

Tecumseh BIA

Branding & Marketing Proposal

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INTRODUCTION

Exponential Solutions Consulting Inc. is a full-service digital marketing agency. We provide our clients with tailored expertise and specialized services to ensure that the client's goals, both online and offline are met. ES Consulting has been on the forefront of many well-known public relations cases. Our dedicated team has worked with governments, nonprofits, public figures, small to medium and e-commerce based businesses to help their stories reach their target audience. Exponential Solutions Consulting specializes in not only changing public perception and raising brand awareness but also organically engaging the public and allowing them to advocate for your business. Our goal is to make you the reference and leading authority in any venture.

Every business is unique, and each requires its own exclusive and personal touch. That is why we focus on quality, not quantity; we aim to provide a responsive and personal approach to each project to ensure that our clients can benefit from their investment. We see each project as an opportunity to grow your business—we aim to help you increase sales and improve retention while offering leading, aesthetically pleasing and functional designs that suit your needs perfectly.

Our priority is to build strong, lasting relationships with all our customers. We want to see your business grow. We place a high premium on developing a close working relationship with our clients to encourage clear communication of ideas. Fusing creativity with purpose we provide a neat and clean presentation to help your sales and reputation and make your business accessible to everyone.

SNAPSHOT

Develop the website for Tecumseh BIA to create a user friendly, responsive website design. The proposed website aims to create a user-friendly platform that provides customers with all the necessary information about the organization, local events, useful business resources, and contacting the business. In addition, we aim to grow the brand on social media platforms, including Facebook, Instagram, TikTok, and YouTube. We aim to increase brand awareness and drive traffic to the organization.

PROJECT GOALS

- Inform general public about Tecumseh BIA
- Provide answers to common questions via a FAQ to free up staff from repetitive enquiries
- Provide helpful resources to local business owners
- Develop a social media strategy that aligns with the brand's unique selling proposition and resonates with the target audience
- Create engaging and visually appealing content to showcase the brand's services and increase brand visibility
- Increase the number of followers and engagement rate on social media platforms to improve the brand's social media presence.
- Collaborate with influencers and bloggers to amplify brand awareness and reach a wider audience

PROJECT SCOPE

We recommend the development of a completely new website, built from the ground up, with a custom design to convey the value that Tecumseh BIA adds to its audience.

The following elements are considered essential to the project:

- 15 to 20 page website. Strategize structure to ensure a user friendly experience
- All text copy & photos to be provided by the client
- Directory with all the local businesses in Tecumseh
- Calendar with events around the area
- Mobile friendly & responsive
- Modern look and feel
- Provide detailed information on visitors, utilizing Google Analytics and Facebook Pixel provided by the client
- Allow users to easily navigate and find the information they desire
- Capture audience contact information
- Easy to update and maintain
- Flexible for future modifications
- Contact forms for customer to easily get in touch
- HTML/CSS according to best practice web standards

PROJECT TIMELINE

We offer the following timeline for the redesign Tecumseh BIA website (exact dates can be provided upon agreement and execution of the contract). These timelines are dependent on clients responsiveness. Timelines can be shortened or extended based on how quickly we hear back and receive the assets & material needed. If at any point 4 weeks go by without hearing back or receiving the assets required, it will be assumed the client is happy with the website and the invoice for the remaining balance will be sent out.

Design

2 WEEKS

We will create designs for the look-and-feel, layout and functionality of your website that will be presented via mockups. Once you have agreed on the designs mockups, the look and feel of the website will have been determined and changes to the design will be considered a change request.

Development

6 WEEKS

Begin developing the website in accordance with the approved design.

Testing

3 WEEKS

Final testing, debugging, and implementing client revision requests.

HOSTING

Hosting Arranged by Client

The client can use their own hosting service. If this option is chosen, The client is responsible for paying fees to the hosting provider they provide. Exponential Solutions Consulting Inc. can provide hosting management services, to maintain the website on the hosting service chosen.

Hosting Arranged/Provided by ESC

\$35 PER MONTH

Shared web hosting service refers to a web hosting service where many websites reside on one web server connected to the Internet. This is generally the most economical option for hosting, as the overall cost of the server is amortized over many customers.

FURTHER CONSIDERATIONS

In order for Tecumseh BIA website to feature professional and dependable features such as, but not limited to, demo scheduler, cost estimator, deep analytics, Exponential Solutions Consulting Inc. will utilize and integrate third party tools. Tecumseh BIA will be responsible for all costs for third party tools and services provided. All tools will be presented to Tecumseh BIA, cost and functionality must be mutually agreed upon.

