

TECTRIX.INFO Project Proposal (Financial Services Marketing)

Background:

Provide comprehensive website development, design & marketing to Financial Services Companies.

Objectives:

Three (3) levels of Marketing Services provided for various companies.

- **Professional** - Large amount of content for websites and PAID marketing included to Facebook, Instagram, LinkedIn, and Google
- **Standard** - Less content on website and less PAID marketing included to Media outlets noted above.
- **Economy** - Simple website starter content, less posts per month and no paid ads included

WEBSITE DEVELOPMENT: (Select one of three)

	Description of Work	Initial Investment
<u>PROFESSIONAL</u> Website development	10 pages or sections. Large 24 inch monitor is used as a section. Website development. Responsive HTML5, WordPress, Open source ADMIN ACCESS, Embed Facebook & Instagram (if available) live inside the website and FB links as well, One new 30-second video plays inside the website. One Page/Section is equal to One large screen complete with information and media fully designed and layout responsive to all devices and orientation. Secure SSL hosting per year is necessary. See below. 2-3 weeks production time	\$1,785.00 ONE TIME
<u>STANDARD</u> Website development	6 pages or sections. Large 24 inch monitor is used as a section. Website development. Responsive HTML5, WordPress, Open source ADMIN ACCESS, Embed Facebook & Instagram (if available) live inside the website and FB links as well. One Page/Section is equal to One large screen complete with information and media fully designed and layout responsive to all devices and orientation. Secure SSL hosting per year is necessary. See below. 2-3 weeks production time	\$1,295.00 ONE TIME
<u>ECONOMY</u> Website development	3 pages or sections. Large 24 inch monitor is used as a section. Website development. Responsive HTML5, WordPress, Open source ADMIN ACCESS, Embed Facebook & Instagram (if available) live inside the website and FB links as well. One Page/Section is equal to One large screen complete with information and media fully designed and layout responsive to all devices and orientation. Secure SSL hosting per year is necessary. See below. 2-3 weeks production time	\$745.00 ONE TIME
<u>Secure SSL hosting</u>	YEARLY CHARGE. Google requires SSL encryption for all websites to be shown on Google Search. WordPress and Software Security updates are necessary , included and performed per month. Same for all web site plans. Future website updates billed at \$85 per hour.	\$386.00 YEARLY

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MONTHLY MARKETING: (Select what you prefer below)

	Description of Work	Investment
<u>PROFESSIONAL</u> Monthly Marketing	Facebook, Instagram, and LinkedIn posts - 5 per week. \$200 PAID Advertising to promote reach included. Individual Photos branded. 2 unique branded 30-second videos per month. Content procured by TECTRIX. One year minimum engagement.	\$1,095.00 MONTHLY
<u>STANDARD</u> Monthly Marketing	Facebook, Instagram, and LinkedIn posts - 5 per week. \$120 PAID Advertising to promote reach included. Individual Photos branded. 2 unique branded 30-second videos per month. Content provided by the client. One year minimum engagement.	\$895.00 MONTHLY
<u>ECONOMY</u> Monthly Marketing	Facebook, Instagram, and LinkedIn posts - 3 per week. Individual Photos branded. 1 unique branded 30-second video per month. Content provided by the client. One year minimum engagement.	\$495.00 MONTHLY
<u>LOGO DESIGN</u>	High Definition logo design scalable for all media. 3 color versions including black and white. 2-3 weeks production time.	\$595.00 ONE TIME

Conclusion:

TECTRIX provides comprehensive marketing for clients of various sizes in various industries since 2009. We utilize the newest techniques and tools available to expand reach and increase revenue. One particular industry we have helped to transform is independent Florists. TECTRIX has significantly addressed the challenge of Retail Florists to venture out on their own away from FTD and TELEFLORA. By helping them to navigate away from these large partners, their businesses have become more profitable, successful and streamlined.

References:

<https://tectrix.info/>

Blog for an attorney: <http://www.shoffnerassociates.com/news/>

Facebook & Instagram for many Florists' who prefer to be **independent** of Large National Floral networks like FTD and TELEFLORA.
<https://business.facebook.com/WallingfordFlowerShoppe/>

Complex website for local sports writers. <https://www.owols.org/> Videos, animations, email marketing, and more.