GROWTH

Executive Summary

Moove In Team,

It's been a pleasure collaborating on your vision for moovein.com's digital transformation. Understanding your goals to enhance user experience and streamline marketing efforts, this proposal aligns perfectly with your strategic priorities. The comprehensive Website Redesign on HubSpot ensures a modern, scalable platform tailored to your brand, while the Paid Media Management delivers ongoing, targeted campaign optimization over six months to drive measurable growth. Additionally, the PowerBI Reporting integration offers clear, actionable insights to track performance and inform decision-making.

Our approach emphasizes thorough discovery and strategic planning, including stakeholder alignment and system audits, to guarantee the solution fits your unique needs. The detailed technical setup and enablement components are designed to empower your team with seamless adoption and sustained success. With no discounts applied, the quote reflects the full value of a solution crafted to accelerate your business objectives efficiently and effectively.

This proposal remains valid through March 13, 2026, providing ample time to finalize and initiate the project on your terms. Growth Operations Firm is committed to delivering a partnership that drives lasting impact and supports your evolving goals.

Best regards,
Amber Kemmis

Why Choose Growth & HubSpot?

The 4 Uniques That Make Growth Different

Moove In is looking for a long-term, scalable partner and not just a vendor . Growth delivers four capabilities most partners cannot combine in one engagement.

Revenue as the Foundation

We build a full-lifecycle HubSpot operating system that connects:

- Marketing (demand generation)
- Sales (lead routing and visibility)
- Customer success / support (experience and retention)
- Executive reporting (attribution and ROI clarity)

Most partners manage campaigns. We connect the entire revenue engine.

Impact: Every dollar spent ties back to occupancy, rentals, and measurable growth.

Operational Transformation — Not Just Implementation

Technology alone doesn't drive results. Adoption does.

We embed:

- Change management
- Role clarity
- Team training
- Accountability systems
- SOP documentation

The system becomes part of daily operations, not shelfware.

Impact: Efficiency improves, and internal teams become stronger, not dependent.

Continuous Optimization Powered by HubSpot & AI

Performance compounds when optimization is systematic.

We leverage:

- HubSpot automation
- AI-assisted workflows
- Conversion rate testing
- Attribution refinement
- Lifecycle analysis

Optimization occurs across:

- Paid media
- Organic performance
- Conversion flows
- Reporting clarity

Impact: Cost-per-rental decreases while conversion efficiency increases.

Technical Depth for Complex, Scalable Delivery

Many partners avoid complex work. We specialize in it.

We deliver:

- Multi-location CMS architecture
- Complex integrations
- Advanced analytics frameworks
- Structured data governance
- AI enablement
- Migration precision

We build systems that scale without breaking.

Impact: Moove In can expand without rebuilding infrastructure every time.

- Multi-location CMS architecture
- Complex integrations
- Advanced analytics frameworks
- Migration precision

Why Choose HubSpot Marketing Hub & CMS Hub

Moove In Self Storage is investing in more than a website refresh. You are building a scalable digital infrastructure to support:

- 31+ locations
- Aggressive expansion
- Paid media at scale
- Executive-level reporting
- Operational control and self-sufficiency

HubSpot Marketing Hub + CMS Hub is uniquely suited to deliver that outcome.

Unified Platform = Fewer Silos, Better Attribution

Most website platforms require multiple disconnected tools:

- Separate CMS
- Third-party form tools
- External marketing automation
- Isolated analytics

HubSpot unifies:

- Website
- Forms
- CRM
- Marketing automation
- Reporting
- Campaign tracking

Why this matters for Moove In:

- Reservations and rentals tie directly to campaign data
- Marketing and leadership view the same source of truth
- Attribution is clearer
- Reporting is faster and more reliable

No patchwork. No duct-taped integrations.

Built for Multi-Location Scalability

Moove In operates across multiple regional markets with localized demand dynamics.

HubSpot CMS enables:

- Dynamic location templates
- Centralized management with distributed content flexibility
- HubDB-powered location directories
- Structured SEO architecture
- Rapid onboarding for new facilities

Adding a new location becomes activation — not redevelopment.

Marketing Hub Drives Performance, Not Just Emails

Marketing Hub Professional provides:

- Automated workflows
- Lead segmentation
- Campaign tracking
- Lifecycle reporting
- Conversion tracking
- Paid media integration
- Native Google Ads sync

This allows:

- Rental vs reservation tracking clarity
- Campaign ROI visibility
- Occupancy-aligned budget decisions
- Lifecycle analysis across markets

It becomes a performance control center, not just an email tool.

Executive-Level Reporting & Visibility

HubSpot natively integrates with Power BI and advanced reporting frameworks.

