Custom Ecommerce Website & CRM Integration Proposal

Prepared for: **WGM Pet Nutrition Co.**

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# Executive Summary

Finally escape the limitations and frustrations of WordPress and Shopify! Your new custom-built ecommerce website will deliver lightning-fast performance, complete control over your customer experience, and seamless integration with the IntellaGrow Business Suite CRM.

**Custom Next.js Website • Modern Ecommerce Platform • QuickBooks Payment Integration • CRM Automation • Customer Migration • Subscription Management**

# Scope of Work

## 1. Custom-Built Ecommerce Website

* Fully custom Next.js development - no templates or builders
* Lightning-fast page loads and superior performance
* Modern, professional design tailored to your brand
* Mobile-responsive across all devices
* Easy-to-manage product catalog and content
* Streamlined checkout with QuickBooks integration
* Built-in subscription management system
* SEO-optimized for better search visibility

## 2. IntellaGrow CRM Integration

* Automated email marketing campaigns
* Newsletter management and scheduling
* Sales promotional email automation
* Customer segmentation and targeting
* Review and reputation management system
* Missed call text-back feature
* Chat bot/Voice Bot trial
* Unified Dashboard for all tracking
  + - * 1. - Allows for consolidated inbound messaging from Facebook messenger, Instagram, etc, Emails and Google profile messages
        2. - Keeps all your metrics in one place so you don’t have to look in several places

## 3. Complete Data Migration

We'll handle the complete migration from your current WordPress/Shopify setup:

• All customer accounts and contact information

• Complete order history and purchase data

• Product catalog and descriptions

• Subscription setup and management

# Investment Options

| **Standard Package** | **Professional Package** | **Premium Package** |
| --- | --- | --- |
| **$2,699**  Full project delivery | **$2,299**  **With written testimonial**  **& case study** | **$2,199**  **With video testimonial**  **& case study** |

**💼 Referral Bonus Program:** Earn $300 for each successful referral that signs up for website creation services!

# Ongoing CRM & Website Support

**Monthly CRM & Maintenance Package: $127/month** (begins 30 days after site launch)

**Included Features:**

✓ Review and reputation management

✓ Missed call text-back system

✓ Email campaign management

✓ Website updates and enhancements

✓ Technical support and troubleshooting

✓ Monthly performance reporting

**🎁 BONUS: 30-Day FREE Trial of AI Chatbot & Voice Bot** - Experience automated customer service that can answer questions, take orders, and provide 24/7 support!

# Subscription Transition Strategy

We understand the challenge of transitioning subscribers to the new system. Our recommended approach:

## Re-engagement Campaign

**1. Launch Incentive:** Offer a special discount or bonus for customers who re-subscribe within the first 30 days

**2. Email Campaign:** Automated series explaining the benefits of the new system and easy re-subscription process

**3. Personal Touch:** Follow-up with high-value customers personally to ensure smooth transition

**4. List Hygiene:** Use this as an opportunity to clean inactive subscribers and focus on engaged customers

# Project Timeline

**⚡ FAST-TRACK DELIVERY: Complete project delivery in 3 weeks or less!**

|  |  |
| --- | --- |
| **Week 1** | Design mockups, development setup, and client approval |
| **Week 2** | Full website development, CRM integration, and data migration |
| **Week 3** | Testing, final adjustments, training, and launch |

# Next Steps

Ready to leave WordPress and Shopify behind? Here's how we'll get started:

**1.** Review and approve this proposal

# Payment Terms

**Payment Schedule:**

**• 50% deposit** to begin work

**• 50% balance** due upon project completion before site goes live

**Accepted Payment Methods:** Bank transfer, credit card, or Stripe link (preferred)

# Approval & Agreement

To approve this proposal and begin your website transformation, please reply to this proposal via email with one of the following statements:

**Option 1:** *"I approve the Custom Ecommerce Website & CRM Integration Proposal for WGM Pet Nutrition Co. at the [****select package: Standard/$2,699 | Professional/$2,299 | Premium/$2,199****] rate and authorize the project to begin upon receipt of the 50% deposit."*

**Option 2:** Simply reply with ***"Approved - [Package Choice]"*** and I'll send the Stripe link.

Your email approval constitutes a binding agreement for the services outlined in this proposal. *This streamlined approval process allows us to begin your project immediately upon deposit receipt, meeting your ASAP timeline requirements.*

**Let's Build Something Amazing Together!**

Questions? I'm here to help! Let's discuss how we can make your vision a reality.

*This proposal is valid for 30 days from the date of receipt.*