

# Delivering On Your **Digital Objectives**

Project Proposal:

**Comprehensive Digital  
Marketing Services**

Submitted by:

**IdeaSailor Technologies Pvt Ltd**



# Overview

Hi,

Thank you for taking the time to discuss your organization's marketing needs, including inbound marketing, content marketing, search engine optimization (SEO), social media, email marketing, paid media, and conversion rate optimization (CRO). Based on our experience at IdeaSailor Technologies Pvt. Ltd, we are confident we can significantly increase your site traffic, customer engagement, and on-site conversions within the next 12 months.

Based on your current digital marketing needs, our recommended approach will focus on **lead generation** and **conversion optimization**. Our tried and true methodologies will attract high quality traffic to your site through content that's valuable to your target audience. Our world-class conversion optimization techniques ensure all digital marketing tactics used will deliver true return on your investment.

We employ a wide range of research tools to develop a comprehensive digital marketing strategy that will meet your acquisition goals. If you have any questions or concerns about this proposal, please don't hesitate to leave a comment or email me at {sumit@ideasailor.in}.

Sincerely,

Ideasailor Technologies Pvt Ltd.

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# Scope of Services

## Lead Generation

### INBOUND MARKETING AND CONTENT STRATEGY

Inbound marketing is a technique to attract customers to your products and services via original content. Typically delivered in the form of blog articles, videos, lead magnets, and social media posts, this content builds trust with potential customers by providing them with something they value.

#### *Blog*

Providing consistently valuable content for your target audience is a time-intensive process involving a significant amount of research, writing, editing, publishing, and distributing. Let us take care of all of that for you. Our skilled team of content creators will produce monthly articles on topics relevant to your target audience.

#### *Video Production*

Videos are a valuable, powerful way to tell your brand's story, to showcase your product or service, and to engage with your target audience. We're not talking infomercials here, we're talking about compelling, interesting, and emotionally engaging storytelling that can make your business come to life online. There are a lot of pieces involved in developing a compelling video, but our extensive experience has taught us how to be a lean, mean, production machine.

#### *Lead Magnets*

An effective lead magnet is an essential part of attracting qualified leads into your marketing funnel. We can identify and produce valuable content that your target audience is willing to exchange their contact information for. In addition to creating the lead magnet content, we will design a compelling landing page and drip email campaign to nurture leads for your sales team.

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## *Search Engine Optimization*

Search engine optimization (SEO) starts with knowing where you currently stand; only then can you determine where you want to be. Our 6-step SEO audit allows us to perform in-depth research on your existing site and provide specific recommendations to improve your current rankings. We will continue to monitor your site's search performance and optimize all new content for search.

## *Guest Blogging*

As part of a holistic content and SEO strategy, it's essential to build quality links to your site. This is one of the hardest things to do, and something most digital marketers fall short on. One of the most effective ways to build inbound links to your site is to guest blog on other quality sites. If you thought writing blog posts takes a lot of time, guest blogging takes it up a notch, but have no fear! Our team understands the importance of getting you valuable links, and knows how to find the most relevant blogs to be featured on.

## **CONTENT DISTRIBUTION STRATEGY**

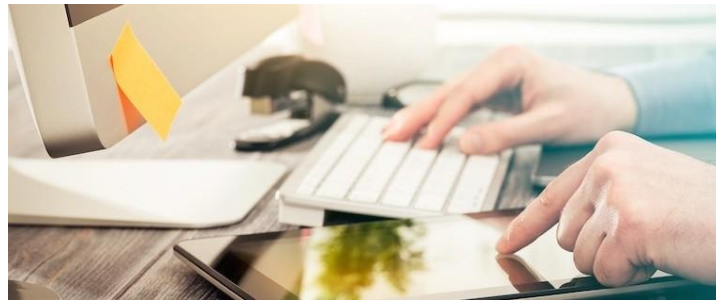
Great content doesn't hold much value if no one reads it. That's why it is essential to develop a strong content distribution strategy.