This enables:

- Location-level dashboards
- Cost-per-rental tracking
- Funnel visibility
- Attribution modeling
- Campaign performance comparison across markets

Leadership operates from data, not estimates.

Security, Governance & Ownership

Moove In retains:

- Full ownership of the portal
- Full ownership of data
- Direct billing with HubSpot
- Role-based access control
- Secure hosting and infrastructure

This protects long-term enterprise value.

Faster Deployment = Lower Risk

With HubSpot:

- Hosting is included
- Security is managed
- CDN and performance optimization are built-in
- No plugin dependency risk
- No patch maintenance burden

This significantly reduces technical risk, especially under aggressive launch timelines.

Built-In SEO & AEO Infrastructure

HubSpot CMS supports:

- Structured data
- Clean URL architecture
- Metadata management
- Technical SEO control
- Content governance
- Schema implementation

This supports both traditional SEO and emerging AI-driven discovery environments.

Services Invest Summary

Item		Net price		Term total
Website Redesign on HubSpot Starts on effective date *15% rush fee applied as the scope constitutes an 8-12 week timeline	1	$46,000.00	$46,000.00	$46,000.00
Paid Media Foundations & Analytics Starts on effective date	1	$9,000.00	$9,000.00	$9,000.00
Paid Media & Web Management Starts on effective date, billed monthly for 6 months	1	$9,000.00	$9,000.00	$54,000.00

Total contract value

$109,000.00

Third-Party Software or Ad Investments

Category	Platform / Tool	Purpose	Estimated Monthly Cost	Estimated Annual Cost
Paid Media Budget	Google Ads	Search, Performance Max, Display	~$60,000	~$720,000
Marketing & CMS Platform	HubSpot Marketing Pro + CMS Hub Professional	Website CMS, hosting, security, Dev tools, email automation, workflows, marketing analytics *Number of contacts needed to finalize pricing*	$900-$1500	$10,800-$18,000
Marketing Automation	HubSpot Marketing Hub Professional	Email automation, workflows, marketing analytics	$800 – $1,200	$9,600 – $14,400
CRM	HubSpot CRM	Contact & deal tracking	$0	$0
Analytics	Google Analytics 4	Website & conversion tracking	$0	$0
Tag Management	Google Tag Manager	Event tagging & deployment	$0	$0
Business Intelligence	Microsoft Power BI Pro	Executive dashboard & reporting access	$120	$1,440
Call Tracking	Existing Call Tracking Platform; platform unknown	Phone attribution & reporting	$150 – $500	$1,800 – $6,000
Local SEO Monitoring	BrightLocal (Existing)	Local rank tracking & citations	$100 – $300	$1,200 – $3,600
SEO Research Tools	SEMrush / Ahrefs	Keyword & competitor research	$130 – $300	$1,560 – $3,600
Heatmapping / CRO Insights	Hotjar	User behavior analysis	$0 – $250	$0 – $3,000

Statement of Work

Phase I – Website Replatforming & Launch

Area	Deliverable
Discovery & Architecture	- Kickoff - Design questionnaires and competitive analysis - Conduct a content inventory and structure audit—including gated areas, file volumes (thousands), and usage patterns. - Analyze current user paths - Audience persona refinement - Site map creation and page prioritization - Map high-level site structure - Define key user journeys - Define KPIs and goals
Website Design	- Style guide to set the design direction, which includes button styles, colors, fonts, and web concepts - Develop two (2) high-fidelity page mockups (i.e. home page, locations)
Development	- Technical configuration of HubSpot Marketing Pro & Smart CRM - Replatforming to HubSpot CMS - Migrate and shift fifty-eight (58) current pages and twelve (12) blog posts. Includes content cleanup, formatting, and structural improvements - Child theme configuration aligned to Moove In brand standards - Global header, footer, navigation, and mobile navigation - CMS-editable, reusable modules to support internal updates; customization of existing modules as needed to facilitate content and design - Embed of existing storage signup process(front-end only) for SSM, Vertitect, and Global Payments - Mobile-first, ADA-conscious design and implementation (WCAG-aligned) **Assumption** - No net-new copywriting included - The website provides the front-end experience only. All pricing, availability, payments, leases, access provisioning, and post-

