

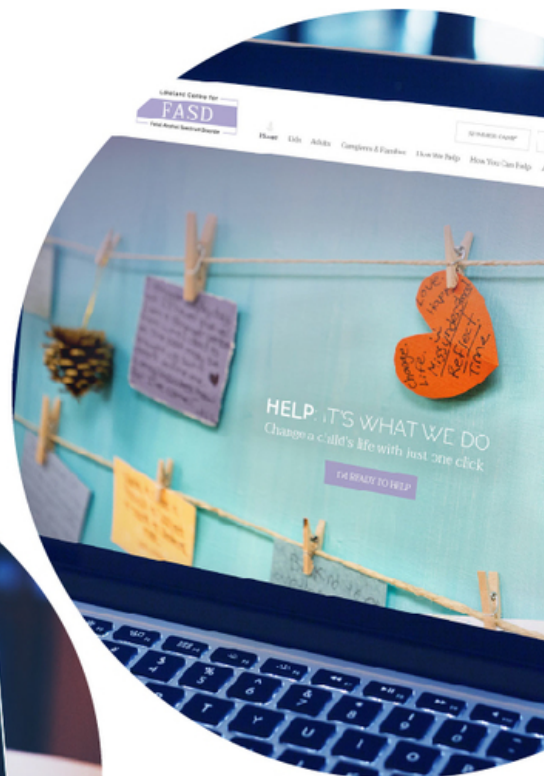
# WE HELP BRANDS DISCOVER THEIR BURIED TREASURE

Project proposal: **Branding & Website Proposal**

Client: **County of St. Paul**

Delivered on: **November 15, 2018**

Submitted by: **Jonathan Berube**



# OVERVIEW AND GOALS

Dear Sheila,

The term “brand” has become one of those words that has almost propelled itself into the hallowed halls of business jargon due to its ubiquity and, frankly, overuse. If we had a bitcoin for every time we heard the phrase ‘brand’, we’d be internet millionaires. Your logo, your tagline, your product, your service--these are all components of your brand, but they don’t define your brand essence.

Here’s the simplest way we here at Octopus Creative Inc. define brand: **Branding is about the promise of a memorable experience.** It’s about creating an expectation and delivering it consistently every time anyone comes into contact with your brand, whether it’s the way you answer the phone, how your website functions, your social media presence, your brand voice or how your product/service performs. It’s how you make your customers feel when they are interacting with your brand.

At Octopus Creative Inc. our mission is to build top brands through integrated marketing solutions. Whenever we design a solution for our clients we focus on their customized needs and marketing goals, and design around those key factors. We have a word for this we like to use; customerization.

Online is evolving faster, and weirder, than anyone can possibly keep up with. If you want to be there, you’ll need a sidekick. A Dory to your Nemo. A Butch to your Cassidy. A ☹️ to your 😊. Or, if you want to get technical, a full-service brand marketing agency that’ll be your entire marketing department without you having to buy desks and dental plans and stuff.

There are big opportunities for organizations willing to take the plunge, and we’re thrilled that you’re on board!

Sincerely,

  
15/11/2018

Jonathan Berube  
Director of Client Experience

# OUR CREW

Who are we? We're a growing team of marketers, coders, designers, firefighters, ice-skating teachers and, most importantly to you, business owners. That means that we know that running a company is a juggling act, and juggling is a whole lot easier when you've got some extra arms.



We started out in rural Alberta, and our rural roots are one of the reasons we're different—from our core values that encourage giving back, to our proven process that demonstrates a commitment to open communication. Since starting in 2016 we've grown to serve clients of all shapes and sizes from across western Canada.

## FOUNDING PARTNERS



**Ashleigh**  
**Chief Creative Officer**

Ashleigh has a diploma in graphic & digital design. Our creatively obsessed brand & design guru, she can tell a brand's story visually.



**Jonathan**  
**Chief Marketing Officer**

Jonathan has a marketing diploma from NAIT and extensive marketing experience. The resident marketing, PR, content & copywriting whiz.



