

Digital Marketing Proposal



Dog Grooming

Tredex

tredex.net

Dear Mr. ...,

I am excited to present Tredex's proposal for your company's digital marketing.

I do not need to tell you how important your digital marketing is to your brand, your customer experience, and ultimately the success of your business. Even if you were running a successful company with great products and services back home, this success would not be considered sustainable without a strong planning ahead of penetrating into a new market.

At Tredex we can make this all happen with more gain than pain. We will transform your business from being a local company, into a successful brand in North America.

The following proposal covers the full scope of the work outlined for the digital marketing development, as detailed in my meeting with you.

The digital marketing will feature your company's innovative approach to the world of business and the art of attracting new clients.

I am very excited about the opportunity to work with you and your team. Should you have any questions, please do not hesitate to contact me directly.

Yours sincerely,

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PROJECT DEFINITION

The owners of the Dog Grooming seek a digital marketing strategy and implementation for their market in London, particularly in North West London.

This document sets forth a proposal to provide your website with an effective marketing solution. Your website will require a full analysis of content, keyword anchor text, structure and system to edit and canonicals. Marketing online is a combination of strategies that leads to the overall outcome of authority, rankings and traffic, once these areas have effectively been met the higher conversion rates will increased and following the ROI.

By using collective data that is crawled and stored by the major search engines (Google, Yahoo and Bing) we can create a strategic plan of action to meet the vital criteria for your websites needs. This proposal outlines the project and provides an estimate for the anticipated scope of required positionings for higher conversion.

ABOUT US

Background

At Tredex we harness the potentials of our people to provide business, management, and IT consultancy services to a diverse client base in the world through a sustainable business environment in which our clients, stakeholders, and employees can benefit. Our client-base vary from the highly demanding IT industry to the fascinating media industry and from a remote town in France to an international investment group based in London.

Over the past 15 years, Tredex has been creating compelling designs for a wide variety of market industries. We provide digital marketing services to increase brand awareness, exposure to the major search engines and most importantly a return on your investment from your website and online business.

Tredex has grown from a small team serving local businesses in the UK to an international online operating outfit of 17 in the UK, Europe and North America. Throughout our evolution, we have continued to define and lead the web development sector category and fast becoming highly recognized for our outstanding marketing services.

Philosophy

We don't believe in shortcuts. At Tredex every successful project starts with an intensive information gathering and planning phase that will provide the desired end product. Better attention to these items in the beginning leads to better results for our clients. Along the same lines, throughout the development phase we have the most important aspect at the for front of our minds, Marketing! We ensure that not only do you have solid foundations to give you the best start to your online business venture, we also provide ongoing services that will maximize your opportunities to start becoming a market leader. Our focus remains on maintainability and future expandability in every single project.

We are specialized in web-based software, content management systems, e-commerce, mobile applications, and interactive design.

Tredex has worked with a large variety of clients in several in a diverse set of industries.



Our team is skillful and inventive; able to solve nearly any technology challenge an organization might be faced with.

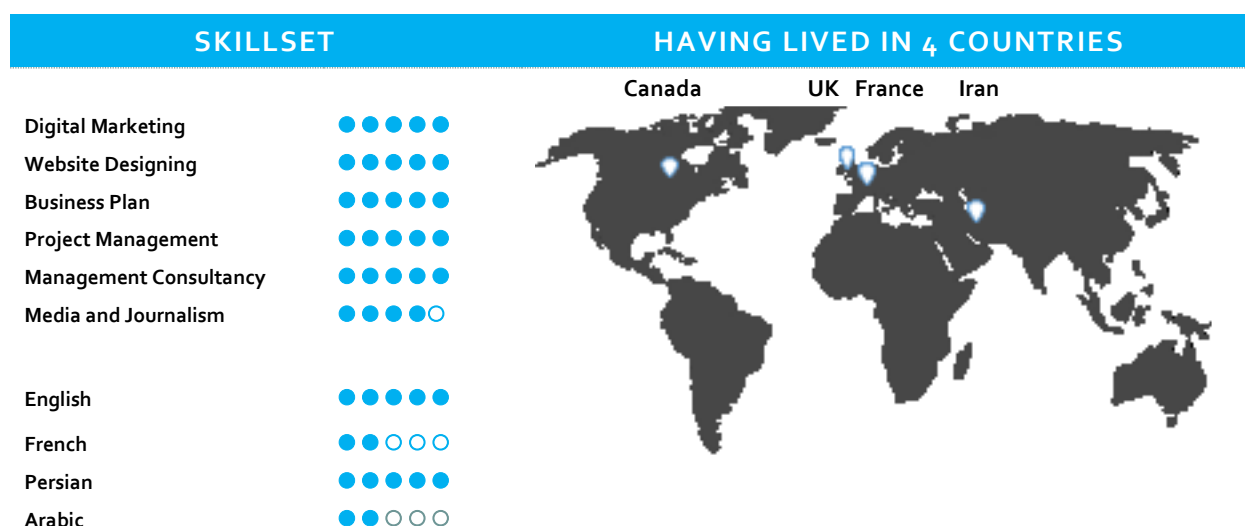
While our focus is largely on consulting and client work, we love working on side projects and contributing to open source initiatives.

