



Digital Web & Marketing Proposal

Digital Web & Marketing Services proposal by Sambet Africa Digital Advertising

Introduction

The purpose of this digital marketing proposal is to give you a bit of information about Sambet Africa and the various digital marketing services we offer, along with information and pricing for a custom digital marketing solution based on your needs. Based on our research and analysis, We feel like we are a good fit for one another. Our team will be excited to get to work helping you reach your marketing goals.

Inside this document, you'll find a pricing table that includes the services we offer that may be of your interest. If after reviewing our full list of services you feel like the items in the pricing table don't fit your needs appropriately, just get back to us and we'll make any necessary changes.

Once you're happy with the services and prices for your custom digital marketing solution, go ahead and sign at the bottom of this proposal and we'll move forward from there!

About Us

Sambet Africa is a full-service digital marketing agency founded in Berlin, Germany and based in Tema, Ghana. Our in-house services include:

- Digital Branding
- Web Design & Development
- Digital Marketing & Social Media

In today's digital business world, you need a partner who can help you take advantage of marketing opportunities across a variety of channels in real-time. Sambet Africa combines a data-driven approach with knowledge gained from years in digital marketing to deliver outstanding results to our clients.

Digital Branding

While digital branding and content marketing is not an advertising campaign in the traditional sense, we've found that a well-designed content production strategy vastly improves the performance of all of a brand's advertising campaigns.

We propose that Sambet Africa's marketing team implement a content strategy that focuses on regular blog posts and gated content to be used across all advertising channels. Our digital branding strategy also involves creation of digital posters for event planning, managing cooperate and individual (artiste) brand on the digital scene enhancing visibility and target audience.

To make that possible, we'll need to do the following:

- Perform a brand visibility research, to determine what digital brand strategy to implement
- Perform a user case study to understand the key challenges and goals of your target audience
- Develop a 3 or 6 month editorial calendar

Initial Service Costs

Name	Price	QTY	Subtotal
6 Months Digital Branding Service One-time fee	GHS500.00	1	GHS500.00
3 Months Digital Branding Service One-time fee	GHS300.00	1	GHS300.00
Digital Branding Plan One-time fee	GHS150.00	1	GHS150.00
Digital Banners & Posters	GHS100.00	1	GHS100.00

Expected Outcome

- Increased organic traffic to website
- Increased online brand visibility
- Increased content to boost search engine rankings
- Strong brand term ranking

Web Design & Development

Web development puts you directly in front of your audience at the perfect time- when they're actively seeking or searching for information or services you offer online.

We propose to develop a website that gives you the professional impression & visibility that your audience are looking for in terms of information or products & services you offer. This will ensure that your brand stays front and center as your target audience explores their needs and also in other to have a competitive advantage to reach a wider audience across the internet. To do so, we'll need to do the following:

- Define your business goals and target audience
- Website domain name
- Design and host website
- Build landing pages for your product and service
- 3 weeks duration to launch website

Initial Service Costs

Name	Price	QTY	Subtotal
Website Design & Hosting <small>One-time fee</small>	GHS1,500.00	1	GHS1,500.00
Website Hosting <small>Annual fee</small>	GHS400.00	1	GHS400.00
6 Months Website Managing Package <small>One-time fee</small>	GHS500.00	1	GHS500.00
3 Months Website Managing Package <small>One-time fee</small>	GHS300.00	1	GHS300.00

Expected Results

- Increased brand visibility
- Increased audience reach and sales
- Increased lead generation
- Build professional online impression

Digital Marketing & Social Media

Social media has progressed far beyond simply being a place to connect with friends. Today, consumers and organizational buyers willingly engage with brands in social media, and successful brands leverage social media as an effective advertising medium.

We propose to create social media advertising campaigns to reach your audience via social media. To do so, we'll need to do the following:

- Perform a user case study to better understand the social media habits of your target audience
- Develop and manage advertising campaigns
- Build a landing page for the advertising campaign

We also offer other miscellaneous services that will help you develop and explore digital marketing opportunities in Google and Facebook.

Initial Service Costs

Name	Price	QTY	Subtotal
6 Months Social Media Managing <small>One-time fee</small>	GHS500.00	1	GHS500.00
Google Search & Display Campaigns <small>One-time fee (based on Campaign Budget)</small>	GHS0.00	1	GHS0.00
Facebook Paid Campaigns <small>One-time fee (based on Campaign Budget)</small>	GHS0.00	1	GHS0.00
Google Maps Verification <small>One-time fee</small>	GHS200.00	1	GHS200.00
Google Search Console Setup <small>One-time fee</small>	GHS100.00	1	GHS100.00

Expected Results

- Growth in social media audiences
- Drive social media audience to website
- Get customer feedback and rating

Approval

Client

Signature

Date

Kingsley Ampaw (CEO)
Sambet Africa Digital Advertising

Date