



# Rocket

## Internet Marketing Proposal for **Roger's Landscaping**

*As requested by*

📍 **Contact Name**

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# Scope of Work

## Planning

### Project Kickoff Call

\$950

Schedule and conduct zoom kickoff call with the client. Meeting agenda will include:

- Introductions
- Project goals
- Timeline review
- Q&A
- Payment Options

#### Modifications

- Onsite Meeting — \$350

Johnson Media will travel to your location for an on-site kickoff call (will travel up to 4 hours).

Base Cost: \$600

## Content Marketing

### Monthly Content Planning Session

\$325/Month

Meet with client to brainstorm content for the month.

- Identify topics and hot buttons
- Review leads generate by marketing efforts
- Go over what's working and what's not

### Content Preparation

\$1,550/Month

Work includes:

- Development of engaging and relevant social media posts that align with your brand messaging and target audience
- Optimization for social media algorithms
- Send over content outline for client review
- Develop final content after approval
- 10 posts per month included

#### Modifications

- Additional posts —  \$900/Month

Please select this item if you'd like additional posts

Base Cost: \$650/Month

## Facebook Distribution

\$375/Month

Work included:

- Post all applicable posts from content work on agreed upon schedule
- Add imagery to up to 5 posts
- Engage with comments (up to 20 engagements per month)

### Modifications

Additional comment engagements –  $\$3 \times 25$  \$75/Month

Base Cost: \$300/Month

## Twitter

\$150/Month

Work included:

- Post all applicable posts from content work on agreed upon schedule
- Add imagery to up to 5 posts
- Engage with comments (up to 20 engagements per month)

### Modifications

Additional comment engagements –  $\$3 \times 8$  \$24/Month

## LinkedIn

\$150/Month

Work included:

- Post all applicable posts from content work on agreed upon schedule
- Add imagery to up to 5 posts
- Engage with comments (up to 20 engagements per month)

### Modifications

Additional comment engagements –  $\$3 \times 13$  \$39/Month

## LinkedIn Advertising

### Create Audience Profile

\$750

Work with client to identify:

- Target interests
- Geographical zone
- Other valuable profile characteristics.

Build out audience profile in LinkedIn Ads. Review and adjust with client.

## Ad Generation

$\$500 \times 8$  **\$4,000**

Please choose how many ads you'd like to test. We'll work with you to create compelling ad copy based on some of the hot-button issues you provide.

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## Landing Page Design

**\$2,750**

Build ad landing pages that include:

- Short personal video (client to provide)
- "Book a consultation" form
- Pictures of past work
- Benefits of going with your service

### Modifications

- Create 2nd landing page for A/B testing — **\$1,250**

Base Cost: **\$1,500**

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## Ongoing Maintenance Fee

**\$1,500/Month**

Throughout the month, we'll:

- Monitor your CPC and look for areas to improve
- Keep an eye on conversions and what types of people are booking consultations
- A/B test different image variations
- Send you a weekly progress report

## Additional Items for Consideration

**\$3,250**

### Website Audit

**\$1,500**

Conduct a thorough analysis of a company's website to identify areas for improvement and provide recommendations for optimization.

Generate report on:

- What's going well
- Areas for improvement
- Code quality
- Website speed & security

### SEO Audit

**\$1,750**

Conduct a thorough analysis of a company's current SEO to identify areas for improvement and provide recommendations for optimization.

Generate report on:

- Highest ranking keywords
- Dangerous links
- Miss opportunities & low-hanging fruit
- Top 10 pages and traffic volume

**Modifications**

Create additional 1-page strategy document – \$500

Blog Content Writing Cost TBD

Features TBD. Please let us know if this is something you'd be interested in getting our help for.

Banner Ads (\$100 for 1K Impressions) \$1,400/Month

We'll design and run a banner ad on our concentrated network. Each impression costs \$0.10.

Pre-purchased hours (\$150/hour) \$2,250

Pre-purchased hours can be used for any tasks on your project.

Pre-purchased monthly hours (\$120/hour) \$600/Month

Pre-purchased hours can be used for any tasks on your project.

Monthly retainer discount of 20%. Minimum of 5 hours per month with a 6-month commitment.

**One Time**

Subtotal	\$11,700.00
Discount Percentage	10%
Discount Amount	- \$1,170.00

**Total(s) \$10,530.00**

**Recurring Monthly**

**Total(s) \$4,050.00**

## About Us

For more than 10 years Rocket has been creating quality websites with stellar internet marketing. Our process is truly time-tested as we've worked with over 500 clients over the years.



## Our Team



**Jason Duran**  
*CEO / Chief Story Teller*

Jason has been our leader since Rocket was founded 10 years ago. Jason's experience with web and marketing has helped 100s of our clients succeed in building their business and finding new customers.



**Gina Riswald**  
*Sales Manager*

Gina has a passion for customers and finding solutions that work. When's she not hard at work at Rocket, she can be found camping and spending time with her husband, 2 children and their pet dogs.



**Maria Thomson**  
*Creative Director*

Maria brings over 20 years of design and user experience expertise. She's a constant tinkerer and loves building on our well-established design process.

Maria loves traveling and spending time with her husband Mike.

# Terms

This Website Design Agreement (“Agreement”) is being made between Roger’s Landscaping (“Client”) and Rocket You Agency Group, LLC (“Web Designer”) to design and develop a website.

## 1. Services

The services will include the following number of revisions: 10. This is the scope of work the parties agree upon. For changes or additional requirements, a change order will have to be filled, agreed upon, and signed by both parties.

## 2. Schedule

Here are the primary milestones for this project. The expected timeline is 5-10 weeks.

- Preliminary Design
- Review
- Final Review
- Completion - the Client will have 3 business days to review and approve each step. At the end of said time, if no answer has been given, the work will be considered approved, and the Web Designer will continue their work.

## 3. Confidentiality

During the term of this agreement and afterward, the Web Designer will use reasonable care to prevent the unauthorized use or dissemination of Client’s confidential information. Confidential information is limited to information clearly marked as confidential.

Confidential information does not include information that: the Web Designer knew before Client disclosed it; is or becomes public knowledge through no fault of Web Designer; Web Designer obtains from sources other than Client who owe no duty of confidentiality to Client, or Developer develops independently.

## 4. Termination of Agreement

This Agreement will automatically terminate when both Parties have performed all their obligation under the Agreement and all payments have been made. Should there be a desire to terminate the agreement before the completion of the project, the Client will notify the Web Designer 5 days in advance, and pay for services already completed and for hours already worked.

## 5. Limitation of Liability

Neither party will be liable for breach-of-contract damages that are remote or speculative, or that the breaching party could not reasonably have foreseen on entry into this agreement.

## 6. Intellectual Property

The Client will own the website and any visuals provided by the Web Designer. The Web Designer will turn over all necessary files. The Client guarantees that they have legal rights to all elements of text, photographs, and anything else that they provide the Web Designer with, and will not hold the Web Designer responsible for any third-party claims. The Web Designer will guarantee that they have legal rights to all elements related to the services they are providing and will not hold the client responsible for any third-party claims.

## **7. Dispute Resolution**

If either party accuses the other of being in breach of contract, the accused party will have 30 days to address the breach.

## **8. Applicable Law**

This Agreement shall be governed by and construed in accordance with the laws of Idaho State.

Both parties agree to the terms and conditions outlined above.

COMPANY	CLIENT/CUSTOMER
_____ Full Name	_____ Full Name
_____ Title	_____ Title
_____ Business Name	_____ Business Name
_____ Signature	_____ Signature
_____ Date	_____ Date