**Rob**  
**Chief Executive Officer**

Rob has years of experience in business, management, IT & web design. Our resident web design, technology and operations mastermind.

We're thrilled that you're looking for *marketing solutions that stick* in the digital age of social media and the internet. We get a kick out of seeing your organization grow!

# SCOPE OF SERVICES

Here we explain what solutions we are proposing for County of St. Paul, what each item means, and list the key benefits/deliverables included in the scope of this proposal.

## Research & Planning

This is our starting point and provides us with a foundation for moving forward. We work together with you to deeply understand your organization, your unique selling points, your goals, your end users, their expectations and behaviour, and how a website works within this equation.

### Key benefits/deliverables included in the scope of this proposal:

1. Discovery with the appropriate stakeholders to ensure our services meet your unique needs
2. Strategic research to uncover target audience needs, wants, behaviours, motivations and pain points
3. Presentation of research findings

## Branding & Design

Eye-catching graphic design and having a definitive brand presence is more important than ever to help you stand out from the rest of the pack in our fast-moving, media-consuming culture. We will work collaboratively with you throughout the project timeline to provide you with goal-focused branding & design services.

### Key benefits/deliverables included in the scope of this proposal:

1. Visual Identity Branding Package
  - Presentation of mood board and 2 design concepts
  - Up to 2 rounds of revisions on 1 chosen concept. Additional revisions are charged at a rate of \$137.50/hour.
  - Logo
    - 2 x layout variations
    - Colour and B&W versions
    - 1x submark (icon)
  - Font & Colour Palette
  - Basic brand guidelines
    - A guideline on how to use your new brand, including fonts, colour codes and more
    - Everything delivered in a digital 'brand board' for easy digital sharing with suppliers
  - 1 x business card design & printing of 100 premium business cards
  - Letterhead design: print & digital
  - 1 x email signature design

# SCOPE OF SERVICES

## Branding & Design (Continued)

2. Visual Identity Perks Bundle
  - 1 x brochure copywriting & design
  - 1 x social banner design (resized for up to 3 social channels)
  - 1 x poster copywriting & design
  - Envelope design
  - Notepad design
  - Sticker design
3. Overall website design and layout concept
  - Presentation of web mood board
  - Website graphic design
4. Creative brief

## Photography, Content & Collaboration

Developing original photography and content that evokes a strong audience response is a critical piece of any marketing project. For content approval, we use intuitive software which allows our clients to effortlessly upload and approve content for seamless collaboration.

### Key benefits/deliverables included in the scope of this proposal:

1. One on-site photo shoot (max 2 hours of shooting time) to develop imagery for your website.  
Does not include mileage
  - Up to 30 edited photos
2. A design database, including access to premium stock photography and icons
3. Content architecture restructuring
4. Creation of a shared Dropbox folder and access to other collaboration tools throughout our production process
5. Dedicated project manager with ongoing correspondence to keep the project moving forward



# SCOPE OF SERVICES

## Copywriting

Strong copywriting and a defined brand voice work together with design to strategically communicate your brand and incite audiences to action. We will work with you to develop copywriting optimized for the web with real people always in mind.

### Key benefits/deliverables included in the scope of this proposal:

1. Strategic Website Copywriting
  - Keyword research
  - Up to 30 core web pages
  - Website privacy policy
  - SEO meta titles & descriptions

## Website Development

Once the design mockups are approved, we'll start building your website. All of our websites include dynamic menus as well as sitemaps to control site navigation. This also includes the usage of third-party licensed software. **Note: The following is not the final content architecture. It simply provides a limitation of website size & functionality**

### Key benefits/deliverables included in the scope of this proposal:

1. Development of up to 30 core web pages
  - Home
  - Contact
  - About the County
  - Living Here
    - Online services / online payment
    - Permits
    - Ag services
    - Utilities (including waste & recycling)
    - Facilities and services (cemeteries, parks, schools, etc.)
    - Rural addressing
    - Fire & Emergency services
  - Visiting Here/Tourism
    - Attractions/OHV
    - Campgrounds

