



GP.MARKETING

LEAD GEN

PROPOSAL

Global Presence is prepared to help Lensworth Broomskey expand his business by partnering with him to generate leads from the United States of America market. We will target individuals seeking dietary supplements. We will utilize a multi-channel marketing strategy with a key effort to engage your target through Social Media Ads & Group Engagement, Search Engine Optimization & Ads, Business Directories, Contact List, Multi-Level Affiliate Partnerships, and Email/Inbox Engagement. Our call to action will be for them to 1) Subscribe Online 2) Chat with Support, 2) Submit Fixed/Custom Sales Quotes, and 3) Set Up an Appointment For a Wholesale Relationship. Our bottom-line goal for the next 12 months is to sell 1,800 monthly subscriptions at \$50.00 each with average monthly revenue of \$90,000. Based on our projections, the gross income in 18 months on a monthly basis can be \$135,000 and \$1,620,000 annually.

Prepared for

Lensworth Broomskey

Proposal Issued:

08/07/2022

Prepared by

Jack Hakimian

Global Presence Enterprises

Proposal Valid to:

08/20/2022

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Executive Summary

Dear Lensworth,

Thank you for contacting Global Presence Marketing and discussing the dietary supplement company's lead generation needs within the United States of America market.

Based on our research and experience with national retail products, we understand dietary supplement companies' challenges when building their customer base from the wide and complex US market. Yet this is a growing industry, according to fortunebusinessinsights.com.

"The global dietary supplements market is projected to grow from \$71.81 billion in 2021 to \$128.64 billion in 2028 at a CAGR of 8.68% in forecast period. The global impact of COVID-19 has been unprecedented and staggering, with dietary supplements witnessing a positive demand shock across all regions amid the pandemic. Based on our analysis, the global market exhibited a stellar growth of 26.9% in 2020. The rise in CAGR is attributed to this market's demand and growth, returning to pre-pandemic levels once the pandemic is over. " ([Source](#))

The current market size value in 2021 was USD 71.81 billion. The revenue forecast in 2028 is expected to reach USD 128.64 billion.

This growth creates lots of opportunities for dietary supplement companies. The good news is that we can fulfill your marketing and lead generation needs with precision, care, and accountability to help reap the rewards of this growth. Our marketing proposal details the services Global Presence can provide for your dietary supplement company.

We will be able to track the results of our efforts and know precisely what is the source of all leads and sales. We will be able to pivot quickly when a strategy does not work. Based on our preliminary research, you can generate a minimum of 5 subscriptions per day at a \$50 subscription fee. In the next 12 months, we can expect to generate \$90,000 monthly revenue from 1,800 subscription sales. We can establish a subscription model, so recurring monies are pulled from your customer's banking accounts, and they can easily choose their monthly products.

You need a team that is not afraid of the challenge and has the skills and workforce to help achieve these goals. We believe we are that team! Suppose you follow our plan in this proposal. In that case, we guarantee that if we do not start generating a minimum of 2K qualified leads by the fourth month, which converts to at least 60 new monthly subscribers, we will work pro-bono until we develop the minimum amount of leads for up to four months. We want to earn our monies long-term based on results and not just effort.

Sincerely,

Jack Hakimian

CEO/Business Growth Specialist

GPM Background

Why We Started

Jack and his wife, Jhael Hakimian, founded Global Presence in Pasadena, California, in 2006 while Jack was completing his Master's Degree in Cross-Cultural Communications and working with the Armenian youth at Glendale Presbyterian Church. The simple mission was to help nonprofits with their Joomla and WordPress websites. As time went by members of the nonprofits and churches began asking them for help with their small business branding, designs, and lead generation needs. In 2014 they transitioned into a full-fledged business development and marketing agency with the mission of helping all organizations grow. They now service 57+ clients and have experienced 250% yearly growth since 2018.

What We Do

We love serving organizational leaders like you as a family of creatives, researchers, developers, and marketers who are passionate about your business growth and lead generation. We love adding value to our clients by delivering economic results and peace of mind. We sincerely love the challenge of attracting people to the products and services they need and are not always searching for.

Who We Are

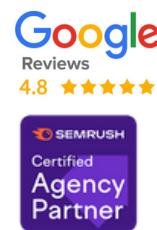
We have 20+ team members with a wide variety of business growth skills. Half of our team is based in the US, and the other half is in other countries. As a company on a mission to have global partners and extend our US clients into foreign markets, it is imperative for us to have the skills and perspectives of an international workforce. Half of our team are employees who work 20 to 40 hours a week. The other half are contractors who work per-project basis. Our team members sign non-disclosure and business associate agreements to maintain HIPPA compliance. As a company, we have great work culture with very little turnover.



