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## Comprehensive Marketing, Management & Support Proposal

**For: Spencer Gottshall – CookAing**

**By: BizzClan Tech Private Limited**

**Date:** 09/18/2025

### 1. Introduction

Dear Spencer,

First and foremost, thank you for trusting BizzClan Tech Private Limited to develop your CookAing platform from the ground up. We're proud to have transformed your vision into a fully functional, responsive, and aesthetically engaging website. The platform is now ready to take on the digital marketplace and attract its ideal audience.

However, a great product alone isn't enough in today's competitive environment. It needs consistent exposure, strategic marketing, efficient customer engagement systems, ongoing technical support, and professional management to scale and achieve sustainable growth.

With our deep understanding of your platform's architecture, features, and objectives, we are uniquely positioned to not only design and execute a tailored marketing strategy but also to provide complete project management and technical maintenance. This ensures every aspect of your digital presence is aligned with your business goals and operates flawlessly.

### 2. Our Understanding of CookAing & Project Vision

From our development collaboration, we understand that CookAing is more than just a business — it's a brand with a vision to deliver unique value in its niche. Your platform is designed for a modern, convenience-driven audience that expects ease of access, quick support, and consistent engagement.

This proposal expands our partnership from development into ongoing growth, support, and maintenance. We will build CookAing into a recognized and trusted brand by leveraging **strategic management, marketing automation, data-driven strategies, customer care, and technical support.**

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### 3. Proposal Objectives

Our primary goals for this initiative are:

1. **Strategic Leadership & Management:** Provide a clear roadmap and continuous oversight for all marketing and technical activities.
2. **Brand Awareness & Engagement:** Make CookAing a recognizable name through consistent, high-quality content.
3. **Lead Generation & Sales Growth:** Attract and convert high-quality leads through targeted campaigns.
4. **Customer Retention & Support:** Strengthen loyalty through excellent, consistent experiences and dedicated care.
5. **Operational & Technical Excellence:** Ensure platform stability, security, and performance through proactive maintenance.

### 4. Project Management & Technical Support Framework

#### A. Dedicated Account & Project Management

- A dedicated Account Manager will serve as your single point of contact for strategy, reporting, and coordination.
- Responsible for timeline adherence, performance reviews, and ensuring all teams are aligned with your KPIs.

#### B. Monthly Technical Support & Maintenance

- **Weekly Code Backups & Updates:** Regular backups of your website and updates to the core software and plugins to ensure security and stability.
- **Bug Fixes & Troubleshooting:** Resolution of any functionality issues, broken links, or performance bugs that arise.
- **Uptime Monitoring:** Monitoring services to ensure your website is live and accessible to customers at all times.
- **Security Management:** Implementation of basic security protocols and monitoring for vulnerabilities.

#### C. Strategic Planning & Oversight

- **Quarterly Planning Sessions:** To review performance, analyze trends, and set future goals.
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- **Monthly Content & Campaign Planning:** Development of a detailed calendar for your approval.
  - **Performance Monitoring:** Access to a live dashboard and comprehensive monthly reports with analysis and recommendations.

## 5. Detailed Service Plan

### A. Social Media Marketing (SMM) & Management

- **Setup & Optimization:** Professional setup of profiles on Facebook, Instagram, and TikTok.
- **Monthly Content Creation & Publishing:**
  - **Standard Package:** 12 unique posts per month (3 posts/week) across all platforms, including graphics and copy.
  - **Premium Package:** 20 unique posts per month (5 posts/week), including Reels/Short-form video concepts.
- **Community Engagement:** Daily monitoring and engagement with comments and messages.
- **Ad Management:** Creation, management, and optimization of targeted ad campaigns.

### B. Social Media & CRM Integration & Management

- Integration of social channels with a central CRM system to capture and manage all leads.
- Automated lead segmentation for personalized follow-up campaigns.

### C. ManyChat Automation & Management

- Setup of automated conversation flows for FAQs, bookings, and lead qualification.
- Ensures 24/7 instant response to customer inquiries.

