

SAMPLE

12-MONTH PROGRAM

<p>PROJECT MANAGEMENT</p> <p>Includes:</p> <ul style="list-style-type: none">• Project management• Weekly status meetings• One round client feedback and revisions on any deliverables	<p>INCLUDED IN ALL INITIATIVES</p>
<p>WEBSITE REDESIGN (30 pages)</p> <p>Includes:</p> <ul style="list-style-type: none">• Wireframe based on strategy delivered in the Quick Start Plan• Website Copy Deck• Website Design• Domain and Website Migration (if required)• Website Development• SEO & Keyword Optimization• FINAL Website	<p>$\\$1,000 \times 30$ = \$30,000</p>
<p>KEYWORD STRATEGY & EDITORIAL CALENDAR</p> <p>Includes:</p> <ul style="list-style-type: none">• Research based on top three competitors and buyer personas developed in the <i>Quick Start Plan</i>• Keyword Strategy (10-15 keywords organized by Informational, Navigational and Transactional)• 3-Month Editorial Calendar (based on keywords provided and analyzed for SEO performance)	<p>\$5,000</p>



<p>MARKETING AUTOMATION SET-UP <i>*Software out of scope</i></p> <p>Includes:</p> <ul style="list-style-type: none"> • Assessment of what tools your company requires • Specialized quotes on certain MA tools • Initial set-up (depending on purchased tools) including domain assignment, list importing, brand assignment, email templates, sales process, etc. 	<p>\$5,000</p>
<p>LEAD MAGNET DEVELOPMENT</p> <p>Includes:</p> <ul style="list-style-type: none"> • Initial Lead Magnet outline based on strategy and theme developed during the Quick Start Plan • Interviews between MC and subject matter experts • Writing • Design • FINAL Lead Magnet 	<p>\$5,000</p>
<p>LANDING PAGE & WORKFLOW DESIGN</p> <p>Includes:</p> <ul style="list-style-type: none"> • Landing Page development around a valuable offer (ex. Lead Magnet) • Form set-up for submission notifications and with specific fields list segmentation (based on buyer personas) • Workflow using content and conversion points mapped to the buyer journey • Email development and assistance with copy writing for workflow emails • Segment test email list of up to 1000 names • Workflow built in MA tool and sent to test list 	<p>\$5,000</p>



<p>LINKEDIN ACQUISITION CAMPAIGN (1 month)</p> <p><i>*Requires access to LinkedIn account belonging to a senior member of the company using Sales Navigator (SN out of scope)</i> <i>*LinkedHacker out of scope</i></p> <p>Includes:</p> <ul style="list-style-type: none"> • 300+ warm email leads per week every Monday • 3-step email outreach sequence is sent list with a 10% click through rate and 10% response rate • Reporting every Friday of campaign 	<p>\$2,500</p>
<p>CASE STUDY (3)</p> <p>Includes:</p> <ul style="list-style-type: none"> • Case Study outline to identify clients and questions • Marketing CoPilot Interview with selected client(s) • Writer • Designer • FINAL Case Study 	<p>\$1,500 x 3 = \$4,500</p>
<p>BLOG CAMPAIGN (3 months)</p> <p>Includes:</p> <ul style="list-style-type: none"> • Develop blog topics based on lead magnet and applying keyword strategy • Interviewing subject matter experts if required • Marketing CoPilot writer researched topics and develops content • Blogs are posted bi-weekly to the website and optimized for SEO 	<p>\$3,000 x 3 = \$9,000</p>
<p>12-MONTH PROJECT SUBTOTAL:</p>	<p>\$66,000</p>
<p>CALCULATED MONTHLY RETAINER:</p>	<p>\$5,500 (USD)</p>



SAMPLE TIMELINES (first 90 days)

We frontload the majority of work in the first 90 days. A full project plan is developed as each deliverable is rolled out:

30 Days

- Confirm wireframe and site navigation including how the new messaging and language will be applied to the website.
- Build project plan for website changes with new brand to determine how to apply it to the current website including language development.
- Identify case study candidates and make introductions
- Conduct keyword strategy

60 Days

- Conduct case study interviews, create the outline for each case study and extract data that will assist in building the outline for your lead magnet
- Develop the outline for the lead magnet and do further research and pull copy from case study interviews
- Project manage development of the lead magnet and case studies, content, and design for the lead magnet, and develop landing page content
- Work with your company to execute website as per agreed upon wireframe and conversion strategy and assist in development of new content (to a maximum of 30 new pages) including optimizing all pages for search

90 Days

- Set up marketing automation tool so that landing pages can be implemented
- Integrate all forms to MA tool and import lists
- Set up ad campaigns and get ready for campaign launch in LinkedIn
- Create email campaign and email workflow
- Set up email template and workflow for lead nurturing when guide download is triggered
- Post new lead magnet to website
- End of 90 days, launch new website



ONGOING WORK

Following the first 90-days of our engagement:

- Blog campaign development based on lead magnet and webinar topics
- Assist with the development of three webinars
- Develop a secondary workflow for email marketing triggered following a webinar
- Ongoing email marketing
- Ongoing reporting and adjustment to program as needed

GUIDED MARKETING MANAGEMENT

Marketing CoPilot will work collaboratively with your sales and marketing team. In the following Scope of Work, we highlight areas that are the responsibility of your company. The Marketing CoPilot Team will be responsible for strategy, execution of specific tactics, content development, reporting and analysis. We will lead weekly status meetings and activity tracking via. Microsoft Teams.

Our Responsibilities

- Strategic marketing management
- Project management
- Writing services for case studies, guides, webinar outlines, emails, blogs, and website content
- Website development services for the evolution of your current WordPress website
- Design of case study and lead magnet outline using an updated version of your company brand guide
- Guidance developing webinar content
- Direction on the optimization of the site using the confirmed keyword strategy
- Identification of the correct KPIs for the program and guidance on how to report and track the program using data from your marketing automation system and Google Analytics
- Set up marketing automation and execute activities via. selected tool
- Website management and development
- Landing page set up and form execution including tracking and management in marketing automation tool



Client Responsibilities

- Make availability for a 30-minute weekly status call with MC
- Identifying and working with MC to coordinate case study interviews with clients
- Identifying subject matter expert for lead magnet content
- Providing product and solution details for inclusion on the website, in blogs and email
- Providing a brand guide and images that support your brand
- Secure the contract and purchase for your marketing automation tool
- Development of webinar presentation decks and identifying who in your organization will lead them
- Work with MC to meet project timelines