Simple Facts About Us

145
Finished Projects

57+
Happy Clients



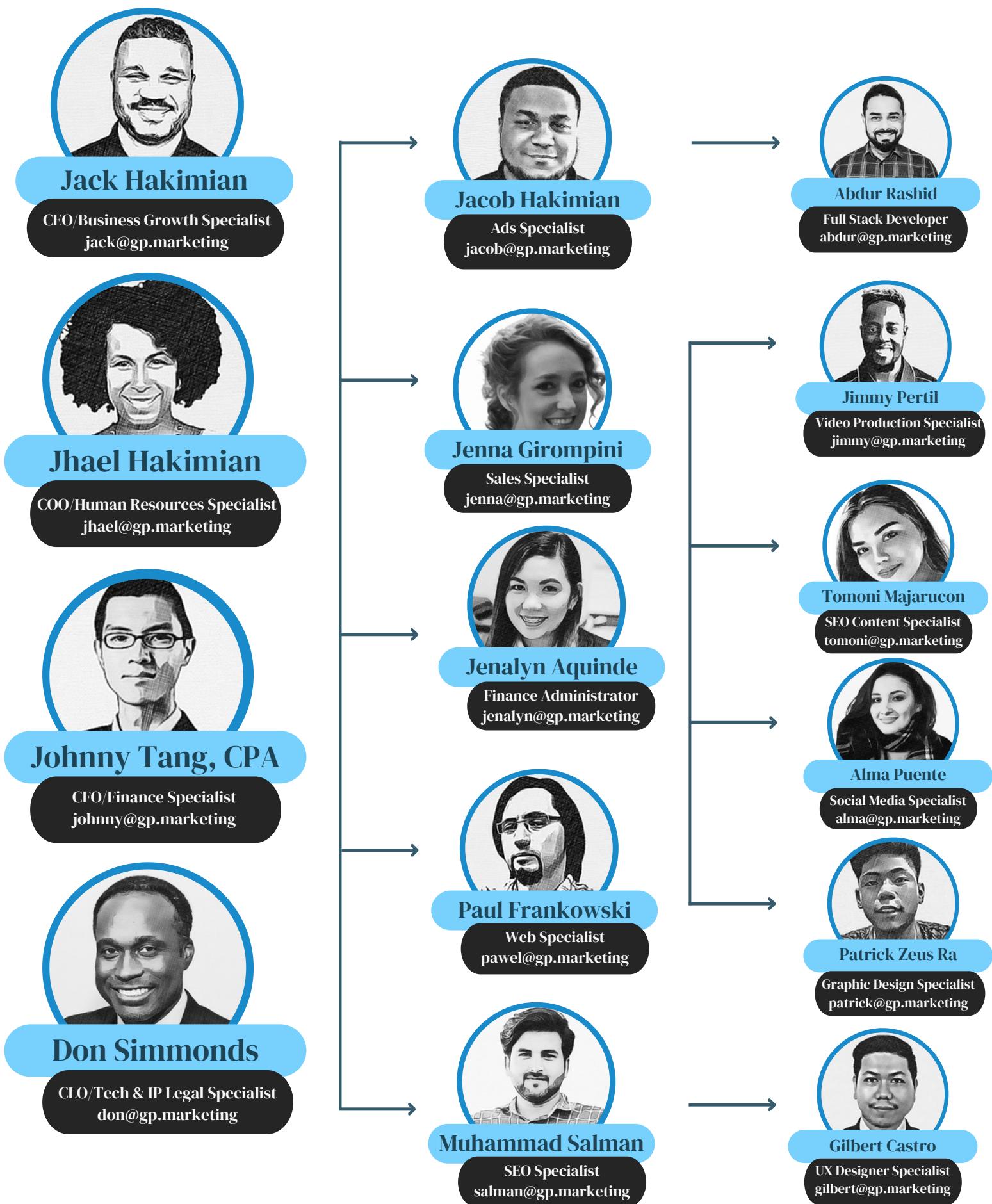
15+
Years in Business

20+
Designers, Developers & Business Growth Specialist

1
Winning Award

31
Software Partners

GPM Leadership 1 of 2



GPM Leadership 2 of 2



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& Project Manager
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Malika Harvey

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Muhammad Shahid

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Lizzy Ogot

Content Research Specialist
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Marketing Challenges

Based on our research, the dietary supplement industry is growing at a tremendous rate, especially in the specific areas of sports-based and athletic performance enhancement supplements, personalized or tailor-made nutritional products and dietary supplements, and herbal supplements.

