

Objective

Our objective is to increase the Client's brand awareness and position the Client as an experienced expert in the field through content creation and content marketing, which will lead to an increase in customer leads.

Scope of Services

Strategy

- Determine and define target audience, which includes creating customer personas.
- Determine and define client content marketing objectives.
- Review existing client content strategy and activity.
- Analyze the content marketing efforts of competitors.
- Create a detailed content marketing plan.

Implementation

- Audit client content to determine what content is relevant and what should be discarded.
- Optimize each piece of content based on current SEO best practices.
- Evaluate all images in existing content and modify, optimize or add new images as needed.
- Review all existing marketing copy and edit or create new copy as needed.
- Create content calendar.

Our Process

Our goal is to make the process of working together as smooth and seamless as possible.

- Once we enter into a formal agreement, we will schedule a discovery meeting to fully understand our client's objectives and requirements. We will then create a project plan, and schedule additional discovery meetings if needed.
- Based on our discovery, we will conduct all of our market and competitive research and analysis and our audit, as described in the Scope of Services.
- We will then discuss our findings with the client, along with a clear and well documented explanation of those findings.
- After getting client feedback on our findings, we will create a detailed content marketing plan.
- After client reviews and approves the plan, we will begin implementing it.
- We will present new content to client for review and approval on an ongoing basis.
- For our monthly services, we will be in regular contact with the client to obtain any information required to perform our work and to answer any questions the client has.

Timeframe

The services and deliverables described in the Scope of Services above will take between 1 and 2 months to complete. The additional services described in pricing options 2 and 3 are monthly.

Your Investment

Option 1: \$5,000

This is a one time payment that covers everything listed in the Scope of Services above.

Option 2: \$3,500 per month

This pricing option is a flat fee, per month, and includes the following:

- Write 2 articles that are 1,000 words long and are SEO optimized for predetermined keyword.
- Publish articles on client website.
- Publicize and distribute articles via social media and email outreach.

Option 3: \$6,500 per month

This pricing option is a flat fee, per month, and includes the following:

- Write 4 articles that are 1,000 words long and are SEO optimized for predetermined keyword.
- Publish articles on client website.
- Publicize and distribute articles via social media and email outreach.

About Us

[Company Name] was founded in 2015 and has been providing digital marketing services including web design, seo, content marketing and social media and email marketing to help companies improve their online presence and generate more business.

Our Team

John Smith, CEO

John is an expert at all aspects of digital marketing with a particular focus on SEO and PPC. He is a sought after speaker at digital marketing conferences and is the author of two books on marketing for small business.

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Terms

- Payment for Option 1 must be made in full upon signing of proposal, prior to project start.
- Monthly payments for Options 2 or 3 must be made add the beginning of the month. Work will begin only after monthly payment is received.
- [INSERT COMPANY] retains complete ownership of all deliverables until final payment is made and balance owed is paid in full.
- If project is not completed by [INSERT DATE] due to client inaction, Client is liable to pay entire balance owed.
- Payments can be made to [INSERT COMPANY].
- This proposal is valid for 30 days.

Next Step

Please select the investment option you want below, enter your name or initials in the signature box and click accept.

Your typed signature below - or your payment - indicates agreement with the proposal and terms above and constitutes the launch of this project:

Signed and Agreed to by:

for Your Company Name

10/24/2019
Date

Option 1 Option 2 Option 3

10/30/19
Date

I have read and accept the terms of this proposal.

for Content Marketing Client