

Business Proposal



Multimedia & Marketing

One Main Street (Suite 313), Eatontown, NJ, 07724
732-759-1560

RELX Proposal

Subject: Global Marketing Campaign Services For RELX

To Whom It May Concern,

Below for your review is the requested marketing services information that was originally discussed over the phone. We look forward to working with you to establish the most strategic and ROI geared approach. The focus of this collaboration will be to provide you with the greatest impact and value per marketing dollar. These proposed services will help RELX become a “must have” commodity for consumers and retailers alike. Upon approval, we will draft a service agreement to be signed between both parties. This agreement will include a preliminary schedule for the start of our work. We will be happy to review the proposal personally with you and address any questions or concerns. We are open to discussing our scope of work and making any necessary adjustments accordingly. Thank you for considering EveryDayEsopo for your Multimedia & Marketing needs, and we look forward to having a business relationship filled with success and longevity.

Sincerely,

Matthew Esposito, Chief Executive Officer

Digital Advertising:

The intent of our digital advertising services is to deliver a complete digital marketing solution that results in: increase in website / social media traffic, revenue, brand recognition / development, and search engine ranking / visibility.

EveryDayEspo provides digital advertising on three main platforms:

- 1) Social Media (Facebook, Twitter, Instagram, Snapchat, Youtube, etc)
- 2) Search Engine (PPC - Google Ads, Bing, etc)
- 3) E-Commerce Platforms (Amazon, Ebay, etc)

Digital Advertising Services Include:

- Account manager
- Monthly analytics report
- Account structure / restructure
- Dynamic key phrase insertion
- Geo targeting and lead generation
- Keyword research and development

*Ad dollars are not included in the price and are guided monthly by client budget / marketing needs

*Our Digital Advertising services also include analytics software that is to be shared with client on a monthly report basis or at the discretion of the client.

SEO:

Our SEO accelerators, apps, and algorithms work around the clock to monitor your business keywords and SEO backlinks across hundreds of databases related to your industry. This includes hashtag and keyword development and optimization for social media and digital advertising.

Part of our SEO services include but are not limited to the following:

<ul style="list-style-type: none"> • Keyword Optimization • SEO Domain Integration • SEO Content Writing • Data Aggregators & Accelerators • SSL Certificate Renewal • Context Based 	<ul style="list-style-type: none"> • Title Tags • Header Tags • Meta-descriptions • Copywriting • SEO Photo Tags • Web Analytics 	<ul style="list-style-type: none"> • Google Business Page • Backlink Building • Testimonial Integration • Social Media Integration
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Social Media Management:

The intent of our social media services is to deliver a complete social media marketing solution that includes, but is not limited to: strategy, development, consultation and execution to improve net revenue and brand recognition as well as customer loyalty and engagement.

EveryDayEspo will provide social media management, consultation, and execution services in the following areas:

1. Content creation
2. Copywriting for social media platforms
3. Strategy development and execution
4. Unlimited professional photo & video shoots/creation
5. Dedicated social media manager
6. 24/7 access to customer service & social media manager
7. Bi-monthly custom content editorial calendars
8. Monthly analytic reports
9. Dedicated graphic designer w/ unlimited graphic creation
10. Initial strategy development & market research plan
11. Formal analysis of current SM marketing development
12. Management of all appropriate social media channels (facebook, twitter, instagram, snapchat, youtube, etc.)
13. Cross channel cross pollination and marketing integration plan
14. Manage influencer marketing opportunities
15. Ratings/reviews management
16. SEO integration
17. Unlimited content posting

Our content development is all done in house, from copywriting, to photo / video, design, research & strategy, etc. A dedicated copywriting specialist will also be assigned to the project. EveryDayEspo also has a fully stocked professional studio in house, which will be utilized to take all the photo and video content used for content creation purposes. We also have licensed drone pilots in house for any aerial productions needs. A dedicated social media manager will also be assigned to the project and will be available 24/7 to provide customer service for all components of the marketing campaign. All client channels will be integrated and crafted to draw on one another toward social media. The social media services manager will be in charge of content calendar creation, posting management, incorporating / executing strategy and research etc. Every two months, a custom content editorial calendar will be crafted. A dedicated graphic designer will also be assigned to the project, whose job will be to create graphic design content that is both creative and showcases the research and strategy of the

project. Every six months, a strategy development and market research plan will be crafted and implemented to insure the campaign stays up to date with new market trends, company shifts, target audience changes, etc.

Current RELX Social Media Analysis: Currently, few individual components are in place leaving a significant opportunity for unified and consistent growth, as well as the need for increase in digital marketing presence. This results in an opportunity to connect and engage customers, resulting in an increase in sales and customer loyalty.

Social Media Service Objectives

- Increase net revenue
- Build customer loyalty
- Build client relationships
- Followers & engagement increase
- Craft a unique online presence
- Manage digital reputation
- Increase customer satisfaction
- Sales / lead generation
- Customer support
- Drive traffic to the website

Market Research:

EDE conducts both primary and secondary market research. We identify details on the challenges buyers face as well as brand awareness behind your company. Our primary research methods utilize focus groups, surveys, and interviews. Through our multifaceted approach we can segment your market and establish buyer personas. We first conduct exploratory research interviews & surveys to identify potential problems worth tackling as a team. Our more specific research methods goes into important issues and opportunities as identified by your business. We conduct secondary research including but not limited to: market analysis, trend reports, market statistics, industry content, sales data. Our research can be particularly useful for analyzing and comparing yourself to competitors. We utilize Public, Commercial, and Internal sources to create our research reports. Through our branding and sales questionnaires we will develop a personality for your business, as well define your ideal buyer persona. Once we have identified buyer persona we can select which portion of the persona to engage, targeting specific customers.