Mohammad Mohammadi

I, Mohammad Moammadi am the found of Tredex. As a highly experienced strategy and management consultant, I am specialized in assisting and mentoring start-ups with their business ideas so that they can establish their business smoothly. I am also specialized in the preparation of sophisticated digital marketing strategies, financial modelling, market research, and strategies to enter new markets.

With a master's degree in Project Management from London South Bank University and more than 15 years of website designing and digital marketing experience in different disciplines and industries worldwide, I am equipped with a rainbow of skills required for establishing a successful online presence for your company.

I can help you develop your business beyond your conventional territories by identifying new grounds to break in untapped markets.



SOCIAL MEDIA MARKETING

When businesses don't have the available resource, or are busy with other commitments, their Social Media marketing tasks can get neglected. Tredex can help you to gain the social media respect that every business need, at an affordable monthly cost.

Our Social Media package includes all the elements described below as well as the Facebook and Twitter customization packages.

Our Social Media Plus service will help businesses like yours free up valuable time to focus on their core services. We'll manage those essential Social Media tasks for you daily and help improve your Social Media marketing operation by maintaining a proactive presence. In today's fast paced, online world, you must be involved if you want to succeed!

It also requires the time to react quickly and efficiently to customer comments and queries. We can help with that - 24 hours a day 7 days a week.

The right social media strategy must include defining the appropriate tone of voice for connecting with your audience. All shared content and discussion prompts must be relevant and on point with current trends so a real and lasting relationship can be built between your brand and your social communities.

Choosing the right social media management strategy depends on your marketing goals. We aim to harness the power of your online social media communities to deliver specific digital marketing goals, based on measurable KPIs. Our strategies are based on thorough analysis of your brand, your community and your objectives and we can use the most up-to-date social listening and reporting tools to gauge how people feel about your brand.

Blog Writing

Whether you're a small localized company or a big corporation time will be limited. Blogging is a vital part of SEO strategies that not only help to promote your brand and business but also keyword rich content. Content will be major deciding factor on how quickly your website improves in rank.

The right words on your website make all the difference, not only can they change minds and inspire action they play a vital part in your Google rankings. We offer content writing services that will make an impact for the future of your business.

GOOGLE ADWORDS

The first step to creating a Google Ads strategy plan that works is developing your budget. And this may be harder than you think. It's not as simple as "let's try £100 a month and see what happens."

Depending on what industry you are in and how expensive keywords are, £100 could be way under the threshold you need to start to scratch the surface of your advertising potential.

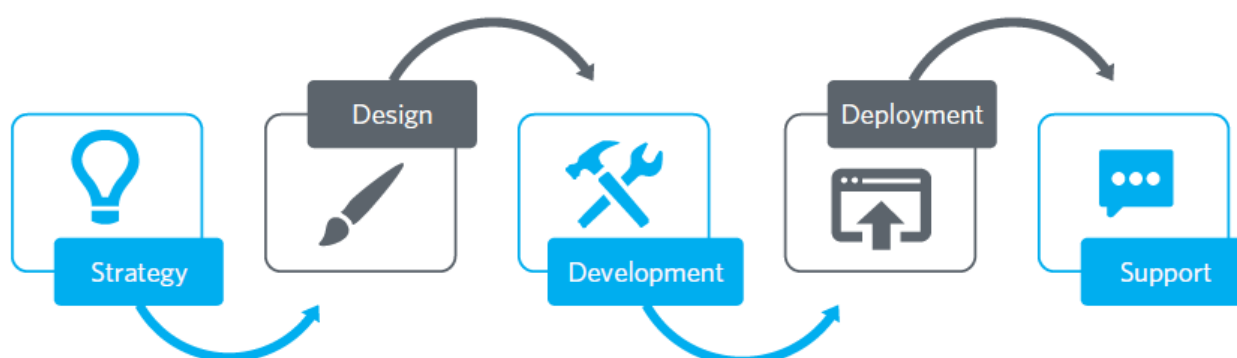
Keyword cost per clicks varies from £1 to £50 per click. For example, if you are selling e-commerce products like basketball shoes, you'll be potentially paying around £1 per click, if you are service base (like a plumber) you will be looking at anywhere from £10 to £30 per click on average.

