination date, as well as any applicable termination fees or expenses.
- Refunds for prepaid services or unused retainers will be issued in accordance with the terms and conditions outlined in the consulting agreement.

Regards,

John mugo

Head of operations