## *Social*

Both organic and paid social media techniques are essential to delivering content to your target audience. We use a variety of tools to deliver content across a mix of social networks, including Facebook, Instagram, Twitter, and LinkedIn. These tools allow us to deliver the right message to the right person at the right time. How, you might ask? We make sure you're in the loop with a content calendar that defines what goes to whom, where, and when.

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# Scope of Services



## *Email*

You've got mail! Well, currently you have a list of emails, but we'll make sure that list receives the right content when it's most appropriate. You may think email marketing is passé, but email is still one of the most effective digital marketing techniques.

## *Paid Advertising*

Organic social media and email marketing are great distribution channels, but they're limited by their reach of your target audience. In order to extend the reach of your messaging further than your email lists and social media followers, we will employ sophisticated paid advertising techniques to distribute your content to your target audience via paid search, paid social media, sponsored content, and display advertising.

## Conversion Optimization

### ANALYTICS

Before we can implement a complete conversion rate optimization plan, we will need to implement the appropriate web analytics tracking tools on your website to gain insight into user behavior. We'll set up conversion tracking for both macro and micro conversions to accurately measure digital marketing success and return on investment.

- Examples of macro-conversions:
- Examples of micro-conversions:
  - Making a purchase
  - Requesting a quote
  - Subscribing to a service

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# Scope of Services



- Subscribing to an email list
- Starting a trial
- Adding a product to the cart
- Downloading a lead magnet

## CONVERSION RATE OPTIMIZATION (CRO)

Once analytics tracking is in place, we will implement a thorough optimization plan to improve conversion rates. Webpage testing methods such as, A/B tests and multivariate tests will allow us to optimize each of your landing pages to ensure the page design and copy is delivering the most conversions possible. We also track numerous engagement metrics such as your, bounce rate, pages per session, and average time on site to ensure the best user experience.

## Reporting

How do you know if all of this is working? Don't worry - we provide monthly reports including valuable campaign metrics and results, as well as a summary of all the awesome optimizations and insights we gained from the previous month. We'll let you know which pieces of content, social channels, and paid media tactics are performing the best, how many conversions you are getting, and what we are doing to deliver those conversions as effectively as possible.

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# Timeframe



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Phase	Week
Discover/Kickoff Meeting	1
Analytics Implementation, Website Audit, Content and Keyword Research	1 - 2
Digital Strategy Development	2 - 3
Present Strategy	4
Content Development	4 - 8
Paid Media and Email Campaign Setup	6 - 7
Go Live	8
Conversion Rate Optimization Content Distribution Social Media Monitoring Reporting	Ongoing

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# Your Investment



Description	Price	Qty	Subtotal
<b>Research and Strategy Development</b> Competitive, customer, website, content and keyword research. Scoping, planning and presentation of strategy.		1	
<b>FREE Analytics Implementation</b> Implementation of Google Analytics and VWO, as well as all relevant micro and macro conversion event tracking.		1	
<b>Blog Post Creation</b> Research will inform blog topics and content relevant to your industry and target audience.		12	
<b>Guest Blog Post Creation</b> Includes all writing and editing responsibilities, as well as managing execution with third-party blogs.		4	

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# Your Investment



Description	Price	Qty	Subtotal
<b>Lead Magnet Development</b> Valuable long-form content relevant to your industry and targeted audience, including individual landing pages and lead forms.		2	
<b>Video Content Creation</b> Video development, including pre-production, filming, equipment, post-production, editing, graphics, narration and music licensing		2	
<b>Monthly Content Distribution Execution</b> Social, search, display, and video		12	
<b>Monthly Paid Media Spend</b> per month for 12 months. Recommended to most effectively leverage ad spend for effect reach and segmentation of the campaign.		12	
Total			\$0

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# Contract

**NOTE: THIS IS A SAMPLE CONTRACT - WE ARE NOT LAWYERS AND RECOMMEND YOU HAVE YOUR OWN LEGAL COUNSEL REVIEW ANY CONTRACT PRIOR TO SENDING OUT.**

Date: August 17, 2017

Between "us", IdeaSailor Technologies Pvt. Ltd, and "you", Company(Client)

## 1.0 Services Rendered

### **DIGITAL MARKETING STRATEGY & MANAGED SERVICES**

We'll deliver a digital marketing strategy and 12-months of managed services. After the strategy is approved, all associated content will be delivered within 2 weeks of scheduled published date outlined in the content calendar.