	conversion workflows remain fully managed by SSM and Veritec, per RFP requirements .
Location Management	- HubDB-powered location management system - Searchable, filterable location directory - Dynamic location detail pages for all 31+ facilities - CMS-managed, location-specific SEO content areas - Map-based discovery experience through Implementation of user location detection to see nearby locations
SEO Infrastructure	- SEO-friendly URL structure and internal linking - SEO- and AEO-friendly site architecture - Local SEO best practices for location pages - Metadata and indexation support - Alignment with BrightLocal tracking continuity **Assumptions** - Excludes ngoing SEO content creation - Excludes blog production beyond migration
Analytics & Tracking	- GA4 setup and validation - Google Tag Manager implementation - Correction of existing conversion tracking issues - Proper tracking of: - Online reservations - Completed rentals - Phone calls (existing solution retained) - Event tagging across key conversion paths - HubSpot & Power BI Alignment - Enablement of HubSpot's native Power BI integration - Validation of data availability for: - Website performance - Lead and conversion data - Paid media results - Documentation for internal reporting teams **Assumptions** - Excludes custom Power BI dashboard design - Excludes advanced data modeling or non-HubSpot data blending
QA, UAT & Launch	- Performance and responsiveness testing - Cross-browser and device testing - Accessibility/ ADA/ WCAG review - UAT support with consolidated client feedback

Area	Deliverable
Training & Post-Launch Support	- Up to 3 hours of CMS and site management training - Two (2) weeks of post-launch support - Up to 4 hours per week - Bug fixes and launch-related issues only

Performance Marketing Setup

Area	Deliverable
Paid Media Foundation	- Kickoff & alignment - Review and audit of existing Google Ads account - Campaign structure aligned to: - Branded search - Local & facility-based campaigns - Amenities and intent-based keywords - Competitive and event-driven searches - Location-level budget modeling framework - Conversion alignment with GA4 and Ads platforms - Connect social and paid media platforms to HubSpot
Analytics & Tracking	- GA4 setup and validation via HubSpot native integration - Google Tag Manager implementation via HubSpot native integration - Correction of existing conversion tracking issues - Proper tracking of: - Online reservations - Completed rentals - Phone calls (existing solution retained) - Event tagging across key conversion paths - HubSpot & Power BI Alignment - Enablement of HubSpot's native Power BI integration - Validation of data availability for: - Website performance - Lead and conversion data - Paid media results - Documentation for internal reporting teams **Assumptions** - Excludes custom Power BI dashboard design - Excludes advanced data modeling or non-HubSpot data blending

Ongoing Management

Following website launch, Moove In Self Storage requires more than channel management — it requires an integrated, performance-driven digital growth engine designed to increase online rentals, improve occupancy, and support aggressive portfolio expansion.

This retainer establishes a long-term partnership focused on measurable ROI, operational visibility, and scalable marketing infrastructure, providing up to forty (40) hours per month in support and management.

Strategic Objective

Maximize online rentals and qualified reservations across all 31+ locations while dynamically allocating budget based on occupancy needs and performance trends with an anticipated budget of $60,000.

Area	Deliverable
Google Ads Management (Core Channel)	Account Structure • Multi-location campaign architecture • Branded, local, competitor, amenities, event-based, and intent-based campaigns • Geo-modified keyword segmentation • Dynamic budget allocation by occupancy performance Ongoing Management Includes: • Bid strategy optimization (manual + automated hybrid models) • Continuous A/B testing: • Ad copy • Extensions • Landing page alignment • Negative keyword sculpting • Competitor conquesting strategy • Location-level performance evaluation • Conversion Optimization: • Reservation vs rental attribution analysis • Assisted conversion review • Device-level performance optimization • Call tracking optimization
Expansion Channels (As Recommended)	Based on performance data and seasonality: • Paid Social (Meta) • Retargeting (Display & YouTube) • Performance Max testing • Event-based seasonal campaigns • Awareness campaigns tied to life events (moving, renovations, holidays) Budget allocation remains performance-driven and occupancy-aware.
SEO & AEO Support	Moove In's growth requires sustainable organic visibility, not just paid dependency .

	Local SEO Strategy • Ongoing optimization of 31+ location pages • GMB performance consultation • Citation alignment recommendations • Local content gap analysis • Competitive local ranking monitoring **AEO (Answer Engine Optimization)** • Structured content optimization for AI search experiences • Featured snippet targeting • FAQ schema enhancements • Voice-search query optimization
Conversion Rate Optimization (CRO)	Website launch is the starting line — not the finish. Each month includes: • Heatmap and behavior review • Drop-off analysis in reservation/rental flows • CTA testing • Promotional pricing visibility optimization • Mobile UX enhancements • Page speed monitoring Quarterly CRO Roadmap delivered to leadership.
Analytics, Attribution & Executive Reporting	Get executive-level dashboards and actionable reporting to drive business outcomes. **Attribution & Data Oversight** • GA4 health monitoring • Conversion validation audits • Paid channel attribution review • Cross-channel performance modeling **Executive Reporting** Monthly Executive Report includes: • Total reservations vs rentals • Cost per rental by location • Occupancy-driven performance trends • Budget reallocation recommendations • Market-level performance comparisons • Paid vs organic performance breakdown Optional: • Power BI data validation support • Quarterly executive strategy presentation
Portfolio Growth & Scalability Planning	Moove In is expanding. This partnership anticipates growth. **Ongoing Includes:**

	• New location digital onboarding playbook • Pre-launch SEO checklist • Rapid deployment paid media templates • Occupancy-based scaling model Each new location can be activated without rebuilding infrastructure.
Performance Commitment Framework	While digital performance cannot be guaranteed due to market variables, this engagement is structured around: • Rental volume growth • Cost-per-rental efficiency • Location-level performance improvements • Improved attribution clarity • Increased organic visibility Success is measured against defined KPIs agreed upon at kickoff.