# SCOPE OF SERVICES

## Website Development (Continued)

- Doing Business Here
    - Start a business
    - Grow a business
    - Resources (research, incentives, etc.)
    - Online services/ permits
  - Governance/Transparency
    - Council
    - Tax and assessments
    - Financial Statements & Budgets
    - Bylaws & policies
    - Departments
  - Business Directory
  - Maps
  - Blog/News
  - Events
  - Careers
2. Search function on the website
  3. Online payment system & event registration system
  4. User-facing login & interface (e.g. business listings/directory)
  5. Online forms and e-signature options
  6. Content Management System
    - Up to 3 user levels
    - Updating of basic website content

# SCOPE OF SERVICES

## Search Engine Optimization (SEO)

The old adage, "build it and they will come" doesn't apply in the online world when you are in an ecosystem consisting of billions of websites. Put simply, SEO is the long-term leg work, both on and off your website, that works to place your site as high as possible in search engines when people are typing in search phrases at the research or consideration phase of their decision-making process.

### Key benefits/deliverables included in the scope of this proposal:

1. SEO Starter
  - On site SEO
    - Keyword research and optimization
    - Development of a search engine XML site map
    - Https security implementation
  - Off site SEO
    - Claim and optimization of Google My Business Profile
    - Annual review of name/address/phone number accuracy (NAP check)

## Email Marketing

Now that you've got a website and you're searchable online, it's about making sure you are getting your message in front of the most likely people to engage with you. At strategic points throughout the navigation experience, the user will be prompted to add themselves to an email marketing list for your ongoing e-mail newsletters and alerts. We will also, make sure that your current email template is designed to match your visual identity.

### Key benefits/deliverables included in the scope of this proposal:

1. Email list building form on website for e-newsletter (lead magnet)
2. Design of a custom-branded email template
3. Recorded training session for use of your email marketing platform



# SCOPE OF SERVICES

## Social Media

Facebook, Twitter, LinkedIn, Google, Instagram - There are a lot of options out there for you to get your brand out on social media and each platform is unique and constantly changing. It requires a customized strategy to achieve marketing goals and engage with your audience. Octopus Creative will provide you with Social Media set up services so you can be ready to engage on social platforms.

### Key benefits/deliverables included in the scope of this proposal:

1. Facebook business page setup & optimization
2. Youtube account setup & optimization
3. Facebook ads account setup and pixel installation on your new website

## Quality Assurance, Testing & Completion

Before your website or campaign goes live, we will conduct a quality assurance review of aspect of your project to make sure it is intuitive and meets all your specifications. Quality, efficiency, and simplicity are key factors when we work with our clients.

### Key benefits/deliverables included in the scope of this proposal:

1. Quality assurance review of your entire website
2. Thirty (30) day warranty period from the day the website goes live to ensure the website functions and is designed correctly within this scope of service

## Training, Consultation & Support

Octopus Creative Inc. is committed to ensuring The County of St. Paul and your team are fully trained on this new marketing asset to allow for seamless transition to operations. Think of it this way; if you're buying a sailboat, you need to know how to sail!

### Key benefits/deliverables included in the scope of this proposal:

1. Up to 1 hour of training and consultation services included upon project launch, including recorded training videos for your internal, ongoing use
2. Up to 1 hour per month of ongoing marketing consultations to strategize and review analytics, reporting and results, or for training purposes

# OUTSIDE OF SCOPE

We know that you may require additional services or content other than what is outlined in the scope of this proposal. We support many additional services or content you may want to add, however, it is important to note that these additions are not included in the project proposal and may incur additional charges or extend the project timeline.

1. Additional content: content on or off your website other than what is outlined in the scope of this proposal. This might include additional pages, eBooks, blog entries, photography shooting sessions, document design and more
2. Social media management: The scope of this proposal does not include any ongoing social media management
3. Email service: This is hosted by your IT provider, or we can provide a recommendation to utilize Google email hosting services

# SCOPE OF SERVICES (HOSTING)

Octopus Creative offers managed, worry-free hosting. We take care of all the details so you can focus on your organizational goals.

