

Date: July 8, 2021
Client: Softek Services Inc.
Project: Marketing Strategy and Implementation

OBJECTIVE

This proposal will outline a suite of services that LITA digital can offer to Softek Services Inc. to enhance their marketing efforts. Once the proposal has been reviewed and services have been agreed upon, a Statement of Work (SOW) will be put in place to initiate any projects and / or services.

RECOMMENDED PROJECTS FOR ONE-TIME ENGAGEMENT

- **Marketing Audit and Competitive Research:**
 - Competitive review of 2-3 competitors per service (training, elearning, software development, 508 compliance), reviewing
 - Websites (messaging, branding, services, functionality, usability, and content)
 - Social Media (engagement, post frequency, profiles, content, branding)
 - SEO (high level SEO review of implementation, traffic, site speed, backlinks)
 - Other Marketing Efforts (paid media such as search ads, social media ads, display ads, publicity, other owned media efforts and partnerships)
 - Review of Softek Services marketing efforts, including:
 - Website (messaging, branding, functionality, usability, content, design, layout)
 - Social Media (engagement, post frequency, profiles, content, branding, channels)
 - SEO (high level SEO review of implementation, traffic, site speed, backlinks, best practices)
 - Email Marketing (content, design, strategy, best practices)
 - Other Marketing Efforts (paid media, other owned media efforts like blogging, podcast, and more)
 - High-level recommendations for improvements based on outcome of review and identifying opportunities from competitive research

Timing: 3 Weeks
Cost: \$3,000

- **Messaging Matrix Development**

- Reviewing mission, vision, tagline overall for the company
- Developing messaging pillars with core messaging and call to action for each pillar, for each service (training, elearning, software development, 508 compliance) to be used in future marketing efforts

Timing: 2 weeks

Cost: \$2,000

- **Website Update**

- Create detailed functional specs for enhanced website updates including:
 - Layout
 - Design
 - Content
 - Messaging
- Oversee implementation of functional specs and website updates

Timing: TBD

Cost: \$2,500

- **Lead Magnet and Email Marketing Funnel Development**

- Brainstorm and develop ideas for lead magnet for one specific service
- Write, design, and create one lead magnet
- Write, design, and create up to 5 emails to support lead nurture funnel
- Implement email funnel in your email marketing platform

Timing: 3 weeks

Cost: \$2,500

- **Content Calendar**

- Interview business stakeholders to identify areas of content needs, based on business priority of services
- Do keyword research to brainstorm SEO relevant topics
- Take inventory of existing content, develop content library
- Develop content calendar for the next 12 months, including articles, ebooks, infographics, videos, and more.

Timing: 3 weeks

Cost: \$2,000

RECOMMENDED SERVICE FOR ONGOING ENGAGEMENT

- **Fractional CMO**
 - Conduct marketing audits
 - Develop marketing strategies
 - Assist with marketing budget and goal setting with responsibility for benchmarking, reporting, analysis of performance
 - Hands-on execution of strategy and branding related projects
 - Oversee implementation and execution of marketing efforts including
 - Performance metrics
 - Quality of work
 - Consistency with branding and messaging
 - Sourcing outside resources to work on projects as needed

Timing: Minimum of 3 months engagement

Cost: \$2,000 per month, 10-15 hrs/month