“The global dietary supplements market is projected to grow from \$71.81 billion in 2021 to \$128.64 billion in 2028 at a CAGR of 8.68% in forecast period. The global impact of COVID-19 has been unprecedented and staggering, with dietary supplements witnessing a positive demand shock across all regions amid the pandemic. Based on our analysis, the global market exhibited a stellar growth of 26.9% in 2020. The rise in CAGR is attributed to this market’s demand and growth, returning to pre-pandemic levels once the pandemic is over.” (Source)

The challenge for company owners and operators is that they must focus on quality control and internal issues to the detriment of actively building relationships with their target prospects. Most staff are skilled in the nuances of dietary supplement companies but have not developed exhaustive knowledge or skills to generate online leads or market the company.

Marketing Objectives

It's no secret that leads creation is a top priority for dietary supplement companies regarding marketing. To be successful in this market, however, leads must be highly qualified and targeted. Following that, attempts to generate leads must be integrated with a framework that fosters long-term partnerships. Marketers must understand their target market to tailor buyer journeys and drive sales momentum in an industry with little face time. We aim to invite prospects interested in quality and reasonably priced dietary supplement to the website to make an online purchase.

MARKETING STRATEGY

CATEGORY

Target Market

STRATEGY

Prospect who are:

- Elderly maintaining their health
- Keen on utilizing natural supplements
- Interested in fitness & sports nutrition
- On vegan/vegetarian diets
- Wants to boost their immune system

Positioning Statement

Offering exceptional dietary supplements for consumers who want premium ingredients for their optimal health.

Price Strategy

Monthly subscription-based dietary offerings that are highly effective and affordable.

Distribution

Strengthen marketing strategies in terms of online advertising and promotional videos on social media platforms, display ad campaigns on search engines and potential business affiliates through LinkedIn, and develop SEO strategies in regions with prominent dietary supplement demand.

Marketing Research

Conduct comprehensive research after the project is activated by the client. All prospects will be surveyed on how they found us, and landing pages and phone numbers will be tracked.

SCOPE OF WORK

Marketing Scope of Work

Set up tasks (1-15 Business Days)

- Provisioning of social media marketing software (i.e., Facebook/Instagram, LinkedIn, TikTok, Tumblr, Twitter, Google My Business (GMB), Pinterest)
- Provisioning of email marketing software
- SEO audits and launching month plan as outlined here
- Create or optimize an existing website
- Create brand kit
- Set up SMS, Call Tracking, and Lead Forms, so they populate CRM
- Execute all the bundle service features listed on page 14

Ongoing work (2 - 12 months)

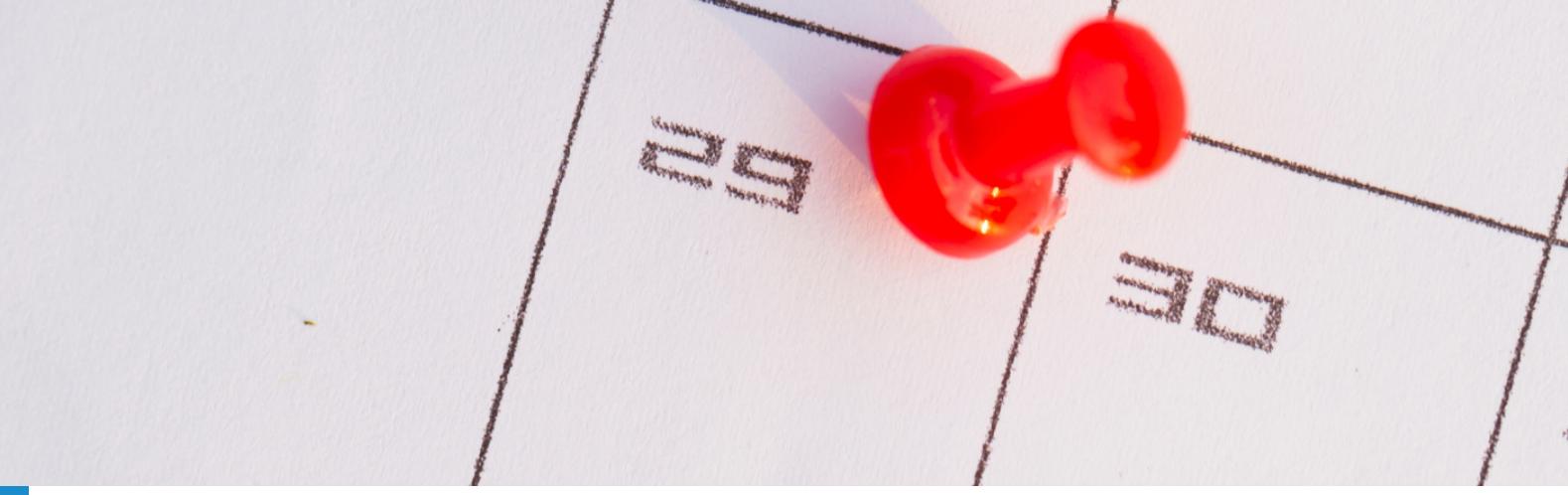
- Management of social media accounts on
- Creation of email marketing campaigns
- Optimization of website content