### **ERRORS**

We can't guarantee that our work will be error-free (we're human!) 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, even if you've advised us of them.

## 2.0 Mutual Cooperation



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We agree to use our best efforts to fulfill and exceed your expectation on the deliverables listed above. You agree to aid us in doing so by making available to us needed information pertaining to your website and to cooperate with us in expediting the work.

### 3.0 Charges for Services Performed

Requests above and beyond those listed in the budget may be considered out-of-scope and an amendment to the budget will be recommended. Projects that go dormant for longer than 45 days will incur fee to resume work at the discretion of IdeaSailor Technologies Pvt. Ltd.

### 4.0 Terms of Payment

#### 4.1 BILLING SCHEDULE

We're sure you understand how important it is as a small business that you pay the invoices that we send you promptly. We're also sure you'll want to maintain a positive working relationship and keep the project moving forward, so you agree to stick tight to the following payment schedule.

#### The total budget for this project:

IdeaSailor Technologies Pvt. Ltd will invoice Company(Client) for fifty per cent (50%) of the initial fees at point of this signed contract agreement which will act as the deposit. The remaining 50% will be billed monthly as the service hours are spent or when the project is launched.

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Company(Client) will supply IdeaSailor Technologies Pvt. Ltd with all necessary purchase order numbers and other internal information required for invoice processing before the close of the month of work (if applicable).

## **4.2 CLIENT AGREEMENT TO PAY**

You agree to pay our initial (1st) invoice upon receipt which will act as a deposit for the project. Every invoice after that will have 15 day payment terms. In the event payment is not made within 15 days, IdeaSailor Technologies Pvt. Ltd will charge a late payment fee of 1% per month on any overdue and unpaid balance not in dispute, to cover the manpower, interest, and other costs IdeaSailor Technologies Pvt. Ltd pays for carrying overdue invoices from Company(Client) . In addition, IdeaSailor Technologies Pvt. Ltd reserves the right to stop work until payment is received.

## **4.3 COLLECTION COSTS**

In the event that we incur legal fees, costs and disbursements in an effort to collect our invoices, in addition to interest on the unpaid balance, you agree to reimburse us for these expenses.

## **5.0 Cancellation of Plans**

You have the right to modify, reject, cancel or stop any and all plans or work in process. However, you agree to reimburse us for all costs and expenses we incurred prior to your change in instructions, and which relate to non-cancelable commitments, and to defend, indemnify and hold us harmless for any liability relating to such action. We agree to use our best efforts to minimize such costs and expenses.

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## 6.0 Responsibilities of IdeaSailor Technologies Pvt. Ltd and Company(Client)

**6.1 IDEASAILOR TECHNOLOGIES PVT. LTD'S RESPONSIBILITY FOR RELEASES** We shall obtain releases, licenses, permits or other authorization to use testimonials, copyrighted materials, photographs, art work or any other property or rights belonging to third parties obtained by us for use in performing services for you (If applicable).

### 6.2 COMPANY(CLIENT)'S RESPONSIBILITY FOR RELEASES

You guarantee that all elements of text, images, or other artwork you provide are either owned by your good selves, or that you have permission to use them. Then when your final payment has cleared, copyright will be automatically assigned as follows:

You'll own the visual elements that we create for this project. We'll give you source files and finished files and you should keep them somewhere safe as we're not required to keep a copy. You own all elements of text, images and data you provided, unless someone else owns them.

We'll own the unique combination of these elements that constitutes a complete design and we'll license that to you, exclusively and in perpetuity for this project only, unless we agree otherwise. We can provide a separate estimate for that.

### 6.3 CLIENT RESPONSIBILITY FOR ACCURACY

You shall be responsible for the accuracy, completeness and propriety of information concerning your products and services which you furnish to us verbally or in writing in connection with the performance of this Agreement.

