

## **Proposal For Rembrant's, CACi, and JoVino**

Jan 22, 2021

Dale & CJ,

Thank you for the opportunity to submit this proposal to provide all-inclusive web-marketing services for your three restaurants. I'm excited at the possibility of working with you!

### **Ongoing Project Goals:**

- Increase local awareness for each restaurant, and it's events
- Increase online visibility for each restaurant and it's events.
- Increase audience engagement on Facebook and Instagram.
- Cultivate relationships with existing and new customers to increase return visits, and referrals.
- Create the branding, web presence, and web marketing for the new coffee and wine bar, JoVino, while keeping in mind the goals above.

### **For each restaurant, we will create/recreate (1st month) and manage (ongoing):**

- Website(s) with online event calendars, lead generation and capture tools, search optimization, and social media integration.
  - Website management will include secure private hosting, and unlimited text changes, blog posts, etc.
- Local search optimization including Google My Business, Google Maps Profile, online local directories, and reputation management.
- Social media services for Facebook and Instagram including posting local events to supplement each restaurant's event related posts to boost page/profile engagement.
- Email campaigns for the restaurants and events as needed using both, your email list(s), and ours.
- Online paid ad campaigns if and when needed.
  - Restaurants would be responsible for all ad spend as an addition to the regular monthly investment.
  - In the event we decide to run ads, the ad spend amount must be approved by you via written or electronic sign-off prior to campaign commencement.
- Seasonal and event promotion as needed for all 3 restaurants
- Brand design for JoVino including logo, color scheme, fonts, and overall look and feel.
- Web presence creation for JoVino as listed under the bullet points above.
- Ongoing creation, and optimization of all assets for all 3 restaurants. This includes ongoing consulting and coaching as needed.

- Onsite or online consulting, coaching, meetings when and as needed. We recommend monthly meetings at minimum.

\*All services are provided without limits and may differ from one month to another depending on the season, events, and needs of that location.

**The Monthly Investment for all-inclusive, unlimited services will be \$900 per month per restaurant for two restaurants, with the third restaurant free.**

- The total would be \$1800/month for all three restaurants.
- The total would be \$1800/month for two restaurants.
- The total would be \$900/month for one restaurant.

#### **Agreement Details:**

- The first month of services will be focused on current revamp needs (Rembrant's & CACi), and new brand creation needs (JoVino).
- The monthly investment is billed electronically on the 15th of the month prior to the month of service, and is due before the first day of the month.
- You will receive our lifetime rate guarantee. Your rate will never increase as long as you are an ongoing client.
- This will be a month to month agreement, and services will continue until canceled or terminated.
- We'd appreciate 30 days notice for cancellation of services, and will always try to work with you if there are financial difficulties.

#### **Acceptance**

- To accept this proposal, please fill out the boxes below (online form), and e-agree via the signature box.
- Only one of you needs to fill out the agreement portion.
- Once I receive the completed agreement, I'll be in touch to arrange payment of the first month's services. From there we'll send a list of needs, and begin working on the project.