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**GENERAL
DIGITAL
STRATEGY
SERVICES
QUOTE**

Prepared by
Christine Osazuwa
Marketing/Web/Data Consultant

Valid Through
12.31.2018

FEESTRUCTURE

Note: All work includes up to three (3) edits to ensure satisfactory completion of work.

DIGITAL ADVERTISING PLAN:

An overall digital marketing plan for paid advertising including:

- Overall marketing funnel and outline of materials needed at each stage
- Target audience per platform
- Anticipated ad costs per platform
- Projected ad revenue per platform
- Budget per platform
- Timing per platform
- Up to 3 edits

Pricing: \$750 (per website)

EMAIL MARKETING PLAN:

The purpose of this overall email marketing strategy is for me to provide you with my recommendations based on data & research of an email marketing strategy that you can then take & execute yourself.

- List segmentation & groups
- Quantity & frequency of email campaigns
- Triggers to use for campaigns
- Ideas for email content & imagery
- What & how to track within your website
- Up to 3 edits

Pricing: \$750 + \$250 to add in a social media platform

WEB ANALYTICS:

COMPREHENSIVE SITE ANALYTICS OR EVENT REPORT

Overall inventory of all site traffic from all mediums, including reporting on social media, referral & organic traffic goals, ads, conversions & overall spending.

Pricing per website/event: \$600

ADDING WEB ANALYTICS COMPONENTS

Adding new or modifying existing components to an already existing setup.

Components include:

- Google Tag Manager Tags, Triggers, Variables, Etc.
- Google Analytics Goals, Experiments, Filters, Custom Variables, Etc.

Pricing: \$50 per Element

WEBSITE ANALYTICS & TRACKING SETUP

- Google Analytics Setup (including up to 3 filters)
- Google Tag Manager Setup (including up to 3 tags)
- Google Search Console Setup
- Creating up to 3 Google Analytics goals
- Including Up to 2 Hours of Training in-person or over the phone

Pricing: \$400 per website

EMAIL MARKETING:

LIST/SEGMENT CREATION

Creating a list or segment in MailChimp or any Email Client with data provided or from Salesforce.

Pricing:

- **Data Already in Master List:** \$25
- **Adding to Master or New List:** \$50
- **Data from Salesforce:** \$75

EMAIL AUTOMATION/DRIP CAMPAIGN

Creating a multi-step campaign series based on customized user actions.

Pricing:

- See Landing Page/Email Marketing Creation for cost per email
- Add \$25 per automation trigger set up

MAILCHIMP/EMAIL CLIENT STARTUP

Getting your Mailchimp or any email client account started including:

- Migrating lists from other databases (up to 3)
- Assigning members to lists & groups based on your business model.
- Creating signup forms (up to 3)
- Setting up welcome emails, opt out pages, etc.
- Setting up automation rules (up to 3)
- Training on creating templates & campaigns

Pricing: \$500

WEB DEVELOPMENT:

WEBSITE, LANDING PAGES, EMAIL TEMPLATES & MICROSITES

New website or microsite created with graphics and copy provided by client.

Includes:

- A simple custom or purchased template (up to \$75)
- Up to 2 already existing forms integrated
- Standard Google Analytics setup
- Google Tag Manager setup
- Google Search Console setup
- Components that already exist on a site i.e. carousel, accordions, video popups, etc.

Pricing:

- \$300 base rate + \$50 per additional page (1 page = \$300; 10 pages = \$750)
- Base rate waived to create additional pages in an already existing site (no new template)
- New site components (outside of the approved template) charged based on hourly rate of \$75 per hour for setup, testing & implementation. Quote of time will be provided by me prior to beginning work.

NEW WORDPRESS (OR OTHER CMS) BLOG SITE

New blog site set up including up to five (5) plugins installed & configured.

Pricing:

- \$300 using a WordPress provided template
- \$600 using a simple custom or purchased theme (up to \$75)

UPDATING OR EDITING EXISTING WEB COMPONENTS

Modifying existing web component.