Successful websites are websites that continue to attract the right type of visitors and convert them to customers. This requires consistent content publishing and monitoring of the website to make sure it is achieving its objectives.

Once the website has been launched, we can assist you with your content strategy for making incremental improvements to the website to ensure a positive return on your investment.

We would be happy to speak with you about this in more detail and answer any questions you may have.

OUR SERVICES

Exponential Solutions Consulting Inc. is an end-to-end provider of digital marketing services. Whether you're looking for a turnkey managed strategy, an independent audit, or services specific to a short-term campaign, our experience and approach are sure to prove to be a valuable asset.

Our in-house services include, but are not limited to:

WEB DESIGN & DEVELOPMENT

END-TO-END APPLICATION DEVELOPMENT

SOCIAL MEDIA

ENGAGEMENT STRATEGIES

SEARCH ENGINE OPTIMIZATION

PAY-PER-CLICK

RESEARCH & MEASUREMENT

GRAPHIC DESIGN

MEDIA PRINT

SPECIALIZED CAMPAIGNS



MARKETING SCOPE:

Market Research

- A. Customer Profiles - Three ideal customer profiles will be created, being as specific as possible, for the main target audience. This will have great influence on branding & marketing strategies. Every demographic is unique, and each requires their own taste and preference.
- B. Study Competitors - Further investigate competitors to not only understand their products and strategies but to also gain insight on their audiences.
- C. Additional Assets - Design and develop the full array of assets required to build a successful brand identity.
- D. Compelling Story - Every successful campaign requires a compelling story to attract customers. As we discovered awareness is imperative, and we need to translate this into a story.

Photography

- A. 20-30 Lifestyle photos around the facility & of staff members
- B. A Model to be in lifestyle photos can be provided by ESC with an extra charge

Google Ads

- A. Campaign Creation - Utilize the most popular search engine PPC. Create and manage campaigns based on high performing keywords.
- B. Tracking - Monitor the efficiency of each campaign.
- C. Optimization - Continuously analyze campaigns to decrease conversion cost and increase ROI.

Search Engine Optimization

- A. Keyword Research - Research keywords your customers are using to search for your niche.
- B. Implement - Implement SEO strategies - both on & off page - to help rank on search engines. Decreasing your websites average position on search engines increases impressions, in-turn increasing clicks and conversions.
- C. Track & Analyze - Monitor each keyword's ranking to ensure we are climbing to the first page and/or holding our position.

Social Media Marketing

- A. Campaign Creation - Utilize the most popular social media networks, Facebook & Instagram. Create and manage campaigns based on detailed targeting.
- B. Tracking - Monitor the efficiency of each campaign.
- C. Optimization - Continuously analyze campaigns to decrease conversion cost and increase ROI.
- D. Boosting Posts - Strategically boost certain posts to ensure content reaches our target audience.
- E. Retargeting - Create, publish, & manage retargeting campaigns focused on reaching users who engaged with the website and/or social platforms to ensure we are top-of-mind.

Social Media Content

- A. Most Influential Platforms - Upon completing the market research it has been concluded that Facebook and Instagram should garner most of our attention to maximize ROI.
- B. Platform SEO - Maintain each profile & settings to maximize reachability.
- C. Scheduling - Content is scheduled the month prior to ensure all deliverables are met.
- D. Manual Publishing - Some, if not all, posts are manually published to ensure no last-minute changes are required.
- E. 2 to 4 Posts per Week - Consistent posting, images and text posts to increase retention. Strategically create graphics, captions, hashtags & post content to increase engagement rates.
- F. 3 to 5 Stories per Week - Utilize polls, links, questions, etc to publish stories & engage followers.

Enhanced Social Media Content

- A. Video Platforms - Publish video content to Facebook, Instagram, TikTok, & YouTube Shorts.
- B. 6 to 8 Videos per Month - Publish 6 to 8 videos per month across the various platforms.
- C. Scripting - Pre-plan & script all videos to be ready for shooting.
- D. Shooting - Dedicate one 3-4 hour or two 2-3 hour recording sessions to capture all the video assets required for next month's content. Utilize proper lighting, audio & video equipment to ensure high quality output.
- E. Scheduling - Content is scheduled the month prior to ensure all deliverables are met.
- F. Manual Publishing - Some, if not all, posts are manually published to ensure no last-minute changes need to be made & all options are configured correctly while posting.

