

Bridging the gap between businesses and technology



Digital Marketing Proposal:

Client Name: Brian Petros

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Dear Sir

Thank you for your interest in working with us, our team reviewed your business requirements and has prepared the following detailed proposal. Given our experience and specific expertise in Digital transformation, design, usability, software development, SEO, and marketing, we are confident that we can work with you to achieve your aims and goals. Please let us know if you have any questions. We look forward to working with you!

Sincerely

Aaron Katema

CEO



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ABOUT US

Introduction

Bint is a digital transformation firm which focuses on the integration of digital technology into all areas of a business, fundamentally changing how you operate and deliver value to customers. It's also a cultural change that requires organizations to continually challenge the status quo.

Our digital transformation will vary widely based on organization's specific challenges and demands, there are a few constants and common themes among our existing case studies and frameworks that all business and technology leaders should consider as they embark on digital transformation these are:

- Customer experience
- Operational agility
- Culture and leadership
- Workforce enablement
- Digital technology integration

Why Us

Choosing your digital partner is like hiring a contractor to build your house. Your digital partner will decide on your success or failure; therefore, choose wisely. We pride ourselves on being excellent in three key areas: **Agility, Adaptive, Aligned.** These are strengthened by our key pillars:

Customer Relationship and Effective Communication,

At Bint, we highly believe in the chemistry of the relationship. That's why we value extensive transparent communication with our clients.

Tech Expertise,

We have the right people who possess the technical skills and expertise that fits and shape your goals. Our past experience simply shapes who we are today. These help us in: Achieving Targets, Connected Platforms, Reaction to Market and Continuous improvement.

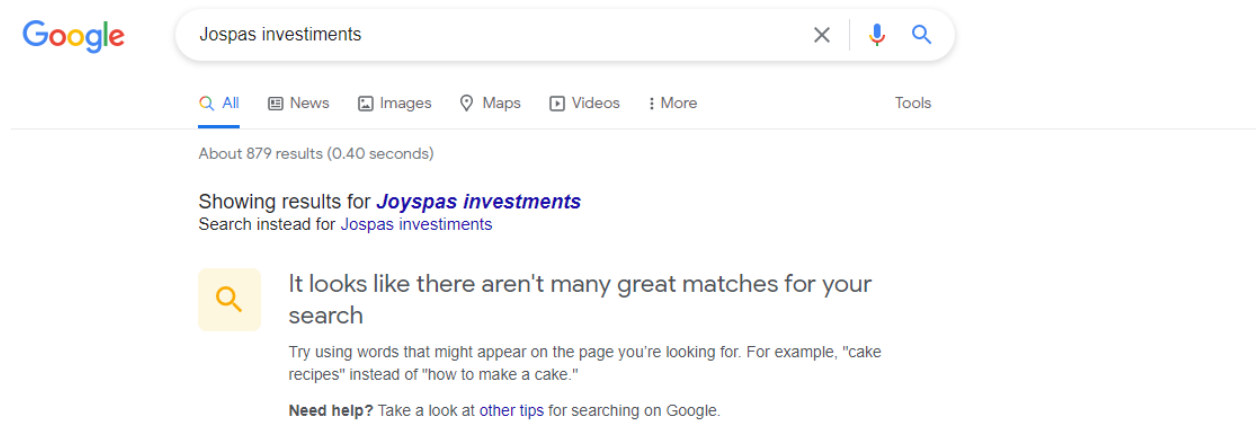
WHAT YOU NEED

Managing your brand and services can be a daunting task in today's ever changing business environment. In order to gain competitive advantage in a highly competitive market, there is need to ensure your business and marketing goals are in alignment. Customers today are influenced by many elements of a brand and a great first impression sets you above competition. Moreover, running your enterprise comes with the demands of marketing your products and services, making it a fulltime activity that is crucial to promoting and growing a business, that's where we come in.

Research

The first step is we need to thoroughly understand your business, your business goals, your customers and their expectations and behavior, and how your **website**, social media platforms, **our CRM platform**, factors into all of it. We'll also look at the competitive landscape to establish context and benchmarks for how your site and platforms should function and then improve on that. This stage will give us the foundation for moving forward with just the right recommendations for the, Digital strategy, design and development of your new responsive website.

Online Presence



Web Design

Once we're armed with this information, we'll set to work sketching out interface layouts for different views, including the home page, subpage, the blog template, and any additional templates needed. Wireframes look like simple skeletons of your website without the visual polish of the finished design, allowing us to experiment and iterate on solutions quickly so that we have a good sense of how content should be laid out across different screen sizes. We will then come up with a highly engaging website with unmeasured user experience coupled with lead generation actions

Lead Generation

Inbound Marketing and Content Strategy

Blog (Managed from the website, Capable to do Video, Text and Images and Sharable on Social Platforms)

