

Growth Driven Website Design - 12 Month GDD Retainer

GrowthDrivenDesign.com

PREPARED FOR

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PREPARED BY

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Growth Driven Website Design: Scope of Project

I. Launchpad Website

media junction® will propose a plan, design and build a flexible website to accommodate future growth. media junction® will discuss and develop a website strategy to ensure maximum benefit of search optimization, key personas, establish clear buyer journey paths and maximize conversion opportunities by implementing inbound marketing best practices.

Launch Pad Website (Approximately 30 days. TBD)

- Flexible Homepage
- Flexible Interior Page Layout
- Custom Navigation
- HubSpot Blog Roll/Post Template
- HubSpot Landing Page Template
- HubSpot Email Template
- Custom Form Styling
- 80/20 Wishlist Discussion
- Page Creation
- Basic SEO Implementation (Title, Keywords, Meta Description, Alt Tags)

Content:

a. All copy for the website pages will be provided to media junction® upon acceptance of proposal or will be transferred from existing website by media junction®.

b. All images for website will be provided to media junction® via Dropbox. (Please note: professional photography, videography or stock images available upon request. Additional charges may apply, please discuss with media junction® sales representative.)

II. Private directory for GrowthDrivenDesign.com

A temporary directory will be set up on media junction®'s server to post new proposed design comps of site during design phase. URL will be provided to client to view and provide feedback. Feedback should be provided within 2 business days of each iteration to keep project on schedule.

Please note: The speed of website development is directly affected by the timeliness with which media junction® obtains approvals; any delay could postpone launch date.

III. HubSpot will host the website unless otherwise specified.

Once design is approved media junction® will code the website in GrowthDrivenDesign.com's HubSpot portal*. *Please note we will need to maintain admin access to your HubSpot portal.

media junction® agrees to assist client with the launch of the new website, GrowthDrivenDesign.com will provide access to or change the DNS records. Client will host their internal mail and MX records will remain. Agreement for hosting is between GrowthDrivenDesign.com and HubSpot. All HubSpot fees paid directly to HubSpot. media junction® is a HubSpot VAR and will remain on record as your HubSpot Agency Partner.

IV. Usual and customary process

A project kickoff meeting will commence within 7 days of receipt of deposit

- a. Strategy and Goal Planning
- b. Information Architecture, UI Design
- c. Website Programming
- d. Page Creation
- e. QA
- f. Review/Launch

Launch date of the website TBD as agreed upon by media junction® and client.

V. Communication

Basecamp (a project management tool) will be used to document daily progress. media junction® will facilitate continuous communication throughout the process via a project manager who is accessible and available via email or phone during business hours.

Meetings: Unless otherwise specified a weekly GoToMeeting may be requested by client to review progress, ask questions and provide feedback.

VI. Final Decisions

media junction® will integrate information with selected layouts based on page goal and content provided.

Growth Driven 12 Month Website Plan

To attract and convert quality sales prospects, a business needs a comprehensive website strategy and the services to attract, guide and convert visitors to leads.

media junction® will work with GrowthDrivenDesign.com to identify specific SMART goals for the website and future success of the website:

- **Specific** - Real numbers with real deadlines, focused on a specific segment of the business
- **Measurable** - Identify a goal that can be tracked and measured.
- **Attainable** - A goal that is a challenge, but isn't too far out of reach.
- **Realistic** - Based on an honest assessment of what can be achievable.
- **Timebound** - Has a specific time table associated with the goal.

To help support your inbound marketing efforts we propose an ongoing growth driven website design partnership with GrowthDrivenDesign.com to assess, guide and improve current digital marketing efforts which will include:

- Website assessment and support by website strategist for recommendations to improve organic search engine traffic flow and on page conversion goals.
- Design and development of website pages, landing pages and email templates, to maximize inbound lead and sales potential.
- Creation of branding visuals to assist with marketing efforts; such as blog post graphics, offers, email and website visuals.
- HubSpot on boarding and implementation according to best practices, optimization and on going technical support. (requires HubSpot subscription)
- A 12 month engagement to ensure website optimization, strategy implementation and user experience is optimal and effective.

Communication

A website strategist will be assigned to your account and will direct all internal activity on your behalf.

A monthly strategy meeting with the UX/Strategy team to discuss upcoming monthly objectives, review site activity, propose site improvements, and select enhancements from wish list.

Priority phone and email support.



Project Team

We have been building custom websites and delivering online marketing services to businesses since 1997. We have built a solid reputation throughout the years with emerging businesses throughout the world.

All of our key strategists have a minimum of 14 years of dedicated website strategy experience and some closer to 20. One or more of our experienced strategists are assigned to every media junction® project.

media junction® has a strong relationship with HubSpot and is recognized as a HubSpot Certified Diamond Agency Partner. We were one of the first partners to develop email and landing templates for the HubSpot Marketplace.

Our growth driven design team members include:

	<p>Trish Lessard, CEO is a fourth generation entrepreneur, she founded media junction in 1997. Today she is responsible for the day-to-day operations. Trish takes the lead on complex web projects as our senior website architect. With over 18 years of experience in website design, her incredible attention to detail, coupled with a deep understanding of on-page SEO, and UI/UX has earned media junction® a reputation of building websites that get results. Trish is the mother of 3 adult sons and recently adopted a 70 lb english bulldog named "Mac" who she adores.</p>
	<p>Kimberlee Wilcox holds a degree from the University of St. Thomas with BA in business administration, with a minor in quantitative methods/computer science. Her corporate career began at 3M. With a particular interest in small business, an opportunity presented itself to work for a start up company, bor-mor inc. where she worked for 4 years and helped the company grow at a rate of 600% per year. The company was acquired by CNH Global where Kim continued on for 4 years as the sales support manager. The desire to be back in small business brought Kim to media junction in 2001. Kim heads up our business strategy and oversees our inbound marketing team.</p>
	<p>Ryan VonBergen has a design background and began his career over 9 years ago as a print designer. He quickly shifted his focus to website design and began a career in front</p>



end coding. Today he is our creative director and oversees the entire design department, working closely with designers to ensure a positive UI/UX experience for our customers. Throughout his career he has worked developing identities for small businesses as well as working with enterprise companies to ensure established brand guidelines are adhered to. Ryan enjoys spending his spare time gaming and tweeting photos of his adorable dog "Frannie".



