

Activation Pack Proposal

Kick Start Your Business Today

INTRODUCTION	1
The Purpose Of This Proposal	1
Just A Little Bit About BarkB2B	1
The Activation Pack The Bundle You Need to Begin	2
OVERVIEW & GOALS	2
Key Deliverables:	2
SCOPE OF SERVICE	3
1. Logo Creation & Branding Guideline Development	3
2. Building a Website	3
3. Developing a positioning & messaging strategy	3
4. Creating sales enablement material	3
5. Setting up LinkedIn	3
TIMELINES & PRICING	3
PAYMENT TERMS & CONDITIONS	4
THIRD PARTY COSTS	4

INTRODUCTION

The Purpose Of This Proposal

In this proposal, you will find the objectives, key deliverables, scope, time frame, and 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. 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.

The Activation Pack | The Bundle You Need to Begin

Build robust marketing foundations with all the necessary assets needed to kick start your commercial efforts with this comprehensive pack. Every B2B business needs a brand identity, a communication strategy, a website, sales material, and well set-up social networks. That's why we've bundled them up!

OVERVIEW & GOALS

The objective of this project is to build a strong marketing foundation to uniquely position the company by developing a thorough positioning & messaging framework, an end-to-end live website, core sales enablement material, and professional branding assets to best communicate desired messaging to the appropriate audiences and serve as a solid foundation for future marketing activities.

Key Deliverables:

- Logo and Branding Guideline - (AI, PNG Files & PDF)
- Positioning & Messaging Framework - (PDF Document)
- New Website Development - (Live Published Website)
- Sales Enablement Material - PPT +PDF
- LinkedIn Setup and Best Practices

SCOPE OF SERVICE

1. Logo Creation & Branding Guideline Development

This service provides a comprehensive identity package, including logo design, colors/fonts, and a business card template, to effectively communicate your brand's message.

2. Building a Website

This service offers comprehensive industry analysis, content creation, copywriting, SEO optimization, and website design and development, utilizing industry best practices.

3. Developing a positioning & messaging strategy

This service involves thorough industry research, market analysis, positioning building, connecting customer pain points with product benefits, forming a value proposition, targeting audiences, and formulating key messages. This is designed to serve as a one-stop-shop that you can refer back to when building future marketing campaigns or any other content.

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, other stakeholders, and desired 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 Updating LinkedIn includes creating an account on LinkedIn, populating needed information, creating image content and providing best practices for optimal LinkedIn usage.

PREREQUISITES & REQUIRED ASSETS

An answered online required information form will be available upon project initiation.

ESTIMATED TIMELINES & PRICING

Estimated time to deliver project: 20 WEEKS

Discovery & Learning (Project Initiation, Information Gathering, Planning, and Research)	4 WEEKS
Building & Creation (identity development, messaging formulation, content creation, deliverables build)	12 WEEKS
Delivery & Feedback (handing over the deliverables, executing re-works, if any, and project closure)	4 WEEKS

Product/Service	Price
Logo & Branding Guidelines	120,000.00
Website Creation	190,000.00
Messaging & Positioning Framework	60,000.00
Sales Enablement Material	35,000.00
Social Media Setup	5,000
Total	EGP 410,000.00
Activation Pack Discount (15%)	- 61,500.00
Total	£EGP 348,500.00

PAYMENT TERMS & CONDITIONS

50% of the payment is expected to be made upon project initiation, and the remainder is expected to be made upon project completion.

NOT INCLUDED IN PRICE:

Hosting/website subscription or plugins: \$200 - \$300 per year. This includes setting up the domain, registering, and buying the domain and website functionality.

(To be paid using the client's company credit card).

*This financial proposal is valid for 2 months from date sent

*14% VAT will be added to all invoices