### D. Dedicated Customer Care Support

- **Premium Package Only:** Provides dedicated virtual agents for 8 hours/day, 5 days a week to handle customer inquiries via chat and email, ensuring quick resolutions and high satisfaction.
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## E. Email Marketing Campaigns & Management

- Setup and management of automated email sequences (welcome series, abandoned cart).
- **Standard Package:** 2 promotional campaigns per month.
- **Premium Package:** 4 promotional campaigns per month with advanced segmentation.

## 6. Expected Benefits for CookAing

By implementing this managed plan, CookAing will experience:

- **Peace of Mind:** A dedicated team handles everything from strategy and marketing to technical bugs and customer queries.
- **Consistent Brand Presence:** Regular, high-quality content keeps your audience engaged.
- **Reliable Platform:** Proactive maintenance prevents issues before they affect users.
- **Streamlined Operations:** All digital functions are managed under one roof, ensuring seamless integration.
- **Sustainable Growth:** Data-driven marketing combined with a stable platform creates a foundation for scale.

## 7. Project Timeline & Management Milestones

| Phase                                     | Activities   | Duration | Management Deliverable                            |
|---|--|----------|---|
| <b>Phase 1: Onboarding &amp; Strategy</b> | Kick-off meeting, CRM setup, social integration, Q3 goal setting     | Week 1   | Approved Project Charter & Q3 Strategy Document   |
| <b>Phase 2: Build &amp; Automation</b>    | ManyChat automation build, email sequence creation, content planning | Week 2   | Completed Automation Workflows & Content Calendar |
| <b>Phase 3: Launch &amp; Monitor</b>      | Launch of first campaigns, initial performance review                | Week 3   | First Campaign Performance Summary                |
| <b>Ongoing: Managed Growth</b>            | Campaign optimization, monthly reporting, support & maintenance      | Monthly  | Monthly Performance Report & Strategic Review     |



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## 8. Investment Overview

The following investment structure covers our comprehensive managed services, including technical support and maintenance. Advertising spend (e.g., budgets for Meta/Google Ads) is separate and will be proposed based on our joint strategy.

### Service Retainer Options:

#### Standard Growth & Support Package – \$2,200/month

- **Includes:**
  - **Technical Support:** Monthly maintenance, updates, and bug fixes.
  - **Social Media:** Management of 3 platforms. **12 posts/month.**
  - **Marketing:** CRM & ManyChat integration. **2 email campaigns/month.**
  - **Management:** Bi-weekly sync calls and monthly reporting.
- **One-Time Setup Fee: \$500**

#### Premium Growth, Support & Care Package – \$3,500/month

- **Includes everything in Standard, PLUS:**
  - **Technical Support:** Priority bug-fixing and enhanced monitoring.
  - **Social Media:** **20 posts/month**, including video content concepts.
  - **Marketing:** **4 email campaigns/month** with advanced segmentation.
  - **Customer Care:** **Dedicated 8hr/day, 5-day/week** customer support agents.
  - **Management:** **Weekly strategy calls** with a Dedicated Account Manager and advanced analytics.
- **One-Time Setup Fee: \$500**

## 9. Why Partner with BizzClan Tech Private Limited?

- **All-in-One Solution:** From code to customer care, we manage your entire digital ecosystem.
- **Zero Learning Curve:** We built your platform and understand it intimately.
- **Proven Track Record:** We deliver measurable, ROI-driven results.
- **True Partnership:** We are invested in your success and act as an extension of your team.



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## 10.Next Steps

Upon approval, we will immediately:

1. Schedule a Kick-off Meeting to align on goals.
2. Begin the technical onboarding and setup process.
3. Present the first month's content calendar for approval.

We are confident this comprehensive approach will provide the support and growth CookAing deserves.

### BizzClan

Signature

Junaid Malik

### CookAing

Signature

Spencer Gottshall

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