

Proposal

Prepared for:
ContextMedia, Inc.
Email & Landing Page Templates
August 3, 2016



The Mx Group

Prepared for ContextMedia, Inc.

Chris McNamara
Digital Marketing Manager
330 N. Wabash Ave. #2500
Chicago, Illinois 60611

Dear Chris,

Thank you for considering us for the opportunity to work with ContextMedia as you address your email and landing page design needs.

The Mx Group is very excited about the prospect of working with your marketing team to help you shape the direction of your branding and expand your business into additional medical offices. On the following pages, you will find a description of the work we are proposing and a timeline for the creation of three email templates and two landing pages.

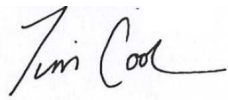
The Mx Group has several clients in the healthcare information services industry including: Abbott Diagnostics, Catamaran/Optimum, Dometic Life Science Services and Vesta. This enables us to confidently bring strategic insight and expertise to your programs.

Julie Manzella and I would be happy to meet with you at the ContextMedia offices to discuss our proposal, give a broader overview of our capabilities, review our portfolio and put faces to names, if that would be of interest to you.

I look forward to discussing our approach and ideas with you at your earliest convenience.

Thank you again for considering The Mx Group.

Regards,
Tim Cook



The Mx Group



Your Project

The RFP delivered to The Mx Group included the need to concept and develop three (3) email and two (2) landing page templates. Each template must be dynamic and scalable to support your digital marketing efforts to non-member decision makers.

The email templates we design will be mobile, responsive and customizable. They will adhere to email design best practices and will be tested through a third-party provider on both desktop and mobile. We will create three separate email templates:

- Product-focused
- Newsletter
- Notification

Pardot does not fully support mobile responsive landing pages. However, it does support “mobile-friendly” landing pages. The landing pages we create will be customizable and adhere to standard web design best practices. Additionally, they will be tested for both desktop and mobile. We will create two separate landing page templates:

- Lead Capture
- Promotional

There will be a total of ten (10) deliverables including HTML and PSD files for all templates above.



Our Approach

The Mx Group will implement a short discovery phase to kick off this project and gain a better understanding of the ContextMedia, Inc. brand strategy. Our design team will develop two (2) initial creative email concepts and (2) creative landing page concepts that align with your brand strategy. Once we receive any revisions you have to the concepts and a final concept is selected, we will layout and code both the email templates and landing pages. Testing will be completed to ensure each template renders on all browsers and devices. The final deliverables will be supplied to you in both HTML and PSD files.

This project covers all activities related to creating new email and landing page templates, specifically:

- Strategy and project management
- Two (2) initial creative email concepts
- Two (2) initial creative landing page concepts
- One round of client revisions for both email and landing page concepts
- Lay out landing pages and emails
- One round of client revisions to emails and landing pages in layout
- Cross-browser testing
- Copy editor review and proof



Estimate

Tactic	Mx Labor
Email Templates	
Concepting	\$3,647.33
Email #1 Layout & Coding	\$1,665.00
Email # 1 Testing	\$615.00
Email #2 Layout & Coding	\$1,665.00
Email # 2 Testing	\$615.00
Email #3 Layout & Coding	\$1,665.00
Email #3 Testing	\$615.00
Landing Page Templates	
Concepting	\$3,080.00
Landing Page # 1 Layout & Coding	\$1,572.50
Landing Page # 1 Testing	\$465.00
Landing Page # 2 Layout & Coding	\$1,572.50
Landing Page #2 Testing	\$465.00
Total:	\$17,642.33



Timeline

	August				September			
	8/8	8/15	8/22	8/29	9/5	9/12	9/19	9/26
Project Kick-off								
Initial Concepting								
Concept Pitch & Client Revisions								
Programming / Testing								
Implementation								





The Mx Group

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