Taking average conversion rates and cost per clicks, you can plan out a realistic budget forecast that shows you: How much you need to spend How many conversions you can expect on that ad spend A general prediction of conversion (leads). We analyse the average CPCs and conversion rates for your industry and conversion rate benchmarks. Once we have analysed this information, we can forecast your budget, starting with average conversion rates. For instance, if your industry conversion rate is at 10%. This means that you will need to generate 10 clicks for a single conversion (lead), as you are converting 10% of your clicks (10% of 10 = 1.)

Our aim is to manage your account and maximize the potential for conversion on keywords, reduce your Cost per Click (CPC) on each campaign, increase your click through rate (CTR) and increase your overall quality score to reduce the overall cost per conversion.

Many factors can determine your success, and this includes the amount of money your competitors are prepared to spend at any hour of the day. Using certified PPC specialists is a sure way to make sure you gain the right exposure when it matters. We look forward to the potential of managing your campaign.

PROCESS



Our integrated approach to digital marketing development is proven; used successfully for over 15 years. This process is a series of steps that build upon one another, reducing risk and arriving at a final product through a structured approach.

Tredex breaks each digital marketing into these five distinct phases.

This process works best with your team's active participation. I encourage this process to be built upon a teamwork where you provide feedback as we iterate toward a final product. This collaborative methodology ensures that when we move into active development, it is with a unified vision and a product we are both collectively enthusiastic about.

Benchmarking & Objectives

If we are successful and take on your business campaign we will ensure that we fully understood the scope of the project, we will thoroughly analyse each aspect of the of the market you are looking to dominate as well as the technical requirements outlined in the body of the quotation. Below you'll find each a breakdown on the analysis presses to establish what strategies need to be implemented. were able to identify what marketing aspects have been performed on your website as well as any competitors that currently saturate the market. We will apply all requirements necessary to increase your online authority.




Timeline




MONTHS	1	2	3	4	5	6
Strategy and Design						
Development and Deployment						
Monitoring and Support						








INVESTMENT

It is important to realize that creating a strong business presence for your company is a huge investment, which will certainly pay off with huge rewards.

The table below shows an estimate of monthly activities in different fields.

				Regular fee
Social Media	Post	Stories		£
 Instagram	20	10+	Daily Instagram posts and stories	
 Facebook	15		Regular facebook posts	
 Twitter	15		Regular tweets	
 Blog	4		Blog posts	
 Newsletter	4		Quality emails to leads and clients	

Ads/Promotion	AdGroups	Boost		£
 Google Ads	5		Strategized targeted ads	
 Instagram		10+	Targeted promotions	
 Facebook		10+	Targeted promotions	

Communication				£
 Email	24/7		Engaging with leads and clients	
 Chat	24/7		Answering chats on website	
 WhatsApp	24/7		Engaging with leads and clients	
 Instagram DM	24/7		Dealing with comments and direct messages	
 Facebook DM	24/7		Dealing with comments and direct messages	
 Twitter DM	24/7		Dealing with comments and direct messages	
 Google Business	24/7		Engaging with clients leaving Google reviews	

Mishka's special offer:

Social Media + Ads + Communication

£————

£

These numbers and specifications are subject to change, based on the ongoing monitoring of performance of different vehicles for digital marketing.

You pay the third parties such as google, Instagram, facebook directly to them which is either payable fortnightly or monthly.

This is a best guess estimate for the defined scope of work at this stage and it is subject to change depending on the outcome of our future meetings and change of scopes.

You might need to purchase additional services from third parties, to run some services.

Beyond the above-mentioned services, we will do the followings for you:

- Re-tweet and share useful information & industry specific news
- Research and follow Twitter/Facebook business users that could be beneficial to your business
- Conduct occasional campaigns on social media channels to get followers engaged
- Network with other users and respond to Tweets, Facebook comments and messages.
- Apply Cross linking - Twitter / Facebook
- Twitter customization
- Facebook customization