The DreamPix Studio

Website Design & Online Marketing

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Dear Beth,

Thank you for the opportunity to create a proposal for the marketing and branding of **Windsor Management**. This proposal focuses on building a new WordPress website for the company that will serve as a viable marketing tools. After some research, I have developed a potential sitemap for **Windsor Management.** I envision an HTML5 driven, mobile responsive theme that is both visual and content driven to target your market(s), showcase your products and services, prompt a call-to-action, and ultimately help **Windsor Management** reach its marketing and sales goals. I have also provided information on logo design, business cards and social media development and each item is priced à la carte.

ABOUT THE DREAMPIX STUDIO

The DreamPix Studio is a website design and online marketing business which I began in 2007. My background in communications is grounded with a degree in Public Relations from Boston University's School of Public Communications. I also hold certificates in Multimedia Applications and Website Design from the University of Massachusetts. Although I dabble in all aspects of print and digital media my primary focus is creating online impressions that make a difference. I specialize in designing innovative websites, social networking sites, email marketing and graphic design businesses in various industry sectors and non-profit organizations. Feel free to explore my portfolio at www.thedreampixstudio.com.

Contact Information:

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OBJECTIVE

An innovative layout is the foundation of any website. It sets the aesthetic feel and plays an enormous role in the overall user experience. Throughout the design process it is important to think as a user would think. What information do we want them to see first? Is our message being communicated? There is a demand for user engagement and interactivity on websites today in every industry.

PLAN OF ACTION

WordPress was originally developed as an open source blogging tool and publishing platform. It is powered by PHP and a MySQL database and offers a content management system (CMS) for users that is particularly attractive. WordPress is free, but priceless! Your new website will have the capability to include all the bells and whistles needed for an interactive user experience and then some. Here are some of the features that will be included:

- The navigation menu with sub-menu dropdown.
- Interactive media capability – photo, videos, PPT presentations etc.
- Mobile responsive adjusting the layout on different browsers for enhanced visibility and navigation.
- Social Media icon links and feeds.
- Blogging capability.
- GOOGLE analytics will be installed for tracking, you will receive a weekly analytics report.
- Search Engine Optimization (SEO): Basic techniques would be used so that Windsor Management will come to the top of pages in organic searches.
- Best of all, you will be able to handle simpler content changes on your own.

While I am not unopposed to working with other themes, I am most comfortable with WordPress themes that are built on the Genesis framework as they have proven to be reliable, sustainable and support friendly. I envision a theme where the home page scrolls vertically using what is called a "Parallax" effect – one of the newest trends on the web. Essentially, this is when content is layered and scrolls at varied speeds, creating a perspective of depth. We can use images of properties and/or the California natural environment for visual impact.

Here are the links to two themes that we might consider building upon (keep in mind that this will be fully customized to represent your brand):

http://my.studiopress.com/themes/altitude/#demo-full
http://my.studiopress.com/themes/atmosphere/#demo-full

Below is a recommended navigation menu/sitemap for the website. This can be tweaked, of course, at your discretion.

    A. **HOME**: The home page is the highest ranking page in web content searches. The content should provide a snap shot of who you are and what you have to offer. The home page will feature widget blocks and scroll vertically. Each section will feature an area of your business and a call-to-action.

    B. **ABOUT**
        i. **OUR TEAM**
        ii. **AFFILIATIONS/CERTIFICATIONS**

    C. **PROPERTY MANAGEMENT**
        i. **COMMERCIAL**
        ii. **MULTI-FAMILY**
        iii. **CONDOMINIUM & HOMEOWNER ASSOCIATIONS**
        iv. **MANAGEMENT PORTFOLIO**

    D. **CONSTRUCTION MANAGEMENT**
        i. **CONSTRUCTION PORTFOLIO**

    E. **INDUSTRY NEWS (BLOG)**
    F. **ECO FRIENDLY SOLUTIONS**

Your contact information would be included on the header and footer of each page. It is always best to keep the main navigation links to between five and seven. If necessary, we can include a secondary menu that contains other important links.

