



DIGITAL MARKETING PROPOSAL



PREPARED BY

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PRESENTED TO

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PROJECT OVERVIEW

Today, the tools for business success include a Website with a Responsive Design, Social Media Marketing, Social Media Advertising, Google Advertising, Search Engine Optimization, Voice Search Optimization, and Reputation Management. Consumers trust their Facebook friends and online reviews. They want an easy-to-navigate website.

Our Proposal incorporates the necessary digital tools to launch your business online and establish visibility, interest, and engagement.

WHAT WE BELIEVE

TWP Marketing helps businesses of any size, in any industry, and in any location promote their company online. Using the right combination of digital tools, your business can generate online visibility and recognition, reach an audience of potential customers, increase search rank, establish online branding, and generate sales.

OBJECTIVES

- Design a Responsive Website
- Launch New Business Online
- Establish Search Rank & SEO
- Coordinate Online Efforts with Offline Efforts
- Create Warm Leads & Referrals
- Manage Customer Service & Retention
- Oversee Online Reputation Management
- Generate Effective Ad Campaigns
- Provide Engaging and Interactive Content
- Increase Website Traffic
- Reduce Wasteful Spending
- Introduce a New Audience to Products/Services
- Promote positive Community Representation & Branding
- Generate Sales & Increased Revenue



EXECUTIVE SUMMARY

This proposal outlines a coordinated plan crafted with the intent of establishing your Digital Media presence by initiating online visibility and reputation using a well-designed Website, Facebook Marketing, Google My Business Marketing, and Targeted Advertising.

With a well-designed website and appropriate Digital Media Strategy in place, our team can generate awareness and assure you reach your target market, driving more website traffic. This will result in top-line growth and improved search rank.

The most effective Marketing Plan develops over time as quality meets consistency.

WEBSITE DEVELOPMENT

Websites today must be optimized for online visibility, establish online reputation and high search rank.

- Research competitive landscape
- Establish context and benchmarks
- Secure domain name
- Select appropriate website design and layout
- Draft an interface layout for review
- Design the final concept for review
- Upon approval, develop and design the site
- Text & Images provided by Project Coordinator
- Re-write/reword as needed for optimization
- Upload product list (provided by Business Owner)
- Establish shopping cart services
- Initiate payment processing
- Ensure proper optimization for voice and search engines
- Provide 1-year website hosting
- Provide emails (as needed)
- One round of edits/updates/changes to established design

TIMEFRAME

Estimate of time to finalize each step, subject to change based on approval times, edits, etc.

PHASE	WEEK
Research	1
Present Mock-Up for Review	2
Development & Design (upon approval)	3-4
Edits (upon request)	4-5
Deployment to Live Site	4-5

Timeframe contingent upon receiving all materials.

MONTHLY MANAGEMENT

The power tools you need to target, attract, engage and retain customers in this highly digitized, mobilized and uber-competitive online marketplace.

- Set-Up Facebook Business Page
- Set-Up Google My Business Account
- Daily Facebook Updates (30-60/month)
- Daily Google My Business Updates (30/month)
- Custom Graphic Design
- Competitor Research
- Industry Research
- Monitor Reviews – Facebook/Google
- Share Customer Reviews/Testimonials
- Design Facebook Ad Campaigns
- Monitor Facebook Ad Campaigns
- Install Website Tracking Code for Facebook Advertising
- Manage Advertising Budget
- Provide Personalized Customer Service
- Monitor Analytics
- Basic Website Edits & Updates
- Originally Written “Mini” Blogs (1-3 Monthly)
- General Website Maintenance
- Provide Quarterly Analytics Report for Review
- Quarterly Conference Call (as needed)



ADDITIONAL SERVICES

Additional monthly fees apply, but these items are recommended for a complete Digital Media package to further the growth of your business.

- Originally written, keyword-rich, full-length Blogs
- Monthly Email Newsletter
- Instagram Updates
- Pinterest Updates
- Twitter Updates
- LinkedIn Updates (Company & Personal)
- YouTube Management
- Press Release Writing & Publication
- Postcard Direct Mail—Design & Mailing
- Monthly Phone Call Status Report
- Building Additional Website Pages into Site
- Major Website Adjustments or Additions

**WE RUN YOUR MARKETING CAMPAIGNS
SO YOU CAN RUN YOUR BUSINESS**

YOUR INVESTMENT

Below is the budget we've estimated based on the scope of services outlined earlier in this proposal. If you have any questions about our pricing or need to increase or decrease the scope of work, let us know.

WEBSITE

CORE BUDGET	PRICE
Research/Design/Development	\$10,000.00
Secure & Register Domain Name	\$100.00
1-Year Hosting	\$250.00
TOTAL:	\$10,350.00

50% of the Research/Design/Development Fee, Domain Registration, Hosting Fees are due prior to work beginning, \$5,350.00

The remainder is due upon completion, must be paid prior to site going live.

MONTHLY MANAGEMENT

MONTHLY PRICING	PRICE
Digital Media Marketing Management & Maintenance	\$1,250.00
Advertising Budget*	\$600.00
TOTAL:	\$1,850.00

Paid monthly via credit card on file.

Discount Available: Pay by check for full 6 months and receive 5% off Monthly Management.

**Recommended advertising budget to launch business online and generate traffic to website, using Facebook and Google Ads. Budget can be adjusted.*

WHAT THEY SAY



CLIENT TESTIMONIAL

Thank you for taking the time to so thoroughly explain things. You are clearly on top of things, so that makes me feel very good.

-Josh M. PowerMeterCity.com



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www.TheWordPro.com



CLIENT TESTIMONIAL

Laura is fantastic. We started using Laura as an account manager for our social media through The WordPro (TWP Marketing). Laura has always managed both us and our account with world class service. Would recommend her to anyone trying to take their social to the next level.

~Brian, TR Miller Heating & Cooling



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CLIENT TESTIMONIAL

I am happy with your service :) and appreciate all the extras."

-Jim M., Garage-Store.com



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ABOUT US

Our team is based out of Plainfield, Illinois. We are a small group of passionate marketers, committed to the success of our clients.

Founded in 1986, The Word Pro, Inc. has been designing and developing websites since 1996 and has been delivering proven Digital & Social Media results since 2009. We are committed to influencing optimal revenue growth, we exceed our client's expectations.



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**WE LOVE WHAT WE DO – WE ARE GOOD AT IT –
NOW LET US DO IT FOR YOU!**

CONNECT WITH US

Laura M. Donovan
Chief Marketing Officer

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**88% of consumers research online before making a
purchase either online or in-store**