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Project Proposal

FOR: NEW CLIENT

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Nafdsfdfsdfsdfsme, Job
NOVEMBER 6th, 2018

Title



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*It should be noted that not all described services below will be utilized for each client, as prior and continuing discussions will reveal their specific needs. We hope that the Contents section above can help you peruse this proposal with more efficiency. That said, if you have time, please spend it taking a look at some of our awesome digital services in this proposal or on our website that will take your business to the next level. Enjoy!



Goals and Objectives

New Client cannot afford to lose ground to its competitors as it expands its marketing efforts, especially operating in the competitive real estate industry. If New Client does not invest in developing an irresistible online presence—of which heavily includes a dynamic, strategic web design—it will miss the opportunity to reach an enormous group of new customers. This could result in a loss of market share and hurt one's brand. The right digital agency will help New Client:

- **Create a compelling business website that drives traffic and customers**
- **Connect with users across multiple online traffic channels and deliver them to New Client's website**
- **Systematically build meaningful relationships with visitors and turn them into customers**



- **Use data to better understand New Client's target customers and optimize its marketing strategies over time**

Meeting New Client's Digital Marketing Needs

Seller's full-service digital marketing solution will deliver the following results for New Client:

- Launched an eye-catching website that attracts traffic, leads, and customers – You have a vision; it is our job to effectively communicate and develop that into fruition. We will sit down with your team, listen to your ideas, and turn them into a beautiful business website. You will get to watch as our designers create your website, asking questions and offering feedback along the way. We will not stop until your website expresses your personality precisely how you want!
- Implement a strategy to generate leads and turn them into customers – Getting traffic to your website is great, but it is not valuable unless a good portion of them turn into leads and customers. That is why our team will develop a marketing strategy to reach visitors across multiple traffic channels. Executing this strategy will allow our team to drive more visitors to your website, nurture relationships, and turn browsers into buyers.



- Develop a cohesive, compelling online presence – Digital marketing offers access to many different traffic channels. By presenting a consistent, compelling image of your brand via your website content, advertising, and social media, we will help you make the most of every traffic channel and reach more customers.
- Optimized ongoing marketing efforts through data and customer feedback – A lot of digital agencies offer “set it and forget it” solutions, but we do not operate that way. We rely on our expertise and the information at hand to develop a digital marketing strategy and put it into action, but we do not stop there. We will execute ongoing marketing initiatives, utilizing the latest data-driven tools and relying on analytics and customer feedback to make campaigns even more profitable over time.



New Client's Recommended Services

To meet New Client's needs, based on prior and continuing discussions, we recommend the following services as part of this project:

Design of a Beautiful, Customer-Generating Website

Seller Consulting will meet with New Client's team to hear its ideas about how best to connect with customers through a website. Then Seller's designers will go through our website design model, a full step-by-step process we have perfected over the years for digital development creation, that matches New Client's vision and showcase its business in the most appealing way possible.

New Client's website will be responsive and mobile-friendly, allowing easy access for visitors using PCs, tablets, or mobile devices. Because we are well-versed in multiple programming languages, libraries, and frameworks (e.g. HTML, CSS, JavaScript, Python, SQL, Wordpress, Drupal, Joomla, etc.), we can adapt to create the website on the platform with the most ease for the client.

Two additional Recommended Services you should know about:

Creation of Web Content to Reach New Visitors and Turn Them into Leads

Seller will use its SEO knowledge to generate a list of relevant keywords and create content to target them. This will help New Client expand its online presence and reach new visitors via organic search engine traffic. New Client will create one article for New Client's blog (if applicable). Seller will continue to research and target additional keywords and optimize New Client's website to stay abreast of search engine best practices.

