

Activation Pack Proposal

# Kick Start Your Business Today

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## **INTRODUCTION**

### **The Purpose Of This Proposal**

The purpose of this proposal is to provide information and pricing for the services required, based on previous discussions. 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.

### **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, 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 for [name of business] to uniquely position the company by creating 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:

1. Logo & Branding Guideline - PDF
2. New Website Development - Live Published Domain
3. Positioning & Messaging Framework - PDF Document
4. Sales Enablement Material - PPT +PDF
5. Social Media Setup - Facebook & LinkedIn

## SCOPE OF SERVICE

### 1. Logo Creation & Branding Guideline Development

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 an identity package containing your logo design, colors/fonts, and a business card template.

**Format:** PDF File

+Original Files for Logos & Templates

### 2. Building a Website

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

About WIX

Wix is a basic website builder, it is perfect for small organizations and portfolio websites that don't require a lot of heavy integrations with third party systems. It requires very little setup cost, is easy to use (you can edit it yourselves at any time), fast and secure. We will be subscribing you to the "Yearly Unlimited Plan" that will enable the following features:

- 1 Year Free Domain
- 10GB Storage
- Remove Wix Ads
- Unlimited Bandwidth

### 3. Developing a positioning & messaging strategy

This service includes in-depth industry research, market analysis and positioning building,

This exercise focuses on connecting prospective customer pain points with specific product benefits. The positioning and messaging framework will outline the organization's value proposition, explore target audiences and formulate key messages - it is designed to serve as a "one stop shop" that you can refer back to when building future marketing campaigns or any other content.

**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, 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 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 online required info form, this will be available upon project initiation.

## TIMELINES & PRICING

Time to Deliver: 10 WEEKS

<b>Discovery &amp; Learning</b> (Project Initiation, Information Gathering, Planning, Research)	2 WEEKS
<b>Building &amp; Creation</b> ( identity development, messaging formulation, content creation, deliverables build)	6 WEEKS
<b>Delivery &amp; Feedback</b> (handing over the deliverables, executing re-works, if any, project closure)	2 WEEKS

Product/Service	Price
Website Creation	50,000.00
Messaging & Positioning Framework	40,000.00
Sales Enablement Material	20,000.00
Social Media Setup	3,000
Activation Pack Discount (15%)	22,950.00
<b>Total</b>	<b>£EGP 130,050</b>

## PAYMENT TERMS & CONDITIONS

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

**\*14% VAT will be added to the invoice**

## THIRD PARTY COSTS

Wix Subscription: \$150 per year not included in the price - This includes setting up the domain, registering and buying the domain and website functionality.

(To be paid by [Client] company credit card)