

# Mobile App Proposal

- *Singularity* -

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Singularity is pleased to submit a proposal for the development of a Real Estate Mobile Marketing Application to Archdesign Hub. The terms of this proposal are *valid for up to sixty days after being presented.*

## ARCHDESIGN HUB

**Project Name:** Singularity will design and develop a custom mobile friendly Real Estate Mobile Marketing Application app for Archdesign Hub. The app will be designed to ultimately drive client retention and overall marketing for Archdesign Hub.

## INTRODUCTION

Dear Archdesign Hub,

We welcome the opportunity to build a cutting-edge and deploy to market a mobile app for Archdesign Hub that will market Archdesignhub, increase sales and improve customer retention.

Singularity is a digital and mobile marketing agency focused on providing cost-effective mobile marketing tools from android phone applications to windows phone applications to HTML5 applications and advergates. Singularity delivers mobile apps and mobile websites on every platform. Singularity will put you in front of your customers on devices they access most with information and tools that make it easy for Archdesign Hub to connect with their mobile audience.

Singularity's commitment to reaching their audience with targeted mobile marketing will put you far ahead of your competitors. We're here to help with all your mobile marketing needs and we have thorough analytics that are measurable for making strategic mobile marketing decisions.

If you have any questions, regarding Singularity, please contact Fabian Okidi, Executive management at [fabokid@gmail.com](mailto:fabokid@gmail.com) or direct at +254714630398.

We look forward to working with you and showing you the real power of mobile marketing!

## PROJECT OVERVIEW & OBJECTIVES

Singularity is a full-service mobile marketing company that provides you with mobile apps for businesses, made easy. Singularity makes mobile app solutions easy by offering full white label solutions, mobile applications, mobile websites, complete brand customization, applications for small businesses and more. Above all Singularity is the complete mobile marketing solution. Smart business owners across the nation are utilizing the power of mobile devices

Singularity allows you to simultaneously create, edit and manage native Android and mobile web apps online. Our easy to use content management system allows for stunning design, customization and functionality across a broad range of mobile devices.

**Objectives:** Singularity mobile strategy for Archdesign Hub has following objectives:

- Increase brand awareness by engaging the users within the application. The clients will be able to interact with the app while on the move and receive relevant information through the app.
- Increase sells by implementing better ways to retain clients for future interactions and inform them on new developments.
- Improve brand reputation by catering to clients with access to android powered mobile devices, making it convenient to access the Archdesignhub services.
- Obtaining the first clients for the website (Archdesignhub.com)
- Use of a smartphone platform in reaching the retail clients who do not have access to PCs
- Play a complementary role to the existing real estate agents and optimizing on their existing customer base.

## MOBILE WEBSITE / MOBILE APPLICATIONS DEVELOPMENT STRATEGIES

### ***Target clients***

Upcoming contactors, real estate companies, private builders and existing online agents.

### ***Features:***

Singularity will develop an Android app for Archdesignhub including complete app design, development and deployment.

Mobile app features:

- Property information prices and location
- GPS Directions that give your customers turn-by-turn GPS directions to the location from anywhere in the world
- GPS Coupon feature creates mobile coupons for clients to unlock by “checking in” at your business
- One Touch Calling from inside your app. No numbers to save or remember
- Tell-A-Friend feature lets your clients take your business viral with built in sharing capabilities over Email, SMS, Facebook and Twitter
- Menu Conversion feature allows for easy to navigate optimized mobile menu(s). Integrate any information you would like to about your business
- A Point of Interest displays any points of interest on a map
- Event Listings feature allows you to include all of your businesses events on the go
- Contact Information allows you to give clients multiple ways to contact your business
- Email Photo feature allows clients to take or send a photo and email it directly to your business

- Native Image Gallery allows you to display images of your business in a beautiful image gallery optimized for Android
- Set up a fan wall for your clients to leave feedback on your business.
- Manage the comments online
- Push notifications send messages to your clients whenever you'd like using our easy to use CMS
- Implementations of a backend database, capturing contact information of every agent advertising property through the application.
- Mailing List feature allows you to stay in contact with your customers by gathering names and e-mail directly inside your app

Optional additional features:

***Posting Procedure:***

An agent creates a client account in Archdesignhub/ other online agents like buyrentkenya.com

- There will be a re-direction link that will enable the agent to capture contact info and upload files to appear in the front end of the application.
- After the agent submits, the details of the property appear on the application.
- An interested party can contact the agent directly through the application to get in touch.
- The client will have 6 months free subscription before being prompted to post design jobs in Archdesignhub.
- Aggressive marketing of Archdesignhub will also be effected on the application.
- MyEmma, Campaign Monitor, Constant Contact, Get Response, iContact, or MailChimp integration all easily allows you to import contacts gathered from your mobile app into your email marketing campaign service
- AdMob (Mobile Ads Feature) easily integrates ads into your app using the best mobile ad providers available
- WuFoo integration allows you to easily create an appointment, order, feedback or contact form
- YouTube integration allows you to display hundreds of videos from your YouTube channel

## ANALYTICS

Singularity will be able to see actionable app insights and track the following data from mobile app, mobile web and/or QR codes activity:

- Understand how many users download your app
- Understand which platform is most popular
- Track money spent on items
- Track appointments scheduled
- Understand your apps ROI

All mobile marketing objectives of Archdesign hub can be tracked and analyzed for actionable decisions.

## SECURE HOSTING

Singularity will offer complete secured mobile app hosting as part of this proposal:

- Our servers are hosted in the cloud using the latest in data hosting technology
- 99.9% uptime for your mobile apps

## MAINTENANCE

Singularity will maintain and update the new Archdesign hub mobile app, ensuring that the following is updated every 2 months:

- Bug fixes
- Feature additions
- Improved user experience

## CLIENT RESPONSIBILITIES

Archdesign hub will provide Singularity with complete mobile app content and creative assets in high-resolution format as PSD/EPS/AI (logo, photos, ect.).

Cost & Timeline- Based on the scope in this document, project costs are as follows:

One-time development costs (KES 30,000)

- Mobile app design and development
- Technical installation and custom domain masking
- Publication on relevant app stores
- Analytics setup and profile creation

## MONTHLY FEES

### **Mobile Apps (KES 500/month)**

Native App for Android

- Maps & Directions
- Click-to-Call
- Update Your App Online
- Dynamic Content & Multimedia
- Premium Appearance
- Unlimited App Usage
- Robust Analytics
- Loyalty Programs
- 3rd Party Integrations
- Push Notifications
- Complete Mobile Marketing Solution\*\*

## BILLING SCHEDULE

50% deposit establishes project start date and the remaining 50% is due upon completion.



Monthly dues will occur on a monthly schedule as work has been completed and expenses are accrued. These monthly dues will be invoiced and payable within 30 days.

## TERMS & CONDITIONS

Archdesignhub is responsible for making additional payments at normal hourly rates for changes requested by Archdesign hub that extend beyond the original scope of the project, as detailed. The developer reserves a 10% margin for time and charges that exceed estimates and informs the client when time will be exceeded. The client and developer will communicate directly about any changes that affect cost.

Upon approval of this agreement, Singularity expects that the project will be completed in approximately 6 weeks. This depends greatly on the efficiency of receiving all the needed content and how fast a mobile strategy is approved.

*By signing this proposal, you are agreeing that any communal information is confidential and will not be shared with any third parties without Singularity permission.*

Approvals:

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Your name

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Client Contact Name

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Your title

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Client Title

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Your company

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Client Name

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Date:

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