



the **BRAND**affect

**{COMPANY NAME}**

website proposal

**MONTH**  
**YEAR**

Prepared By: The Brand Affect, LLC

Prepared For: [Prospective Client]

## **INTRODUCTION**

Thank you for the opportunity to submit a proposal for the design of the {COMPANY NAME} website. Working together, I believe we can create a dynamic website that is simple to navigate and has a professional, yet welcoming design.

Based on our preliminary discussion over the phone, I have identified and listed below the Needs and Solutions that we will want to address in this project.

## **NEEDS**

{COMPANY NAME} needs a website design to update its brand and presence on the web. The site design will be built to reach out to prospective clients, as well as serve and support the current {COMPANY NAME} clients.

Furthermore, {COMPANY NAME} needs a website that can be maintained by a {COMPANY NAME} employee, without the need to regularly employ The Brand Affect to make changes. The {COMPANY NAME} employee needs to be able to add and revise both text and photos and additional pages if necessary.

## **SOLUTIONS**

The Brand Affect will provide {COMPANY NAME} with a fresh new web design that is easy to navigate and provides useful information to current subscribers. The design will also convey to potential subscribers that {COMPANY NAME} is a professional, reliable company.

The design will integrate the current logo and color palette so it will maintain a familiar look to current subscribers, but will at the same time show them that {COMPANY NAME} is improving its web presence in order to serve them better. It would also include login access for Sponsors and Participants, reference information for prospective and existing clients and the latest industry news to keep traffic coming to the site.

### **Content Management System**

Central to the new design from The Brand Affect will be a robust Content Management System (CMS) that will allow {COMPANY NAME} to make changes easily to the website, without requiring a dedicated workstation or additional software. Not only will the CMS save {COMPANY NAME} website revision costs, but it will also ensure that the website stays fresh and up to date.

### **Website Organization**

The new design will have 5-7 main landing pages:

These 5-7 main pages will be "hardwired" into the new design by The Brand Affect and links to them will appear in the horizontal menu bar at the top of the page (*below the logo*).

On each of these pages, we can include a left-hand column that {COMPANY NAME} can use to create links to as many "subpages" as they wish. Therefore, the CMS allows for as many pages as necessary, without incurring additional cost beyond the original design and landing pages fee.

# WORKflow

## Preliminary Design

- Working in conjunction with {COMPANY NAME}, The Brand Affect will recommend templates based on the needs we have discussed. Once a template is approved, the Brand affect can begin incorporating the Content Management System and getting it ready for initial design and content setup. The preliminary design concept for the new website will include the basic layout, color palette, font choices, etc.
- **{COMPANY NAME} will need to provide the basic website content prior to initial design beginning.** We have found that content can be the biggest roadblock in finishing a website in the time projected, which is why we require the initial copy prior to starting. This allows us to focus on more of the design and function of the site, rather than trying to piece it together as we go along.
- Generally clients will gather existing materials (*pamphlets, forms, papers, photographs*) and ready them for the site. The content is then parsed out into individual web pages and assembled in a hierarchy which is easy to understand and to navigate. Site content is added to pages which have a consistent theme and look in terms of headers, footers and custom accent graphics, like buttons, bullets and more.
  - The Brand Affect can help to provide a basic template to assist in developing the site content if needed upon request.

Once we complete our initial review of the website, the copy can be added to or changed as needed.

## Initial Design Review

Once the initial design is ready for review, The Brand Affect will setup a meeting or phone call to go over the website with {COMPANY NAME}. In this review, we will go through the site page by page and notes will be taken regarding any edits, changes or additions we discuss.

## Second / Final Design Review

Once the changes and edits have been made to the website, The Brand Affect will setup another meeting or phone call to go over the website with {COMPANY NAME}. In this review, we will once again go through the site page by page and notes will be taken regarding any edits, changes or additions we discuss.

At this time, based on the changes discussed, we will decide if we are in need of a third review or if we are close enough to begin getting the site ready to go live.

## Training

Once the site is ready to go live, The Brand Affect will run ONE two-hour training session with {COMPANY NAME} employees, showing them how to use the Content Management System. This can be done on site or online.

## Launch

When {COMPANY NAME} has finished incorporating all the content they wish to have at launch, they will ask The Brand Affect to make the site go live...*Congratulations!*

# PROJECTsummary

## Website Design and Setup

- work with client to create a custom website interface - layout, colors, and fonts
- set up website architecture and navigation system
- implement nameplate/logo placement and design
- integrate content management system

## Enhance Website Graphics and Functionality

- customize website to tailor to both the prospective and current client, with less clicks to get where they are trying to go.
- update website content that is provided, both new and from current website, and create menu items based on navigation layout.
- add high resolution images and custom graphics based on the intended audience to make the website more appealing to the user
- create login access section for Sponsors and Participants
- create custom form for inquiries (if needed)
- create latest news and resources section of website.
- setup meta description, keywords and page titles to help with SEO

## Additional Components

- set up a Gmail account to link directly to Google Analytics to allow the ability to monitor traffic and retrieve analytic statistics
  - *Gmail account also allows us to setup a company Google+ account, as well as link into Google Picasa and YouTube channel, to allow the user to upload photo galleries and display video content on the website. (for growth and expansion)*
- integration of social media in the website through multiple channels – ability for facebook, google+, linkedin and more
  - includes custom facebook timeline graphic and social icon
- Godaddy hosting is preferred and is to be purchased by client – but we setup for you.