Milestones & deliverables schedule

- Kick-off meeting - First Week After Payment
- Website updated - 15-30 Business Days After
- Launch Marketing Campaigns on all platforms - 30 Business Days After
- Weekly status meeting (30 to 60 minutes)

Assumptions

- Lensworth Broomsky will provide access to social media accounts on all platforms
- Lensworth Broomsky will provide access to existing marketing and analytics software
- Lensworth Broomsky will provide insights into the mindset of decision-makers in their industry



PROJECTED TIMELINE

1	1 - 2 BUSINESS DAYS	Strategize with client, start lite market research, provisioning of software begins.
2	2 - 15 BUSINESS DAYS	Set up the website, email software, social media accounts, branding, ad accounts, videos, and initial podcast content.
3	15 - 30 BUSINESS DAYS	Test lead forms/numbers/ads/landing pages/data integration into CRM, launch marketing campaigns on all Search, Social Media, and Business Directory Platforms. Start website optimization work. Publish the first of many videos and podcast content. Create high-quality commercials with major influencer(s).
4	20 - 30 BUSINESS DAYS	Develop on-site and off-site SEO following our <u>Comprehensive SEO Plan</u> . Intensity is based on the Lead Generation Bundle Plan for the client. Meet(30-60 minutes) weekly/bi-weekly with the client to review the status of leads and pivot strategies as needed. Set up SEO, Ads, and Social Media monthly emailed reports.

CREDENTIALS & CERTIFICATIONS



Jacob Hakimian

Global Presence Enterprises

Awards

Certificates



Google Ads - Measurement
Certification
Earned: Oct 10, 2021
Expires: Oct 10, 2022



Google Ads Display Certification
Earned: Oct 6, 2021
Expires: Oct 6, 2022



Google Ads - Measurement
Certification
Expired: Jul 13, 2021



Google Ads Display Certification
Expired: Jun 30, 2021



Google Ads Video Certification
Expired: Jul 29, 2020



Google Ads Video Certification
Earned: Oct 9, 2021
Expires: Oct 9, 2022



Google Ads Search Certification
Earned: Sep 7, 2021
Expires: Sep 7, 2022



Google Ads Video Certification
Expired: Jul 1, 2021



Google Ads Search Certification
Expired: Jun 18, 2021



Google Ads Display Certification
Expired: Jul 8, 2020



Reviews
4.8 ★★★★★



Google Ads Certified

Google certification is a professional accreditation that Google gives to individuals/companies that show proficiency in AdWords.

Google Verification Link:

https://skillshop.exceedlms.com/profiles/3ea_ff16a80864408aa1b839438a48edc



Kevin O'leary Endorsed

University of Missouri



This certificate verifies that

Don L. Torrez

has met the requirements for completion of the

ADA Coordinator Training Certification Program

effective Wednesday, September 5, 2018

This Certificate is valid for three (3) years from the effective date.



Certificate ID: 54009688-4617 Issued by: Great Plains ADA Center

ADA Coordinator Certificate

THE COMPANY

With over 4,000 units in stock, RDS is South Florida's premier source for Multifunction Copiers, Printers, Fax Machines, and Business Solutions, including Cloud Computing, Networking Solutions, Document Management, IT Solutions, and more. They were honored by INC 5000 as one of the fastest-growing companies in America and are 5 Star Google Reviewed company.



THE PROJECT

Global Presence took over the entire design, marketing, and lead generation efforts of RDS in mid-2020. The client needed a website that integrated with their CRM and managed their entire sales/lifecycle. They also required the site to GEO-target all their key target areas, manage their Google & Social Media Ads, develop multiple landing pages to generate leads, and develop a Virtual Blog Network. The client needed full-service reputation management, videos, branding, and copywriting. In 2020 they grossed \$4M; with our mutual support from mid-2020, they ended 2021 with increased revenue of \$1.4 million for a total of \$5.4M. As we close the 2nd quarter of 2022, we have doubled the income this year for the first 6 months than last year.

GOALS & OBJECTIVES

- 01** Consultant on digital marketing strategies
- 02** Develop branding and design of new website
- 03** Develop and integrate Vtiger CRM with various workflows and drip campaigns
- 04** Manage SEO, Search and Social Media lead generation efforts

[View Website: rdsteam.com](http://rdsteam.com)

THE COMPANY

Established in 2021, Vanilla Workstations, Inc is an American company that engineers and manufactures desktops and laptops for classroom use. Their goal is to provide fast, reliable, and affordable computers to students and teachers so they can focus on learning.