WEBSITE DESIGN COST: $

Logo Design

The cornerstone of a brand begins with a logo. There are four basic characteristics that define a logo – it should be unique and memorable, adaptable across all mediums, appropriate for the business and timeless. I will submit at least 4 logo designs for you to select from. We will then walk through the creative process until we settle on a final design. I will provide you with raw files as well as various compressed formats, sizes and templates for stationary and email templates.

The logo will be the cornerstone of the corporate branding. As part of the logo design process, I will also select a primary color palette that **Windsor Management** should work with going forward. These colors will be used in any marketing materials that you create. I will select Pantone colors that and can easily be translated into CMYK, RGB and the web so that they will look the same across varied platforms.

LOGO DESIGN/CORPORATE COLOR SELECTION COST: $650

Style Guide:
A style guide is a document that describes, defines and presents examples of what a brand looks like in various visual media such as print and internet. To be effective it must clearly define the rules around your online presence in all channels such as websites, online ads, blogs, social media channels, stationary, letterhead, email communications (including email signatures) and more. The style guide is often a work in progress that expands with the business.

STYLE GUIDE COST: $

Business Card Design

The styling guide for your business cards and any other print collateral will be your logo and the supporting graphics that are used during the website design process. I particularly like "Moo Cards" which are distictive (http://us.moo.com/). They are printed on high quality stock that really stands out and the company offers the option of variable backs. You may have a preferred printer that offers similar quality which is fine.

CARD DESIGN COST: $ PLUS print

Social Media

LinkedIn, Face Book, YOUTube, Twitter & Pinterest have emerged as the top FREE marketing tools for businesses. Whichever social media platforms you choose, the rule is that you must embrace it. It doesn't help to have a page that is unattended, in fact, it may do more harm by compromising your credibility.

0On **LinkedIn** you can build a professional network with the sole purpose of driving referrals and becoming an authority in your field. It is also a great way to recruit.

FB is great for community building with current past and potential clients, Search Engine Optimization, insight into your market niche (through analytics), communication and viral opportunities.

YouTube has emerged as the second largest search engine after Google. This means that people are not only going to find the answers to their questions but they will be able to see a demonstration which is preferred.

Using **Twitter** you can find people interested in your marketing niche, stay abreast of the latest news and trends in your field, to market your product, drive traffic to your website, to stay in touch with your clients, to build a reputation as an authority in your field & network with others.

Demographics are a large part of the success of **Pinterest** whose client base is largely female. Many 'pin' items found on the web including clothing, home décor and recipes. It is a terrific platform for brands with emotionally charged products.

Instagram has only been around since 2012 but is wildly popular and a wonderful way for brands to gain notoriety. The mobile app allows for photo and video sharing.

Links to social media sites should be included on the website. Combined with a blog you could take your business to a whole new level. With that said, I do not believe that business should jump on the social media bandwagon and register on every platform just because it is available. The social media platforms that would benefit your business are **LINKEDIN**, **TWITTER and/or FACEBOOK**.

CUSTOM FACEBOOK PAGE: $
CUSTOM LINKEDIN PAGE: $
CUSTOM TWITTER: $
YOU TUBE: $

Please note:

*All material provided for the website including artwork, photos and copy should be in digital format. Basic Photoshop and graphic services are included in the cost of a website design package. If we need to hire a photographer or purchase a special graphic or image, the cost will be in addition to the web design package.

* My goal is to complete the project within an 8 to 10 week time frame. This gives all parties ample opportunity to collect the necessary information. Content is typically the piece that slows down the process; as soon as I have the go ahead I have the bones of the website up and running behind the scenes. We would begin with the logo design which will determine the branding.

* We may need to purchase another hosting package if your current package does not support a database. It likely is fine and the new website will be able to be built behind the scenes. The typical price for website hosting is $120 annually.

To start, I would ask for a deposit equal of half of the website design package and any additional components that you select, plus the website hosting fee (if necessary). The remaining balance will be payable at the completion of the project. Any additional components that you would like to include would be in addition to the price quoted. Your logo will serve as the branding style guide in the website development process. The color and design of the website will reflect the company – professional, knowledgeable, dependable, and eco-friendly. We will work our way through the creative process together until we develop the branding that suits your business model.

I appreciate the opportunity to recreate an online world for **Windsor Management**.

Sincerely,

LESLIE A. DINANNO