Ongoing Marketing Initiatives to Raise New Client's Profile Online



Seller's team will engage in ongoing marketing initiatives to grow New Client's presence online. Seller's creative and tech experts will work together, creating ongoing social media initiatives and SEO-optimized content to generate leads and customers. Seller will monitor analytics and solicit customer feedback, and adjust its strategies to exploit any opportunities. Seller will also will deliver an SEO dashboard that New Client can access at anytime to look at their data visually and automatically generate reports. Seller will also generate weekly, bi-weekly, or monthly reports (depending on amount of data/traffic) will be generated by Seller detailing its efforts and key performance metrics.

Fee Schedule

Compelling Digital Presence Solution, Project Total - \$1000

Signing the contract at the end of this proposal signifies that New Client agrees to pay the above project total, \$1,000, for the services discussed in the contract below. This section will just provide the client with a general overview of services agreed on between client and Seller; the contract will give more detail.

Comprehensive digital marketing strategy meeting – We will sit down with you to get a clear idea of your vision, offer our input, and develop a digital strategy to help you reach your business goals.

Website design – Our designers will turn your vision into a beautiful business website. You will be able to watch the progress and offer real-time feedback to ensure the end product matches your expectations. Then we will launch your website, taking it live with a foundation of content (specifics to be decided at the initial strategy meeting) created by our creative team.



Implementation of SEO and social media marketing strategies

(RECOMMENDED) – Once your business website goes live, our team will put our marketing plan into action. We'll manage your social media profiles on an ongoing basis, connecting with potential customers and drawing them to your website. These initiatives will establish a compelling digital presence and draw visitors to your website.

Optimization and reporting (RECOMMENDED)– We will continue our marketing efforts and assess performance along the way. By focusing on analytics and soliciting customer feedback, we will get insight into how to make our marketing even more profitable. We will deliver a report to you on a weekly, bi-weekly, or monthly basis (depending on data) detailing our initiatives, ROI, and plans to make our strategies even more effective.

Project Total - \$1000

Why Choose Seller?

New Client only has a limited budget to devote to marketing, and it does not have time to develop a compelling online presence. That is why you want a company like Seller to help you reach new customers from every corner online. Our expertise, resources, and deep commitment to our craft make us the ideal choice to meet New Client's digital needs. We will bring the following strengths to our work:



- **Seller uses a unique blend of digital and traditional research to uncover opportunities and help you understand your customers –** Developing a marketing strategy and putting it into action are just the first steps. Our team acts, generates actionable data, and leverages those insights to make our marketing efforts more profitable. We use a combination of analytics and old-fashioned customer feedback to spot untapped opportunities and connect with customers on a deeper level.
- **Seller has creative and tech specialists who work together to bring our strategy to life –** Our team consists of a combination of creative and tech experts. They work together seamlessly, combining their expertise to help you understand your customers through data and connect with them through unforgettable digital creations. This holistic approach helps you get the most marketing bang for your buck.
- **Seller's approach focuses on building lasting relationships –** We do not believe in gimmicks or short-term solutions. Our team excels at building meaningful relationships that translate into leads and customers regardless of changes in technology. This lays a foundation of long-term profitability and success – even in an unpredictable online environment.



Deliverables

Should client choose Seller to execute this solution as proposed, our timeline for this project is as follows (*please note that timeline is subject to change based on a myriad of factors including client response rate, mock-up changes, amount of editing, platform used, etc):

Phase	Activities	Completion
Comprehensive Digital Marketing Strategy Meeting	Meeting/talking with client to understand its vision and business objectives; development of a customized digital plan to turn client's vision into a profitable, lead-generating website.	02/05/18
Website Mock-ups	Seller will show first-round of website prototype for client to review and discuss detailed changes, if any.	03/05/18
Website Design and Launch	Design of client's business website; ongoing progress assessment and feedback from {client_name}; launch of website with content created by {my_company}'s creative team.	04/05/18
Ongoing Creation of SEO-Optimized Content	Creation of one (1) article for client's company blog and one (2) ongoing keyword research and targeting in accordance with SEO best practices.	N/A



Ongoing Management of {client_name}'s Social Media Profiles	Creation of {client_name}'s Youtube, Facebook, Twitter, and LinkedIn profiles; ongoing management of profiles by {my_company} to build relationships with potential customers and drive them to {client_name}'s website.	N/A
Regular Reporting	Monthly reporting delivered by {my_company} to {client_name} detailing the month's marketing initiatives, key performance metrics, and plans to optimize strategies going forward.	N/A

Legend

1. "N/A" either means that the deliverable's completion date is unknown due to extenuating factors or that deliverable is not going to be included in the project based on prior and continuing discussions with client and Seller.