THE PROJECT

Global Presence engaged in the following actions for VanillaWorkstations.com, helping them to launch as a startup

Marketing Plan

We employed several marketing strategies to establish branding, promote our products, and gain customer leads. Website design and development. In this digital age, having an online presence is essential. As a new business in the technology field, we established their credibility through a quality website. Our marketing team set up a minimalist, easy-to-read content and mobile-friendly website. The website's content will include our brand story, products and services, benefits, and contact information.

Search engine optimization (SEO).

We will also develop an ongoing SEO strategy relevant to website design and development to ensure that we are visible in prominent search engines like Google. Our marketing team will put up online listings on Google My Business to boost local SEO, help customers navigate our location, and allow people to leave reviews.

Social media platforms

To increase our chances of leads, we utilize social media platforms such as Facebook, Instagram, and LinkedIn. With half of the world's population active on these networks, it's a natural place to increase brand awareness. These platforms are also equipped with business tools like Facebook and Instagram, which come in handy for online advertising.

GOALS & OBJECTIVES

01

Consultant on digital marketing strategies.
Developed business plan. Jack operate as outsourced CEO.

03

Develop and maintain CRM, sales team, web team and all aspects of business.

02

Develop branding and design of new website

04

Company sales since launch in 2021 to 2nd Quarter 2022 is 4,500 units at an average price of \$700 grossing over \$2.5M

[View Website: vanillaworkstations.com](http://vanillaworkstations.com)



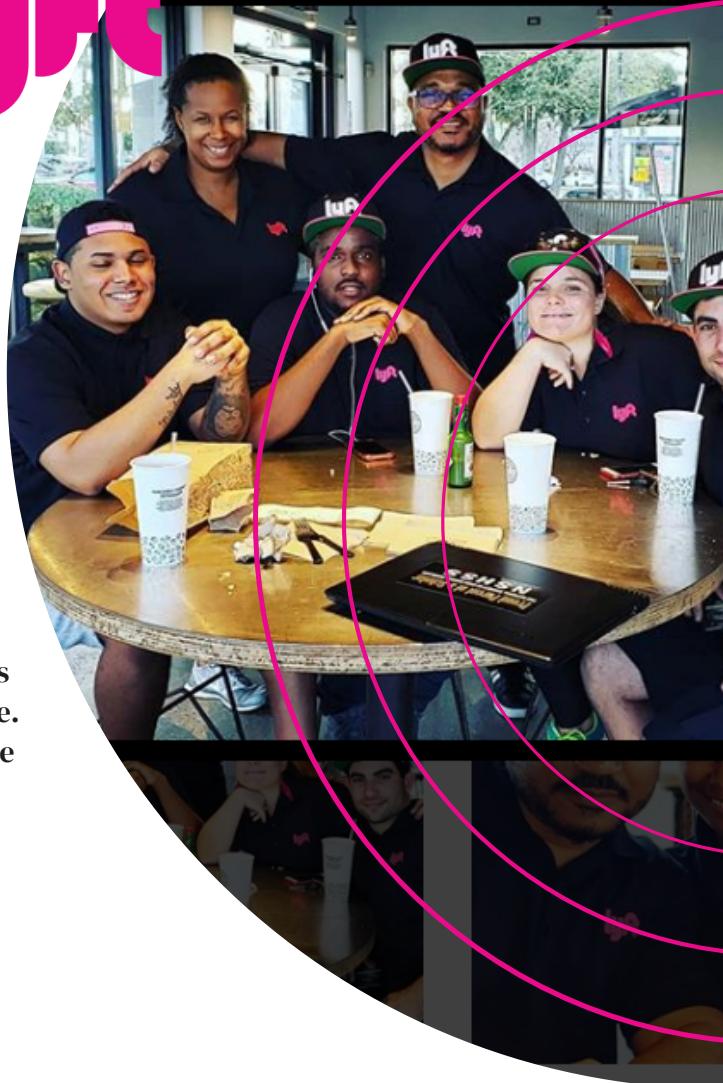
THE COMPANY

Lyft, Inc. creates, markets, and manages a mobile app that allows users to hire vehicles, motorized scooters, bicycles, and food. The company is headquartered in San Francisco, California, and operates in 644 US communities and 12 Canadian locations.