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## 7.0 Confidentiality

IdeaSailor Technologies Pvt. Ltd acknowledges its responsibility, both during and after the term of its appointment, to use all reasonable efforts to preserve the confidentiality of any proprietary or confidential information or data developed by IdeaSailor Technologies Pvt. Ltd on behalf of Company(Client) or disclosed by Company(Client) to IdeaSailor Technologies Pvt. Ltd.

## 8.0 Term and Termination

### 8.1 PERIOD OF AGREEMENT AND NOTICE OF TERMINATION

This Agreement shall become effective as of August 17, 2017 and shall continue until terminated by either party upon not less than 60 days' notice in writing given by either party to the other.

### 8.2 TERMINATION FOR CAUSE

Either party to this Agreement may terminate the Agreement if the other party defaults in the performance of any of its material duties and obligations and the default is not cured within thirty (30) days of the receipt of notice of said default, or if the default is not reasonably curable within said period of time, unless the defaulting party commences cure within said period of time and diligently proceeds to cure the default.

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In addition, either party may immediately terminate this Agreement by giving written notice to the other party if the other party is insolvent or has a petition brought by or against it under the insolvency laws of any jurisdiction, if the other party makes an assignment for the benefit of creditors, if a trustee, or similar agent is appointed with respect to any property or business of the other party, or in the case of the Client, if the Client materially breaches its obligations to make payment pursuant to this Agreement.

### **8.3 PAYMENT FOR NON-CANCELABLE MATERIALS?**

Any non-cancelable materials, services, etc., we have properly committed ourselves to purchase for your account, (either specifically or as part of a plan such as modules, photography and/or external services) shall be paid for by you, in accordance with the provisions of this Agreement. We agree to use our best efforts to minimize such liabilities immediately upon written notification from you. We will provide written proof, upon request of the Company (Client), that any such materials and services, are non-cancelable.

### **8.4 MATERIALS UNPAID FOR**

If upon termination there exist any materials furnished by us or any services performed by us for which you have not paid us in full, until such time as you have paid us in full you agree not to use any such materials, in whole or in part, or the product of such services.

### **8.5 TRANSFER OF MATERIALS**

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Upon termination of this agreement, provided that there is no outstanding indebtedness then owing by Company(Client) to IdeaSailor Technologies Pvt. Ltd, IdeaSailor Technologies Pvt. Ltd shall transfer, assign and make available to Company(Client) all property and materials in its possession or control belonging to Company(Client) Company(Client) agrees to pay for all costs associated with the transfer of materials.

## 9.0 General Provisions

### 9.1 GOVERNING LAW

This Agreement shall be governed and construed in accordance with the laws of the Province/ State of STATE/PROVINCE.

### 9.2 REPRESENTATIONS AND WARRANTIES

The parties each individually represent and warrant that each has full power and authority to enter into this Agreement and to perform all of their obligations hereunder without violating the legal or equitable rights of any third party.

### 9.3 ENTIRE AGREEMENT

Except as otherwise set forth or referred to in this Agreement, this Agreement constitutes the sole and entire Agreement and understanding between the parties hereto as to the subject matter hereof, and supersedes all prior discussions, agreements and understandings of every kind and nature between them as to such subject matter.



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If any provision of this Agreement is held to be illegal, invalid, or unenforceable under any present or future law, then that provision will be fully severable. In such instance, this Agreement will be construed and enforced as if the illegal, invalid, or unenforceable provision had never comprised a part of this Agreement, and the remaining provisions of this Agreement will remain in full force and effect.

## Signature

1. Please read the contract on the previous page to make sure you understand all the details involved with us working together. It's really important to us that everything is transparent and understood from the beginning so that we lay a solid foundation for a great working relationship.
2. If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items that we can sort out together. We're committed to finding the best way to work together.
3. Once you feel confident about everything and are ready to move forward, please click the send mail confirmation.
4. Once we receive notification of your acceptance, we'll contact you shortly to share the hard copy of agreement and sort out next steps and get the project rolling.
5. If you'd like to speak to us by phone, don't hesitate to call

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Ideasailor Technologies Pvt Ltd.

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 Google AdWords

 Google Analytics



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