Elements include:

- Adding or updating a carousel
- Adding or updating an accordion
- Adding or updating a menu
- Video or form pop up
- Website text edits (per page not including other web components)
- All other currently existing website components

Pricing:

- \$25 per element

DIGITAL ADVERTISING:

AD PLATFORM STARTUP

Launching a campaign on a single platform (search & display counted separately) for an individual program, event or initiative.

Includes:

- Overall research for the platform, program, event or initiative
- Creating tracking codes
- Identifying and acquiring audience (adding in email lists, website visitors for remarketing, etc.)
- Text copy
- Incorporating free & provided images (no graphic design work)
- Up to three (3) edits before launch
- Executing the launch

Price: \$750 per platform (Platform = Facebook, Twitter, Google Search, Google Display, Etc.)

AD MAINTENANCE

Maintaining already existing ads.

Includes:

- A/B & split testing
- Turning off or editing low performing ads
- Replying to or notifying you of any comments (when applicable)
- Creating relevant conversions in Google Analytics
- Adjusting/adding keywords & interest targeting
- Creating/adding/removing audiences as necessary
- Creating new ads when necessary (with approval)

Price: \$300 per month per platform (Platform = Facebook, Twitter, Google Search, Google Display, Etc.)

AD REPORTING

Providing a monthly summary report of the progress of the ads that involve creating comprehensive reports that shows your performance numbers for the month, observations or notable items, recommended next steps incorporating data from the platforms analytics and your website's Google Analytics.

Price: \$150 per month per platform (Platform = Facebook, Twitter, Google Search, Google Display, Etc.)

COPYWRITING:

Copy writing for blog posts, emails, websites, etc. including subject research.

Pricing:

- Up to 100 words: \$75
- 101 - 250 words: \$150
- 251 - 500 words: \$200
- \$50 for every additional 100 word range (i.e. 750 words costs \$350)

SALESFORCE/CRM INTEGRATIONS:

EXTERNAL FORM OR INTERNAL/EXTERNAL EVENT

New external form (form for outside audiences), or any event (internal or external audiences) added into Salesforce & integrated into an already existing webpage or template.

Price: \$375

INTERNAL FORM

New internal form added into Salesforce.

Price: \$150

REPORT OR SURVEY

New report or survey created within Salesforce.

Price: \$75

DATA IMPORT VIA DEMANDTOOLS

Importing unlimited data into Salesforce using DemandTool's MassEffect. No limit to the number of records uploaded.

Price: \$100 per object

Common Examples:

- **Event Registrants:** 4 Objects (Contact, Inquiry, Task, Schedule Item) - \$400
- **Inquiries:** 3 Objects (Contact, Inquiry, Task) - \$300

MISCELLANEOUS:

NON-WEBSITE EDITS & CREATIONS

Examples: Tracking URLs (up to 25), Email Tracking, Individual Ad, Building Remarketing Audiences

Price: \$20 per element

COMMUNICATION+TRAINING

For all training, price includes outline, syllabi & any relevant prior research. Creation of training collateral outside of training time may require an additional fee (i.e. instruction manual).

SERVICES OFFERED	COSTS
Synchronous Communication/Training (i.e. phone, in-person or via Skype):	\$100 per hour
All Other Communication (i.e. going beyond 3 rounds of edits & any work not outlined):	\$75 per hour

DISCOUNTS+PACKAGES

SERVICES OFFERED	COSTS/DISCOUNT
Single Service Contracted Monthly (3 or more months)	20% off
Three (3) or more services (any combination) in one (1) month	20% off

TERMS

Sagesse Inc., henceforth known as "you", "your" or "Client," will be invoiced by Christine Osazuwa on the 1st of the month for the monthly total outlined in the fee structure after the satisfactory completion of work.

OWNERSHIP

Christine Osazuwa hereby assigns to Client all right, title and interest in the work produced under this Agreement, except that Christine Osazuwa with written permission retains the rights to display the work for the purpose of future publication, educational purposes and the marketing of the Christine Osazuwa's business.

CLIENT AUTHORIZATION

If you are in agreement with the terms of our engagement, please sign in the space provided below and return a signed copy to Christine Osazuwa.

Christine Osazuwa, Consultant

Date

Authorized Signature

Date

Name & Title