MUTUAL AGREEMENT

Summary

We will always do our best to fulfil your needs and meet your goals, but sometimes it's best to have a few things written down so that we both are clear on what is expected and what will be delivered.

In this contract, you won't find complicated legal terms or long passages of unreadable text. We have no desire to trick you into signing something that you might later regret. We do want what's best for the safety of both parties, now and in the future.

Third Party Tools

In order for the Client's website or project to feature professional and dependable features such as, but not limited to, demo scheduler, cost estimator, deep analytics, Exponential Solutions Consulting Inc. will utilize and integrate third party tools. The Client will be responsible for all costs for third party tools and services provided. All tools will be presented to the Client before implementation, cost and functionality must be mutually agreed upon.

What Do Both Parties Agree To Do?

As our customer, you have the power and ability to enter into this contract on behalf of your company or organization. You agree to provide us with everything that we'll need to complete the project – including text, images and other information – as and when we need it, and in the format we ask for. You agree to review our work, provide feedback and approval in a timely manner. Deadlines work two ways and you'll also be bound by any dates that we set together. You also agree to stick to the payment schedule set out at the end of this contract.

We have the experience and ability to perform the services you need from us and we will carry them out in a professional and timely manner. Along the way, we will endeavor to meet all the deadlines set but we can't be responsible for a missed launch date or a deadline if you have been late in supplying materials or have not approved or signed off our work on-time at any stage.

Changes & Revisions

We know from plenty of experience that fixed-price contracts are rarely beneficial to you, as they often limit you to your first idea about how something should look, or how it might work. We don't want to limit either your options or your opportunities to change your mind.

The estimate/quotation prices in this document are based on the amount of work we estimate we'll need to accomplish everything that you have told us you want to achieve. If you do want to change your mind, add extra pages or templates, even add new functionality, or adjust the scope of the work, you will be charged accordingly, and these additional costs will need to be agreed to before the extra work commences. This additional work will affect deadlines and they will be moved accordingly. We'll be up front about all of this if and when it happens to make sure we're all on the same page before proceeding.

Legal

We can't guarantee that the functions contained in any website or in a completed project will always be error-free and so we can't be liable to you or any third party for damages, including lost profits, lost savings or other incidental, consequential or special damages arising out of the operation of or inability to operate this website, even if you have advised us of the possibilities of such damages.

If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.

Cost and Fees

The budget is based on time required to complete the tasks as outlined in the proposal. Should the scope of the project expand unexpectedly or more time than estimated is required, resulting in significant increase in hours, both parties shall determine an additional fee to cover the extra work required.

If you are unable to supply all the right content at each stage, it does not mean we have not done our job. Once the website or project has been tested and is ready to go live, either with your content or placeholder content, we will issue the final invoice. Once the final invoice is paid, we will hand over the keys. If the final invoice is not paid within the credit terms, we have given you, we are under no obligation to keep the project files on our local server or continue with the project in anyway.

Copyright

You guarantee to us that any elements of text, graphics, photos, designs, trademarks, or other artwork that you provide us for inclusion in the project are either owned by you, or that you have permission to use them.

When we receive your final payment, copyright is automatically assigned to you. We'll give you a copy of all files and you should store them really safely as we are not required to keep them or provide any native source files, we used to make them, unless otherwise agreed upon.

We love to show off our work and share what we have learned with other people, so we reserve the right to display and link to your completed project as part of our portfolio.

PRICING

Proposed Kickoff Strategy

Service	Cost
Website Design & Development	4200

**40% deposit paid up front, 60% on delivery*

Kickoff Optional Add-Ons

Service	Cost
Directory	TBD
Copywriting	1650
Product & Lifestyle Photography	900

Proposed Monthly Strategy

Service	Cost /Month
Social Media Content	650
Enhanced Social Media Content	900
Total:	1450

Monthly Optional Add-Ons

Service	Cost /Month
Social Media Engagement	320
Influencer Reach out	400
Social Media Management	450
Online Presence	240
Light Google Ads**	250
Light Social Media Marketing**	300
Search Engine Optimization	750
Website Maintenance	250
Email Marketing	300

