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**For:**  
 Client  
 Address

Contact:  
 Client  
 Client phone  
 Client email

**Powerful, Flexible Marketing Model**

Our marketing team is composed of highly skilled professionals/business owners who serve as resources to create a powerful, integrated marketing program. In the event an additional resource is needed, we are able to quickly bring to your business additional top professionals. You name the resource, we will locate, screen and integrate the best professional into your overall marketing plan.

**Goal**

Create a new stream of contacts and clients for \_\_\_\_\_ through a customized integrated internet contact generation system which will include a business website, an email marketing system and strategy, and branded social media presence with strategy.

**Project Description**

Item	Time Estimate
<b>Initial Client Strategy Meeting (1-2hrs)</b>	
<b>Set Up Admin Area Giving Client Full Ownership &amp; Control</b> Migrate domains and hosting to 1stInsightCommunications work area. The fees to the right are 3 <sup>rd</sup> party fees.	
<b>Keyword List Creation (Integrate Internet Visibility From the Start)</b> Keywords will be used throughout the site/blog creation process—placed at every point search engines crawl.	
<b>Set Basic Project Requirements</b> <ul style="list-style-type: none"> <li>• Website look, content, functionality.</li> <li>• Identify source of content (message &amp; images).</li> <li>• Set basic time line.</li> </ul>	
<b>List All Accounts and Account Access</b> <ul style="list-style-type: none"> <li>• Current domain registrations and hosting access.</li> <li>• Social Media (Facebook, Twitter, LinkedIn, YouTube, Google+...etc.)</li> <li>• Email marketing (iContact) and other subscription services (hootsuite...)</li> </ul>	
<b>Set Up Admin Area</b>	
Configure domain and hosting settings.	
Create meta title, description and keywords format	

<b>Website Design and Production</b>	
Update to Current Basic Compliance Regulations <ul style="list-style-type: none"> <li>Meeting with compliance rep or review of basic guidelines</li> </ul>	
Create page content and layout for about 10 pages* <ul style="list-style-type: none"> <li>Edit/write material for keyword inclusion and marketing impact (convert viewers to contacts and clients)</li> <li>Configure and place images</li> <li>Standardize professional page layout site-wide</li> <li>Submit to compliance, further adjust to compliance requirements</li> </ul>	
Photography** <ul style="list-style-type: none"> <li>Locate a photographer?</li> <li>Manage photographer's production?</li> <li>Locate stock photography?</li> </ul>	
Create and activate "Contact Us" page form, functionality <ul style="list-style-type: none"> <li>Interview client to create best questions, format for conversion</li> <li>Create form layout</li> <li>Activate form</li> </ul>	
Create a format and strategy for blog articles. Create or post up to 3 initial blog articles. Submit to compliance, adjust according to requirements.	
<b>Email Marketing Set-Up</b>	
Create email list-building module (\$14/month email marketing subscription through 3 <sup>rd</sup> party company (iContact) not included) <ul style="list-style-type: none"> <li>Create overall email marketing strategy (What to send, to whom, how often, expected results, how to evaluate success...)</li> <li>Create website sign-up form</li> <li>Create sign-up incentive (free download pdf—adapting content from client)</li> <li>Autoresponder thank you email</li> <li>Email form "success" and "failure" pages</li> <li>Create email template</li> <li>Import contact list</li> <li>Create initial email</li> <li>Submit everything through compliance, adjust according to requirements</li> <li>Send and track initial email</li> </ul>	
<b>List Building</b>	
<ul style="list-style-type: none"> <li>Identify list criteria</li> <li>Locate list provider</li> <li>Purchase list</li> <li>Upload list to email marketing tool</li> <li>Verify list, eliminate bad addresses, request list company replace bad addresses</li> <li>Create initial email</li> <li>Submit to compliance, adjust according to requirements</li> <li>Send and track initial email</li> </ul>	
<b>Social Media Set-Up/Linking</b>	
Guide Facebook, Twitter and LinkedIn account set-up/strategy	

<ul style="list-style-type: none"> <li>• Make the above social media home pages compliment look of web site where possible (create branded headers)</li> <li>• Submit to compliance, adjust according to requirements</li> <li>• Coach client on use of social media</li> </ul>	
<b>Implement Search Engine Optimization</b>	
<ul style="list-style-type: none"> <li>• Set up SEO automation tool</li> <li>• Create/place individual unique keyword meta page titles, descriptions on every page</li> <li>• Create XML and HTML sitemaps; Submit to search engines</li> <li>• Testing, adjusting SEO results for first 30 days</li> </ul>	
<b>Total Estimated Time</b>	

**Project Estimate:  
Hours**

**Added Marketing Department LV benefit:** Any additional hours (within scope of above project) remain with project total. I give this added extra to support my client’s internet marketing success.

**Total Project Price:** (50% up front, 50% when all items are initially drafted. Note: I will continue to refine/edit existing content and SEO for 30 days.) Estimated time to completion: 6 weeks from start (affected by turn-around communication time and project participation by client).

Additional items (additional pages/functionality) can be contracted and added at any time.