THE PROJECT

Lyft's internet marketing strategy targets potential drivers in Miami. Still, they also saw the need to canvass their neighborhood door to door and promote their incredible prospects and perks to new potential drivers. The Global Presence Marketing Team (GP) has over ten years of grassroots marketing engagement and digital communications experience. One of our members, in particular, has spent the previous three years working with one of the nation's leading political canvassing organizations on grassroots canvassing. GPM developed a trial initiative with Lyft Miami to evaluate market interest, create leads, and forecast ROI for a similar large-scale campaign. The goal was to target a minimum of 10,000 units in the Westchester/West Miami area in 12 days. GPM assembled a team of bi-lingual canvassers who are qualified and trained in the following areas:

1. Clear communication and effective messaging
2. Appropriate use of the GP's chosen canvassing platform
3. Engaging residents at the door to elicit a maximum reaction (estimated 20% take rate=2K Doors) to generate leads and drive interested parties to the Lyft Kiosk at the Americas Mall.



GOALS & OBJECTIVES

- 01** Plan and execute a 10,000 unit door-to-door canvassing campaign for the purpose of new Lyft drivers
- 02** Staffing and training a canvassing team of at least 5 canvassers. Lyft to provide training material and support
- 03** Provide access to canvassing platform for purposes of tracking efforts and results
- 04** Minimum result of 100 Qualified Leads. Qualified Lead defined as meets minimum driver and car requirements for Florida market & confirms interest

[View Website: **lyft.com**](http://lyft.com)

CASE STUDY: TAMPA FAMILY HEALTH CENTERS

THE COMPANY

Tampa Family Health Centers, Inc. is the largest federally qualified health center (FQHC) in the state of Florida. As a not-for-profit organization, TFHC is dedicated to providing high quality, accessible health care to the culturally diverse community located throughout Hillsborough County. TFHC is projected to operate 16 Health Center locations and 3 Mobile Units by 2020 and provides a full range of comprehensive, integrated health services including: Family Practice, Internal Medicine, Pediatrics, Adolescent Medicine, Women's Care, Family Planning, Pharmacy, Dental (Adult and Pediatric), Behavioral Health, Psychiatry, Podiatry, Wound Care and Chiropractic Care.



THE PROJECT

Global Presence Marketing created an extensive Content Management Website for Tampa Family Health with CRM, Email Marketing, and EHR (Electronic Health Record) capabilities. GPM also built a seamlessly integrated Android and IOS application. GPM manages its ADA and HIPPA compliance while ensuring they avoid civil litigation. GPM manages the client's SEO and helped increase traffic in 2019 from 11K monthly visitors to 15-16K per month.

View Websites

- Website: tampafamilyhc.com
- - AthenaHealth EHR: 15462-1.portal.athenahealth.com
- - Registration Integration: tampafamilyhc.com/new-patient
- - Android app: play.google.com/store/apps/details?id=globalpresence.tampafamily
- - IOS app: apps.apple.com/us/app/tampa-family-health-centers/id1482499397?ls=1

GOALS & OBJECTIVES

01

Consultant on website design, accessibility, and marketing

02

Develop branding and design of new website

03

Develop and Android and IOS app

04

Develop SEO strategy and video content

WORK REFERENCES

YORAM LERNER

- CEO
- LauderHill Mall
- Design & Manage Website, SEO & Social Media Management
- www.lauderhillmall.net
- yoram@lauderhillmall.net
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CALVIN DOMENICO

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- (786) 877-5621

CHRISTOPHER VANN

- Chief Development Officer
- Manage Website/ADA Compliance/API Software Intergration
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- CVann@commwellhealth.org
- (910) 567-7006

Terms & Conditions

A full description of our terms and conditions is listed on our website: [gp.marketing/terms](#). The key features are listed below. Upon signing the proposed agreement on [page 18](#) or paying your invoice, you demonstrate a full understanding of our proposal and agreement.

Money-Back

A 30-day money-back guarantee for all new accounts is permitted on the sale of services under the following conditions:

- Refunds are only permitted before the service is started
- Refund must be requested 48 hours before the next billing date or service is set to take place
- Refunds are only permitted if service has not been met or modified to the client's written request
- Refunds are issued at the Operator's discretion and may be accepted or rejected as such. ([Section 24](#))

Cancellations

If you cancel the Service online at [gp.marketing/support](#), your cancellation will take effect 30 days after, and any extra payments will be invoiced. A 30-day money-back guarantee for all new accounts is permitted on the sale of services under the following conditions in section 24. ([Section 23](#))

Privacy

For purposes of this section, "Personal Information" means any information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly with a particular consumer or household that is processed by Global Presence in connection with the Service. For purposes of this section, "process," "sell," and "business purpose(s)" have the meaning ascribed to them in the Florida Consumer Privacy Act. ([Section 21](#))

Content

All information, data, text, software, music, sound, photographs, graphics, video, messages, goods, products, services, or other materials you post on a website via the Service ("Content") are the sole property of the person from which such Content originated. You are responsible for all content you upload, post, transmit, or otherwise make available via the Service. We do not control the Content you post via the Service. ([Section 20](#))