## Domain Registration

Included with your web hosting is 1 TLD (top level domains). This can be a .ca, .com, .net, .org, etc. There are custom domain name extensions available (.marketing, .awesome) for an additional cost. Additional TLDs can be registered and maintained at a minimum of \$25 per domain per year.

Key benefits/deliverables included in the scope of this proposal:

1. Ongoing management of all TLDs
  - TBD
2. Domain registry privacy

## Web Hosting Allotment

Included with your design is an allotment that matches your website needs. No need to worry about space or bandwidth, we've got this taken care of. We match our hosting plans to your customized business needs at the design phase. If you are exceeding expected content with larger images, larger files, or uploading videos (non-embedded), you may be required to purchase a larger package plan.

## SSL Certificate

It is vital for you to protect your website, any personal information, and all online data. An HTTPS secure site is the best place to start. We ensure your website and your data is securely encrypted to keep your website protected and help to mitigate risks.

## Content Updates

With the purchase of website design & hosting from Octopus Creative, we will perform basic website updates for your business. Basic updates include things like updating hours of operation, forms, copy edits, etc. Additional content updates beyond the 15-minutes included per month will be charged at the rate of \$137.50 per hour.

Key benefits/deliverables included in the scope of this proposal:

1. Up to 15-minutes per month of basic content updates as required by your organization

# SCOPE OF SERVICES (HOSTING)

## Updates, Backups, Security & Support

As your website is CMS based, it will require system & security updates from time to time. We've got this covered for you. We will make sure all updates completed to your website remain compatible. Octopus Creative also includes support services to make sure you always have access to us, when you need it.

Key benefits/deliverables included in the scope of this proposal:

1. Frequent security checks
2. Frequent backups both onsite & offsite
3. System updates as required
4. Up to 15-minutes of Support Services per month
  - Troubleshooting
  - Phone and/or email support

## Domain Name Services (DNS)

A-Records, MX, Name Servers, and all the other technical mumbo-jumbo, we take care of all the DNS components and the associated management needed for your website.

Key benefits/deliverables included in the scope of this proposal:

1. Configuration of MX records to forward to either Google G-Suite or current e-mail provider
2. Forwarding and configuration of Name Service records to point to Octopus Creative server & back-up sources
3. Configuration of A-records

## Analytics, Monitoring & Reporting

It is critical to be able to understand how users are interacting with your website and what the data is telling us. Octopus Creative will work with you to set up and optimize your analytics/ad tracking code(s) and provide you with a monthly report and any associated recommendations to ensure your website is always performing.

Key benefits/deliverables included in the scope of this proposal:

1. Monthly monitoring of website and user data
2. Monthly automated performance reporting: Set-up of 3 KPIs (Key Performance Indicators)

# TIMEFRAME & PROCESS

During our design and setup process, we require consultation with you from time to time. We will determine regular meeting intervals based upon project milestones. The chart below details a sampling of the processes involved with completing your project.

## — Our Proven Process



To complete the work outlined in the project scope, we'll need approximately 23 weeks from beginning to end, depending on when we receive feedback at each milestone. Upon signing the required documents, and receiving the deposit, we are prepared to start the work based on the dates outlined.

Estimated Phase	Week
Research & Planning	1
Creative Brief & Content Collaboration	2
Website Mapping & Copywriting	3-5
Branding development	6-9
Website Design	10-12
Coding & Development	13-19
Quality Assurance & Testing	20-21
Deployment to Live Site	22
Training, Education & Warranty	23

## Project Meeting Timeline

Estimated Project Milestone	Date
Kickoff Meeting	December 3, 2018
50% Completion	February 25, 2019
90% Completion	April 22, 2019
Quality Assurance & Testing	May 6, 2019
Launch	May 20, 2019
Training & Warranty	May 27, 2019

We will have client update meetings on a regular basis. We'll explain the details of these meetings in our project kickoff. Of course, you can contact us at any time before, during or after the project has commenced. We may require additional meetings for approvals outside of our weekly progress reports.

