

INTRODUCTION

The Purpose Of This Proposal...

The purpose of this proposal is to provide information and pricing for creating an activation pack for your new business. In this proposal, you will find the objectives, key deliverables, scope and time frame & investment associated with the project. After reviewing this proposal, please feel free to address any items/deliverables that do not fit your needs appropriately.

Just A Little Bit About BarkB2B

BarkB2B strives to make content marketing the bedrock on which your organization's digital marketing plans are built on. We understand that in the B2B marketing world, businesses, products, and services aren't always as invigorating as the majority of bold consumer brands. At BarkB2B, we strive to create authentic, credible thought-leadership content that best meets the needs of your audience.

OVERVIEW & GOALS

The objective of this **Activation Pack** is to support you in developing a strong B2B marketing foundation and online presence. BarkB2B will be developing a powerful content strategy, branding and a website that aims to **build brand equity, expand reach** and **maximize lead generation**. What's more, we will create high-quality sales enablement material to best position your B2B organization, delivering the right value proposition to the appropriate target audiences.

Deliverables:

1. Logo & Branding Guideline - PDF
2. New Website Development - Live Published Domain
3. Content Strategy - PDF Document
4. Sales Enablement Material - *PPT +PDF*
5. LinkedIn Setup - Live LinkedIn Account

SCOPE OF SERVICE

1. Creating a logo & branding guideline

This is your go-to place for how to properly express your brand: where and how to use the logo, colors, fonts in order to consistently communicate your message. This service includes developing a brand strategy, an identity package containing your logo design, colors/fonts, and a business card template.

Format: PDF File

+Original Files for Logos & Templates

2. Creating a new website

In-depth analysis and information-gathering will be made on best practices for your industry. This service includes research, content creation, SEO optimization and the design of the entire website.

We will be using Wix!

Wix is a basic website builder, it is perfect for start-ups and/ or projects and requires very little set-up cost. The good thing about Wix is that it's easy to use (you can edit it yourselves at any time), fast and secure. We will be subscribing you to the "Yearly Unlimited Plan".

3. creating a content strategy

Creating a content strategy to be used when creating all/any content for any channel. Planning and research are the main components of this activity, this content strategy contains all short-term and long-term content goals and sets the tone for your brand's content.

Research: In-depth analysis regarding industry, industry best marketing practices, the market, and target audiences.

Format: PDF File

4. creating sales enablement material

Creating high quality, targeted sales enablement material both to help improve company marketing assets and to support sales teams in delivering your true value proposition to prospects and target audiences.

Deliverables in Pack:

1 Sales Presentation (Google Slides),

1 Product Sheet/Brochure/Company Profile (PDF +Printable)

5. Setting up linkedin

As a B2B brand LinkedIn is your number one go to social media marketing channel. Setting up linkedin includes creating an account on LinkedIn, populating needed information, creating image content and providing best practices on optimal linkedin usage.

PREREQUISITES & REQUIRED ASSETS

- An answered REQUIRED INFO FORM (RIF), this will be available upon project initiation.

TIMELINES & PRICING

Time needed (upon project initiation)	6 Weeks
---------------------------------------	---------

SERVICE TYPE	PRICE
Activation Pack	EGP 59.000.00

PAYMENT TERMS & CONDITIONS

50% upon project initiation, 50% upon project delivery date.

Not Included in Price:

Wix Hosting & Domain Payment - \$150 per year.

*14% VAT will be added invoice