Web Services

This section only applies to website hosted on our servers . You may not access the Website by any means other than through the user interfaces or control panel we provide you. Our websites and extensions are rented on a month-to-month basis, 12-month lease, or 24-month lease agreements with an option to purchase. Unless stated in our proposals and invoice "Ownership Plan," all of our BIZ STARTER, BIZ PLUS, BIZ PRO, BIZ PREMIUM are rental or lease agreements by default. ([Section 14](#))

Arbitration

We want to address your concerns or issues before filing a claim against Global Presence. Please contact us at legal@gp.marketing. We'll contact you by email to informally resolve the dispute. You or Global Presence may start a formal dispute resolution process if a dispute is not resolved within 30 days of your submission. ([Section 36](#))

Lead Generation Guarantee

If you follow our proposed marketing and lead generation plan, we guarantee that if we do not start generating the minimum leads by the fourth month, we will labor for free until we generate the minimum amount of leads for up to another 4 months. We want to earn monies based on results and not just effort.

Lead Gen Bundle Starter Plans

Bundle Features

Starter Plan A



[SEO & Market Research](#)



[Weekly Progress Meeting](#)



[Google My Business Management](#)



[SEO Standard Plan](#)



[WordPress Biz Plus Plan](#)



[LinkedIn Lead Silver Plan](#)



[WordPress WooCommerce](#)



[SMS Marketing](#)



[Call Tracking](#)



[Email Marketing](#)



[Video Marketing](#)



[Podcast Standard Plan](#)



[Google Search & Display Ads](#)



[Youtube Ads](#)



[Social Media Standard Plan](#)



[Unlimited CRM Plan](#)



Set-Up Fees

\$ 2,925.00

\$ 3,870.00

\$ 5,265.00

Annual Discount Payment Option



Professional Labor Hours Per Month

20 - 30

30 - 40

40 - 50

Monthly Retail Value

\$ 3,250.00

\$ 3,063.00

\$ 3,723.00

\$ 1,571.00 / month

\$ 2,126.70 / month

\$ 2,721.00 / month

[**Order Now**](#)

[**Order Now**](#)

[**Order Now**](#)

Lead Gen Bundle Mature Plans

Bundle Features

Starter Plan A



[SEO & Market Research](#)



[Weekly Progress Meeting](#)



[Google My Business Management](#)



[SEO Premium Plan](#)



[WordPress Biz Pro Plan](#)



[LinkedIn Lead Gold Plan](#)



[WordPress WooCommerce](#)



[SMS Marketing](#)



[Call Tracking](#)



[Email Marketing](#)



[Video Marketing](#)



[Podcast Standard Plan](#)



[Google Search & Display Ads](#)



[Youtube Ads](#)



[Social Media Standard Plan](#)



[Unlimited CRM Plan](#)



[Phone Apps](#)



[Phone Receptionist Plus 25](#)



[EDDM Mailer Marketing](#)



[Learning Management System](#)



Set-Up Fees

\$ 2,925.00

\$ 3,870.00

\$ 5,265.00

Annual Discount Payment Option



Professional Labor Hours Per Month

20 - 30

30 - 40

40 - 50

Monthly Retail Value

\$3,194.70

\$4,232.10

\$4,922.00

\$ 1,571.00 / month

[Order Now](#)

\$ 2,126.70 / month

[Order Now](#)

\$ 2,721.00 / month

[Order Now](#)

Grow!

Starter Plan B Most Popular



Starter Plan C



Lead Gen Bundle Elite Plans

Bundle Features	Starter Plan A	Starter Plan B Most Popular	Starter Plan C
<u>SEO & Market Research</u>	✓	✓	✓
Weekly Progress Meeting	✓	✓	✓
<u>Google My Business Management</u>	✓	✓	✓
<u>SEO Platinum Plan</u>	✓	✓	✓
<u>WordPress Biz Pro Plan</u>	✓	✓	✓
<u>Linkedin Lead Platinum Plan</u>	✓	✓	✓
<u>WordPress WooComerce</u>	✓	✓	✓
<u>SMS Marketing</u>	✓	✓	✓
<u>Call Tracking</u>	✓	✓	✓
<u>Email Marketing</u>	✓	✓	✓
<u>Video Marketing</u>	✓	✓	✓
<u>Podcast Show Platinum Plan</u>	✓	✓	✓
<u>Google Search & Display Ads</u>	✓	✓	✓
<u>Youtube Ads</u>		✓	✓
<u>Social Media Premium Plan</u>		✓	✓
<u>Unlimited CRM Plan</u>			✓
<u>Phone Apps</u>			✓
<u>Phone Receptionist Plus 50</u>			✓
<u>EDDM Mailer Marketing</u>			✓
<u>Learning Management System</u>			✓
Referral Program Engagement			✓
Set-Up Fees	\$ 6,615.50	\$ 7,800.00	\$ 10,150.00
Annual Discount Payment Option	✓	✓	✓
Professional Labor Hours Per Month	50 - 60	60 - 70	70 - 80
Monthly Retail Value	\$4,722.00	\$5,920.00	\$7,230.00
	\$ 3,619.80 / month	\$ 4,698.00 / month	\$ 6,530 / month
	<u>Order Now</u>	<u>Order Now</u>	<u>Order Now</u>