# YOUR INVESTMENT

Below is the Investment based on the scope of services outlined in this proposal. If you have any questions about our pricing, please get in touch with us. **Optional services can be easily selected with the checkbox to the left of each service description.** Totals will automatically update.

## Project investment

DESCRIPTION	PRICE	QTY	SUBTOTAL
<b>Discovery &amp; Research</b> Upfront discovery meeting as described in scope of services	\$1,700	0 (PAID)	\$0
<b>Website Copywriting, Design &amp; Development</b>	\$16,600	1	\$16,600
<b>SEO Setup</b> Setup required for the launch of a new website	\$1,300	1	\$1,300
<b>Visual Identity Branding Package</b> Basic branding package, including logo, brand guidelines, etc.	\$5,000	1	\$5,000
<input type="checkbox"/> <b>Visual Identity Perks Bundle</b> Design and copywriting services for extra branding material, including brochures, envelopes, etc.	\$2,275	1	\$2,275
<input type="checkbox"/> <b>Email Marketing Setup</b> Setup and training for use of email marketing software to send out e-newsletters.	\$600	1	\$600
<input type="checkbox"/> <b>Social Media Setup</b> Setup and optimization of Facebook and Youtube profiles	\$800	1	\$800
Total			\$22,900



# YOUR INVESTMENT

## Retained Services Investment (Monthly)

DESCRIPTION	PRICE	QTY	SUBTOTAL
<b>Website Hosting</b> As described in the Hosting Scope of Services	\$137.50	1	\$137.50 / month
<b>Marketing &amp; Reporting Consults</b> 1 hour per month, not including travel	\$137.50	1	\$137.50 / month
Total			\$275

# WE'LL BE YOUR MARKETING SIDEKICKS

Our team of brand strategists, marketers, coders and designers combine business, marketing, communications and design thinking to develop meaningful, differentiated, and authentic brands for organizations big and small. We don't just come up with what's cool; we craft the message your target audiences want to hear - and one that you can deliver on.

We believe in the power of community. That inclusion and diversity are inherently good, socially and economically. We are proud to support the following organizations in a variety of ways, whether that is through volunteering and/or sponsorship.



# OUR CLIENTS

We work with some rockin' clients!



**"I have never dealt with a group of individuals that are more dedicated, available and willing to meet to strategize and develop systems that evolve our business. We owe John, Rob and Ash more than we could hope to ever repay and can't imagine any other organization I would want to work with or recommend to someone. If you ever require Marketing & Website Design you would never regret using Octopus Creative"**

- Craig Konechny, Owner of Beantrees Café & Grande Parlour Theatre



Click to play video in browser

**"Very professional, honest and cutting edge in the services that they offer to help bring your brand into the digital world. If you are looking for some social media help, or a complete overhaul of what your brand represents I would definitely give them a call."**

- Joel Dechaine, Owner of JD Collision



Click to play video in browser

# NEXT STEPS

1. Please review the proposal to make sure you're on board with all the details involved with us working together. It's really important to us that everything is transparent and understood from the beginning so that we lay a solid foundation for a great working relationship.
2. If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items that we can sort out together. We're committed to finding the best way to work together.
3. Select the services you would like to move forward with in the fee tables in the attached proposal.
4. Once you feel confident about everything and are ready to move forward, please click the 'sign here' button below.
5. Sign in the box that pops up to make the acceptance official.
6. When these documents have been signed and sent back to us, we will follow up with an Adobe Sign document via email.
7. Once the contracts are signed, and the deposit has been received, it's official, we're your marketing sidekicks!
8. If you'd like to speak to us by phone, don't hesitate to call Jonathan Berube at 7802632317



"Design is a funny word. Some people think design means how it looks. But of course, if you dig deeper, it's really how it works."

-Steve Jobs