**Ad spend not included. The client owns the ad accounts which bill directly to the client based on the budgets set.

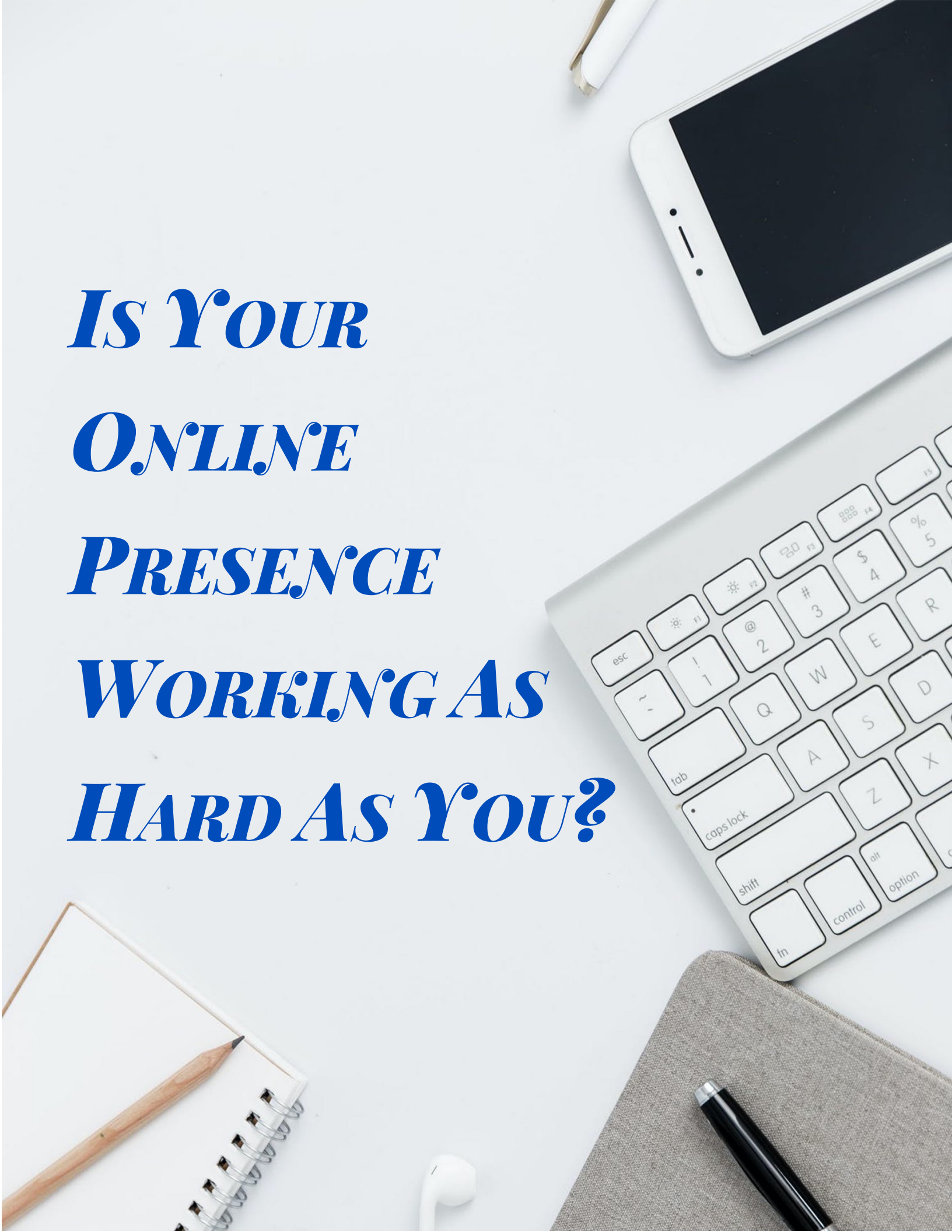
Monthly Savings

*Prices below are based on estimates that clients would be saving when outsourcing their marketing needs compared to attempting to in-house.

Service	Monthly Savings
Marketing Tools	450.00
Staff (25 hours x \$25)	625.00
Owner (5 hours x \$150)	750.00
	Monthly Savings
	1825.00

Savings above do not include the missed opportunities, increased revenue, and lack of growth due to poor implementation of marketing strategies.

***IS YOUR
ONLINE
PRESENCE
WORKING AS
HARD AS YOU?***



Agreement

Consultant

Client

Consultant Signature

Client Signature

Date

Date