Financials & Projected ROI



Our proposal is negotiable based on your capabilities, budget, and outcome goals. Based on our experience and what we believe are your business growth goals, we propose the Lead Gen Starter Bundle Plan C on page 17.

The setup fee to start the lead generation work will be \$5,265.00. Your discounted monthly bundle plan will be \$2,721.00 / month (Monthly retail cost: \$3,723.00). We also propose a video by a nationally known healthcare/nutritionist influencer (\$1K to \$5K) and numerous other videos relatable to our multiple target markets (i.e. elderly, in fitness and sport, mature adults, etc.) We propose a National Comprehensive SEO "Performance Plan," which will be \$1,200 monthly (SOURCE LINK). The total monthly labor will be \$3,921.00.

We propose starting with a Monthly Search and Social Media Advertising Budget of \$10,000.00 that will be paid to platforms like Google, Facebook/Instagram, TikTok, Yelp, etc. (Mainly Google Search). Most of the campaigns will be CPC Ads. Cost-per-click (CPC) bidding means that you pay for each click on your ads.

We will do A/B testing to see which ads, geographies, keywords, and copies are most effective. It takes about 30 days to get traction and key insights. We will place a \$5-\$10 maximum CPC bid and a \$150-\$300 per day maximum on one or several platforms (Depending on testing results) to target key regions where the highest "orthopedic insole" related search is taking place.

We aim to generate a minimum of 2K qualified leads by the fourth month, which converts to at least 60 new customers per month by the fourth month; we will work pro-bono until we develop the minimum lead amount for up to four months. Every month our sales should increase as we fine-tune our strategy. Based on our preliminary research, you can generate a minimum of 5 subscriptions per day at a \$50 subscription fee. In the next 12 months, we can expect to generate \$90,000 monthly revenue from 1,800 subscription sales.

Our search ad spends on CPL and CPA will decrease over time. If our strategy works with 1,800 new and recurring customers monthly, we will add a gross income value of \$364K to \$700K in the next 24 months. Everything we do will be tracked with the local digital numbers, forms, landing pages, and pixel codes, so there is no ambiguity about how the leads were generated.

If your growth exceeds our conservative projections for the first 4th month, we should be open to spending more on advertising and marketing labor to maximize our results.

ADDENDUM TO CONTRACT

THIS AGREEMENT is made this
individual and corporation:

Addendum

- If clients want to own WordPress files/sites, they should view our ownership plan here: <https://gp.marketing/plans> (Scroll down to the section: 3 Website Ownership Plans). The setup will be an additional \$3,000 either on our hosted server or the server of their choice. Additional annual license fees may apply to various developers depending on the type of customization the client seeks.
- We will create five (one-page) websites for five domains for free. Each additional build will be a one-time setup fee of \$200 and \$10 per month at a discounted price (View website price: <https://gp.marketing/one-page>). The client can choose from our many templates. This webpage is not an exhaustive portfolio of our templates as we have hundreds more we design and license.
- With our SEO Standard Plan (<https://gp.marketing/seo>) included in your bundle discount proposal, backlinks on off-site pages are permanent. On-site on leased sites remain long as payment is made. If you own your site, you will have to continue hosting services ranging from \$5 to \$500 per month, depending on site traffic, features, etc. Some of the citations (*80+ Listing Citations*) are not permanent due to the licensing and software we utilize to maintain your company presence on the major backlink websites as outlined here:
<https://gp.marketing/citations>
- Marketing Demographics: Top 5 - 10 markets based on Search Research of keywords, phrases, social/birth analysis, and competitor analysis.



Proposal Agreement

Authorized Signatory Agreement

Each individual signatory hereto represents and warrants that he or she is duly authorized to execute this agreement on behalf of his or her principal and that he or she executes the agreement in such capacity.

"COMPANY"

JACK HAKIMIAN
Global Presence Enterprises, LLC
CEO/Marketing Specialist

08-07-22

Date

"PURCHASER"

LENSWORTH BROOMSKY
Owner Operator

Date

10031 Pines Blvd #220
Pembroke Pines, FL 33024