Jeffrey Smith has over 15 years of web development experience and leads our development team. His logistic management background coupled with his fine arts degree allow him to create beautiful things efficiently. He has a passion for learning new technologies and solving problems for the user. His knowledge has earned a reputation for building feature rich, optimized sites that not only function properly but behave beautifully. Jeffrey has a pretty cool 108 lb golden lab named "Albert" who is motivated by food and trips to the park.



Katie Konrath is a Senior Content Strategist at media junction®. Coming from a background in Consumer Insights, Katie has helped dozens of Fortune 500 companies understand how to appeal to their customers. Certified in both Inbound and Contextual Marketing, Katie also reads Homeric Greek and plays underwater hockey.



Tyler Pautsch has over 6 years of client relationship management and account management experience in the creative industry, working for companies such as The Creative Group. Tyler has a degree in general business management from South Central College. He has a passion for assessing and solving clients needs and tailoring our services to meet the needs of growing companies. Tyler has a rather large 150 lb great dane named "Townes" who enjoys dominating the couch.

Project Fees

Service Item	Cost
<p>HubSpot COS Responsive Web Design Package</p> <p>Website Programming for</p> <ul style="list-style-type: none"> Complete design and development for up to a 30 page HubSpot COS website. Website to be mobile responsive, include home page and flexible internal page layout optimized for growth driven design approach. Standard HubSpot email template, landing page flexible layout, thank you page template, standard interior flexible layout, HubSpot blog roll and blog post template. Design, coding and website launch support. Dedicated project manager and website strategist. <p>HubSpot COS Responsive Website Design: Develop responsive website template includes custom style sheet for a flexible large width site, compatible with most screen devices such as desktops, tablets (Most Android & IOS) - both vertical and horizontal orientations, smart phone browsers (Most Android & IOS)</p> <p>*Quote is based on 12 month growth driven design retainer.</p>	<p>\$22,000.00</p>
<p>Project Total</p>	<p>\$22,000.00</p>
<p>Growth Driven Design (HubSpot) 12 Month Retainer with Strategy (per month)</p> <p>Work over a 1 year period to drive critical site improvements, strategy and ongoing marketing programs. Website goal is to improve lead quality, increase sales and streamline sales process for client.</p> <p>Strategy team consists of website architect, inbound marketing and content strategists.</p> <p>Creative team consists of graphic/brand designer, photographer, website UI/UX designer.</p> <p>Development team consists of front end html/css coder, HubSpot website developer and project manager. Varying hourly rates from \$125 to \$250/hour.</p> <p>In appreciation & recognition of this 1 year retainer, client receives a discounted rate of \$125 / hour for all media junction services; monthly retainer fee represents an average of 40 hours per month. Any overages will be billed at discounted rate.</p> <p>Growth Driven Design</p> <ul style="list-style-type: none"> HubSpot COS module creation - includes design, coding and implementation within client HubSpot portal. Conversion optimization and analysis. Recommendation for improvements based on journey exploration by Strategist, UI/UX designer. Changes discussed and implemented based on site visitor behavior. A/B testing enterprise HubSpot 	

clients only.

- Creation of new site pages and enhancements based on post launch strategy.

\$60,000.00

Monthly Meetings & Communication

- Regular communication via email and phone, including plans and activity proposals.
- SMART Goals established with client and monthly reporting on progress and achievements
- 1 - One hour monthly meeting to review monthly activities and analytics.

Site Strategy & Services

- Analysis of search data, to identify new keywords

Site Analytics

- Analysis of visitor traffic reports
- Review competition and seek new opportunities to build inbound links
- Monitor for critical errors and repair as needed
- Guidance for priorities for ongoing improvements

Marketing Services

- Persona research and strategy

Project Management

- Basecamp project management
- Assigned strategist, and premier customer support
- Phone support

Grand Total

\$82,000.00

Contract Agreement Terms - Growth Driven Design Retainer

The above pricing is valid for 30 days.

50% Deposit for upfront web project fee is due upon contract acceptance

50% Due upon website completion. (required [credit card](#) or [e-check](#) on file*)

Monthly GDD retainer will begin on the 1st of the month post launch of launch pad site. Payment is due on the 1st day of every month for duration of contract.

Payment terms: You may pay by e-check, ACH or other automatic bank payment.

We require a payment arrangement/schedule for this contract to be made with our billing department.

Sales & local taxes: Website design in the State of Minnesota is non-taxable. However, this service may be taxable in your state. It is your responsibility to report and pay any taxes due. Be sure to check with a tax professional if you are unsure.

Hubspot subscription fees are paid directly to HubSpot in accordance to their agreement.

*Please fill out [ACH authorization form](#)

Next Steps

To proceed with this project, GrowthDrivenDesign.com is required take the following steps:

1. Accept the proposal as is, or discuss desired changes. (Please note that changes to the scope of the project can be made at any time, but additional charges may apply.)
2. Finalize and sign contract.
3. Submit initial payment of 50% of total project fee. Remainder due upon launch. (Approximately 30 days)

Once these steps have been completed, we will begin the project with a kick-off meeting to introduce relevant personnel and begin preliminary project activities.