Video Production

Lead Magnets

Search Engine Optimization

Content Distribution Strategy

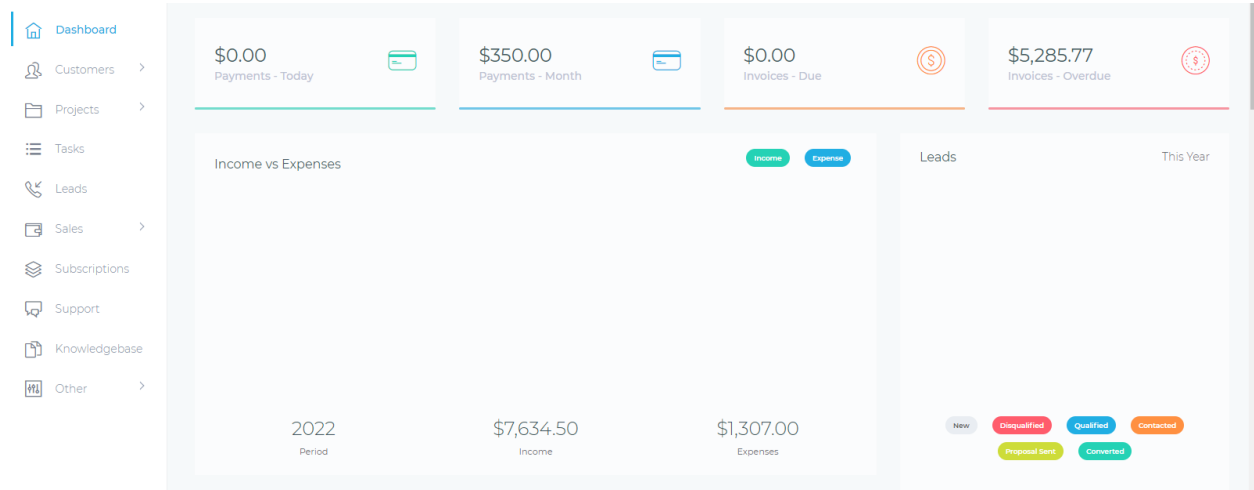
- Social Media
- Email Marketing
- Paid Advertising

Conversion Optimization

- Analytics
- Measuring Digital Marketing success

Reporting

Bint CRM



Client relationship management application, with full project management features. **BintCRM** combines many of the various tools that you require, in one easy to use application. These include task, invoices, leads, estimates and much more.

Project Management

Task Management

- Get the job done by making sure you complete your tasks on time.

Time Tracking

Invoices & Payments

Subscriptions

Estimates/Quotations

Proposals

- First impressions count. Impress your prospective clients with beautifully crafted project proposals. No design skills required, with our easy to use interface.

Recurring Billing

Leads & Opportunities

- Keep track of your opportunities and nurture your leads into paying customers. You can easily capture new leads, using our very advanced form builder. You can then embed your lead capturing forms on any website.



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Knowledgebase

Workflow Automation

- Project and estimate workflow automations allow you to automate repetitive tasks. You can determine what happens when an estimate has been accepted by your client or what happens when a project has been marked as completed. Automations improve your team's productivity and help to ensure that nothing is missed in your workflow.

Task Dependency Management

Customer Engagement Automation

As part of an integrated approach, all these will be linked to a central platform, for easy analytics, omnichannel experience and measure effectiveness of various platforms.

We have attached a copy of our Digital marketing brochure which explain these in detail



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TIMEFRAME

To complete the work outlined in the project scope, we'll need approximately 4 weeks from beginning to end, depending on when we receive feedback at each milestone. Upon signing the proposal, we are prepared to start work immediately.

Description	Weeks
Phase 1: Discover/ Kick off meeting	
Research, Website Audit, Content, Keyword, Research, and Social Media Audit	
Digital Strategy Development and Presentation	
Content Development, Paid Media, Email Campaigns	
Go Live	
Conversion Rate optimization, Analytics, Ongoing Strategy Improvement, Monitoring and content optimization	



YOUR INVESTMENT

Below is the budget we've estimated based on the scope of services outlined earlier in this proposal. If you have any questions about our pricing or need to increase or decrease the scope of work or a hint us on your budget, please get in touch and let us know.

CORE BUDGET

Description	Price
Research and Strategy Development Customer, Keyword, Content, Competition, trends, Scoping and Presenting Strategy	\$100
Website Design and Optimization, Lead Magnets, Hand Raises, Lead Forms, Blog and Free Analytics Implementation, Social Media graphics BintCRM Integration	\$ 250
Social Media Management (50 % discount) <ul style="list-style-type: none">• Auditing your existing social media strategy,• Researching your target audience,• Choosing your social media platforms,• Creating your social media strategy,• Designing your social media profiles,• Building your social media content calendar• Creating platform-specific content• Responding to your social media followers• Growing your social reach• Monitoring your social media performance• Social Management Platform, Scheduling Posts, Automated Answers, Analytics, Bot Note this is an initial fee to kickstart social media management process. Our standard monthly cost is included below.	\$200

Monthly Fee

1. Conversion Optimization and Management (Monthly) (\$20 paying \$50 yearly)

- Email marketing campaign platform
- Marketing automation platform

2. Search Engine Optimization and Marketing

3. Bint Platforms Integration (BintCRM)

4. Monthly Content Distribution and Execution

5. All round Technical and Marketing functions

Monthly Paid Media Spend (subject to variations)

Total One-time fee: (\$500-\$100) \$400

Total Monthly Fee: \$50



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CLIENT RESPONSIBILITIES

For the solution we have prepared for your project, we have assumed that:

Client will provide one main point of contact through which all feedback and communication will flow

Client team will be responsive and cooperative throughout the project

Client will provide the company's branding material, including the logo (digital source files)

NEXT STEPS

We are positive our experience, vision, and personal interests lend themselves to accomplishing your creative and business goals. Thanks! We appreciate your business and we are looking forward to working with you.

Best regards,