## Website Training

- ONE 2-hour onsite training or up to 2 1-hour phone or skype training sessions for Company Representatives on using site tools & how to read and access google analytics tracking software
  - additional phone training sessions can be scheduled for \$50/hour

**TOTAL PROJECT BID..... \$X,000**

# **ADDITIONAL**options

## **Email Marketing Integration**

The Brand Affect can assist you with email campaigns and data gathering using Constant Contact or MailChimp. Some items include, but are not limited to:

- **Business Initial Design Setup - \$200**
  - Let us customize 2 email templates with custom graphic headers and your color palette and fonts for future email campaigns. We can create an “announcement” type email, as well as a newsletter based email template that can be copied and edited for each email campaign. We also provide custom graphic headers that we host on your website, so you don’t have to pay for space to store images with Constant Contact or Mailchimp. We can also setup the templates with relevant content provided by the company
  - Email newsletter sign up for website – we can create a custom sign up form within Constant Contact or MailChimp to integrate into the website. This would allow prospective and current clients to sign up through the website and automatically be added to your email database, allowing you to skip the step of manually entering it yourself.
- **Addition of Contacts - \$75/hour**
  - Need help adding your contacts? The Brand Affect can help you put your contacts together and sort them (if applicable), to allow you to set up different email lists. This way, you can send specific email campaigns, or send to all based on the content of the message. The hardest part is getting them all together initially, so ask how we can help.

## **Website Maintenance**

The Brand Affect can assist you as you rollout your new website. An important part of keeping your site relevant and attracting visitors is by updating your content. This can be through new products or services, resource updates or latest industry news. Some companies do not have the time or resources to make frequent updates, so we can help by making them for you under one flat fee:

- **Monthly Retainer - \$250**
  - This would include any updates made to the website. Whether it’s a new page or menu item, updated site graphics, addition of forms, or latest news articles, it would be covered under the retainer. These can be setup as 3, 6 or 12 month retainers, based on the frequency of updates or transition over of a new website.
- **Hourly Rate - \$75**
  - Only need a couple updates at a time or one big campaign push? We can help only when needed and bill our time in 30 minute intervals.

## **FEESchedule**

If {COMPANY NAME} wishes The Brand Affect to go forward with the project, here is the schedule for payments of the fee:

- **50% DEPOSIT due upon acceptance** of the proposal before work commences
- **25% due upon initial site review**
- **25% plus any incurred additional hourly fees** no later than 30 days from when the completed design was delivered to {COMPANY NAME}

The Brand Affect will launch the website when requested, providing that there is no balance due.

## **Terms & Conditions**

Once the project fee is paid in full to The Brand Affect, any elements of text, graphics, photos, contents, trademarks, or other artwork furnished to {COMPANY NAME} for inclusion in website are owned by {COMPANY NAME}.

The Brand Affect works in direct partnership with Hibiscus Brand Management for custom web graphics and has a design portfolio in conjunction with Hibiscus Brand Management through their website.

The Brand Affect assumes {COMPANY NAME} has permission from the rightful owner to use any images or design elements that are provided by {COMPANY NAME} for inclusion in the website, and will hold harmless, protect, and defend The Brand Affect from any claim or suit arising from the use of such elements.

The Brand Affect retains the right to display graphics and other web content elements as examples of their work in their portfolio and as content features in other projects. The Brand Affect also retains the right to place their logo and link at the bottom of the website page(s).

The agreement contained in this contract constitutes the sole agreement between {COMPANY NAME} and The Brand Affect regarding all items included in this agreement.

## **NEXTsteps**

To proceed with this project, {COMPANY NAME} is required to take the following steps:

- **Accept the proposal "as is" or discuss desired changes.**  
*\*Please note that changes to the scope of the project can be made at any time, but additional charges may apply.*
- **Finalize and sign contract**
- **Submit initial payment of 50% of total project fee.**

Once these steps have been completed we will begin the project.

SIGNED BY: \_\_\_\_\_

DATE: \_\_\_\_\_

Please make checks payable to:

**The Brand Affect, LLC**

**Thank you for your business – we really appreciate it!**

*Looking to showcase your business through eye-catching print media?*

*Ask us how we can help...*

## **WEB**portfolio

You can see a list of some of the current websites designed and developed by The Brand Affect here:

<http://thebrandaffect.com/work/websites>

## **What sets our company apart?**

Clients come to us and find value in what we do. We often times become a resource for our clients, which is why they continue to come back and request ideas of what to do next.

If we can't get it done thru our vendor relationships & partnerships, then we recommend a solution for their needs, thus making us our clients marketing solutions architect. We believe building relationships is the key to a successful long relationship and we will continue to do that through networking and quality work.

## **CLIENT**references

References will be provided along with actual proposal.