Next Steps

Our pricing is valid until 11/6/18. To take advantage of this proposal and proceed with the project as outlined, client's next steps must be to:

- **Accept the proposal as-is**
- **Discuss desired changes with Seller**
- **Finalize and sign contract below**
- **Submit initial payment of 50% of total project fee**



Once completed, Seller will contact client to schedule a project launch meeting to make introductions and gather information before beginning the work.

We are happy to make changes to project scope on client's request at any time but may be subject to additional billing.

Terms and Conditions

Once project fee is paid in full to Seller, any elements of text, graphics, photos, contents, trademarks, or other artwork furnished to client for inclusion in website are owned by client.

Seller assumes client has permission from the rightful owner to use any code, scripts, data, and reports are provided by client for inclusion in its materials, and will hold harmless, protect, and defend Seller from any claim or suit arising from the use of such work.

Seller retains the right to display graphics and other web content elements as examples of their work in their portfolio and as content features in other projects.

This agreement becomes effective only when signed by agents of client and Seller in the contract below. Regardless of the place of signing of this agreement, client agrees that for purposes of venue, this contract was entered into in New Jersey and any dispute will be litigated or arbitrated in New Jersey

The agreement contained in this contract constitutes the sole agreement between client and Seller regarding all items included in this agreement.



WEBSITE AND DIGITAL SERVICE CONTRACT

1. Seller, hereinafter referred to as Seller, and New Client, hereinafter referred to as Buyer, hereby agree on this 6th day of November, in the year 2018, to the following terms:

B. Description of the Service

2. Seller agrees to transfer and deliver to Buyer the below-described service:

3. Two one-time fully customized sites created through agreed upon platform, languages, and CMS tools, up to Seller's discretion. The site will include all agreed upon New Client content including images, video, text, graphics, writing, that will make the site modern, responsive, and user-friendly.

4. Service will also include one-time logo creation for New Client through agreed upon design platform, up to Seller's discretion.

5. Buyer agrees to pay for the site and one-time logo creation through one of two options:

- In installments, as billed by Seller, and agreed upon during presentation, verbal agreement, and written below:

- Down payment of 50% must be paid prior to start of project (\$500).
- Down payment of 50% must be paid once coding is complete and prior to being published (\$500).

Or

- \$1,000 paid in full prior to start of project.



6. Service is deemed received by Buyer upon publishing of site for initial website update.

7. Buyer has the right to examine the site upon receipt and has 15 days in which to notify seller of any claim based on the grade or quality of the service. Such notice must specify in detail the particulars of the claim. Because of nature of service, there are no refunds. However, Seller and Buyer would work thereafter after a claim has been made by Buyer until reached satisfaction by Buyer, within reason (not more than 30 days of continued service nor 3+ re-edits to reach satisfaction because of prior approved mock-ups during project). Failure to provide such notice within the requisite period constitutes irrevocable acceptance of the service.

8. Seller warrants that the service is free from any and all security interests, liens, and encumbrances.

E. Attestation

9. All of the above agreed to this 6th day of November, in the year 2018.

10. On behalf of John Curtis Jr, Seller

I certify that I am authorized to act and sign on behalf of Seller and that Seller is bound by my actions. __J.C.____ [initial]

By: _____

On behalf of New Client, Buyer

I certify that I am authorized to act and sign on behalf of Buyer and that Buyer is bound by my actions. _____ [initial]

By: _____