Timeline

The project will begin upon contract execution and client kickoff, with an estimated completion timeline of 4-6 weeks depending on access, timely client approvals, and whether custom design is included in final scope. Our goal would be to start sooner to help capitalize on your peak season.

Discovery and strategic planning will define key milestones of implementation, but will follow the timeline approach below:

Category	4-Week (No Design)	6-Week (With Design)
Kickoff	Feb 23	Feb 23
Design Phase	Not Included	Weeks 1–2
Development Start, Paid Media, SEO, Analytics Foundations	Week 1	Week 3
QA Begins	Week 3	Week 5
Launch Window	March 20–21	April 3–4
Paid Media Re-Launch	March 20–21	April 3–4
Ongoing Retainer	March-September	April-October

Account Management

• Dedicated Senior Account Executive
• Project roadmap with weekly progress updates
• Weekly strategy & alignment call
• Quarterly business strategy sessions
• One (1) business day response SLA
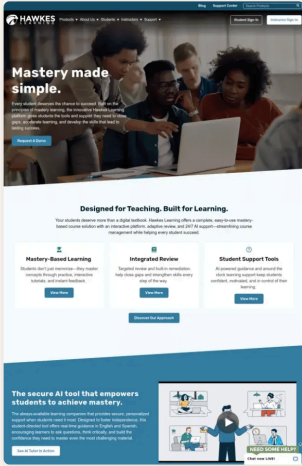• Slack collaboration

Key Stakeholders

Growth Operations Firm

- Account Executive: - Responsible for client communication and ensuring project deliverables are met.
- Paid Media Strategist: Responsible for paid media management, testing, tracking, and analytics.
- SEO/ AEO Strategist: Responsible for on-site optimization of the website.
- Design Lead: - Responsible for creative direction and implementation.
- Director of Development: - Responsible for technical execution.
- Executive Sponsor: - Responsible for removing roadblocks and aligning Growth Resources
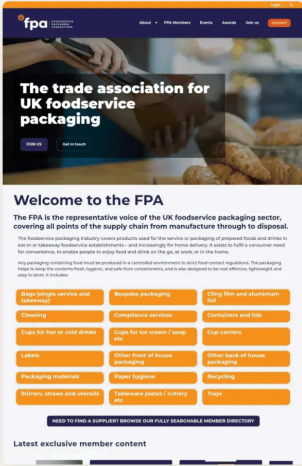
moovein.com

- Client Stakeholder: Provides strategic direction and approval from the client's side.
- Client Process Experts: - Provides insight on client processes that will be maintained or adapted.
- Executive Sponsor: - Responsible for removing roadblocks and aligning client Resources
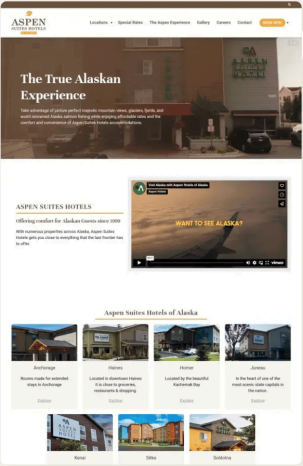
Case Studies & Work

Hawkes Learning • Education

Foodservice Packaging Association • Manufacturing

KROMATID • Chemical & Biotechnology

Aspen Suites Hotels of Alaska • Food & Hospitality

Explore all websites and reviews.

*Due to NDAs and client privacy, a reference will be provided upon advancing to the 2nd round of submission.

Terms & Master Service Agreement

📄 2026 Growth Project Master Service Agreement

Seller

Growth Operations Firm
25 Wall Street Suite 4
Orlando, FL 32801
US

Contact
Amber Kemmis (amber@growthoperationsfirm.com)
+17013212829

Buyer

moovein.com
2290 Greenbriar Road
York, Pennsylvania 17404
United States

Contacts
Kathleen Oneill (koneill@irellc.com)

Acceptance

This section is designated for the authorized representatives from both parties involved in this agreement. By signing below, the signatories confirm their acceptance of the terms and conditions outlined in this document.

On behalf of the buyer,

[sig|req|signer1]

Kathleen Oneill
koneill@irellc.com