http://www.eecoonline.com/wp-content/uploads/2014/02/EECO_logo_100by38.png

e-business PROPOSAL

January 14, 2015

Presented by  
ELECTRICAL MARKETING



## e-business services

January 13, 2015

Attention:   
  
Jeff Knight  
Senior Vice President  
Electrical Equipment Company  
  
Jeff,

Thank you for considering ELECTRICAL MARKETING to provide e-Business services. We’re a network of technical and creative resources with over 13 years’ experience exclusively serving the Industrial/Electrical supply chain. We support your existing internal resources to extend EECO’s bandwidth.

Members of our team include talent that has worked on corporate staffs and as consultants for *Sonepar USA* companies, advisory to *Schneider Electric*, and staff members managing e-Business initiatives for mid-size hybrid suppliers including *Relectric Supply*, *Satin American, Radwell International, All Current Electrical Sales and Industrial Repair Service.*

This proposal is for providing ELECTRICAL EQUIPMENT COMPANY (EECO) Content Marketing Services. Our services also include all the support you may need to build, populate and maintain an online catalog including SKU’s, attributes and images. We know the industry and require minimal direction to execute.

The following page contains the quotation for services. Thank you for this opportunity to quote.

Greg

Greg Carter  
ELECTRICAL MARKETING   
Phone: 856.381.7834

**Content Planning and Execution:**

Electrical Marketing can assist with development and implementation of content strategy. Next, we'll help you publish across channels beyond the EECO company web property (eecoonline.com).

Product Articles:   
This content is covers a specific product series, its application in specific environments. The article is “seeded” with keywords (e.g., Descriptions and Model Numbers which may link back to an online catalog’s product or category with on-page SEO giving those pages a higher score on search engines. The article is reviewed by a subject matter expert within your organization, or a product specialist assigned by our team. Content is delivered to EECO for placement within a page.

**Fee**: $300 – Minimum 400 Words (Includes research, writing and linking)

Pages and Content  
Involves the same activities summarized above, as well as complete design of the page using a template or custom page. Images can be provided by EECO, or supplied by Electrical Marketing. Content pages can be built in WordPress, or set within a database-driven platforms connected to a product catalog.

**Fee:** $400 – (Includes above, plus page design and images)

Strategy Planning  
**$70/hour**

**Product Catalog Services**

Our focus is on mid-size organizations who want to build their e-Business presence without being sold more than they need. Platforms we’ve created and managed have ranged from online catalogs including 50,000 – 2 Million unique SKUs. We can also complement the services of other catalog management system providers.

Product and Services Catalogs  
Product catalogs include complete design of the site and catalog navigation. Your site can be connected directly to your inventory, or be updated through file uploads as is often appropriate for non-inventory items.

Data/Enrichment

Data and image harvesting to expand or complement your existing content. The data and images are SEO’d and unique to your website. Unlike "cookie cutter" data aggregators, your data is enriched giving you a better chance of ranking well in search engines where algorithms evaluate how your data is different from competitors. Images are cropped/resized, named and tagged for SEO.

Taxonomies and Canonical Structure

The categorization/subcategoration, product attributes and navigation structure work together to help search engines understand the topic of your content. Structuring catalog content affects relevancy and ranking for SEO.

This same data and images can be used on other web properties such as eBay, Amazon, Alibaba and Google Shopping. Listing of products for these platforms can be automated.