- Pull a list of customers who recently made a purchase. This is usually the easiest set of buyers to recruit. If your business utilizes a CRM system, we can run a report of deals that closed within the past six months and filter for the characteristics we're looking for. We can also work with your sales team to get a list of appropriate accounts from them.
- Pull a list of customers who were in an active evaluation, but didn't make a purchase. You should get a mix of buyers who either purchased from a competitor or decided not to make a purchase. Again, you can get this list from your CRM or from whatever system your Sales team uses to track deals.
- Make a call to action for participants on social media. Reaching out to people that follow you on social media but haven't made a purchase can provide further insight into purchase influencing decisions.
- Leverage your company network. Get the word out to your employees, partners, former colleagues, and tell them to spread the word to their LinkedIn connections that you're conducting a study.
- Choose an incentive. Time is precious, so you'll need to think about how you will motivate someone to spend 30-45 minutes on you and your study.

Focus Group:

1. Background Information (5 Minutes)
2. Awareness (5 Minutes)
3. Consideration (10 Minutes)
4. Decision (10 Minutes)
5. Closing

Design:

These design services are referring to any design work that is needed outside of social media intended use. All design needs for social media are included in the social media package

The intent of our design services is to help convey a message of credibility and professionalism to consumers.

EveryDayEspo will provide design services in the following areas:

1. Graphic design
2. Animation design
3. Motion graphics
4. UI/UX design
5. Multimedia design
6. Interactive design

Our design services are done in house. EveryDayEsports utilizes professional design software via the Adobe Product Suite. A dedicated designer will also be assigned to the project and will be available 24/7 to provide customer service for all components of the marketing campaign.

Examples Of Design Products We Offer

- Logos
- Online advertisements
- Visual identity
- Animated graphics
- 3D graphics
- Marketing materials (business cards, brochures, flyers, banners, etc)
- Product labeling
- Directory design publishing

Copywriting:

Our copywriters excel at taking a client's advertising brief and generating original copy ideas that grab the attention of the target audience. This can include creating straplines, slogans, body copy, jingles and scripts. Our creative process involves:

- Meetings with account executives to discuss the client's requirements and core messages
- Getting to know the product, target audience and competitor activities in the market
- Brainstorming ideas and concepts for the visual and words with other the creative team
- Presenting ideas to the creative director, accepting criticism and developing ideas into workable concepts
- Writing various copy options, which may be presented to the client as conceptual options
- Overseeing the production phase, booking and liaising with designers, illustrators, printers, photographers and production companies
- Casting actors and models to appear in adverts

Sales Efforts:

- Meet and Greet with distributors and retailers, soft pitch product, establish a relationship with each company, after targeting it for specific reasons upheld by the brand.
- Organize industry networking events for distributors and retailers
- Product launch strategy and rollout for US market.
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Sales Goals

- 100 interested accounts by 2021
- 3 Networking Events with industry professionals (NYC, PA, DC)
- On premise promotion for each new account
- On the ground demo support

Sales Activities

- Direct to customer (establishment/venue) with assistance from Stockertown Beverage.
- Cold Calls
- Walk-Ins
- Targeted through market research
- Industry Referrals

Other:

Listed below are a few other marketing services that we offer and can incorporate in the future if requested:

- Branding
- E-Commerce
- Email Marketing
- Event Management
- Website Design, Maintenance and Hosting
- Sales & Distribution (Wholesale / Retail)
- Leads Generation
- Logistics

Compensation:

All prices below are subject to New Jersey Sales Tax (6.625%) once completed

Each price includes all program items listed within the agreement. All prices are in USD.

- Digital Advertising - \$2350 per month + 10% of ad spend (ad dollars)
- SEO - \$1200 per month
- Social Media Management - \$4,750 per month
- Market Research - \$65 per hour
- Design - \$55 per hour
- Copywriting - \$60 per hour

Contact Info:

- Matt Esposito (Chief Executive Officer) - (732) 759-1560, matt@everydayespo.com
- Billy Millman (SEO/Advertising Specialist) - (917) 414-8196, billy@everydayespo.com
- Andrew Sadikov (Chief Operating Officer) - (732) 456-2669, andrew@everydayespo.com
- Shreya Shah (Social Media Services Manager) - (609) 819-5263, shreya@everydayespo.com

References:

Feel free to contact any of the references below

1. Ryan Oh, **FOSUN International** +1 (917) 692-7230
2. Vincent Salvatore, **Moda Divan**, +1 (201) 306-4837
3. Jimmy Perrone, **Executive Coach Service & Executive Cafe** +1 (973) 632-5868
4. Donald DeFelice, **Circle Hyundai & Chevrolet** +1 (732) 996-6087
5. Romeo Russo, **Romeo's Marinara** +1 (908) 947 8884

Terms:

This agreement is performed on a month to month basis that executes the above outlined marketing services. Payments will be made via credit card and billed on a monthly (net 30) basis, starting on the date of this agreement and renewed every month unless otherwise noted by client. A service agreement will be sent to the client to be signed by both parties, which is what will put the services into effect.

Portfolio:

Below is a website link that will take you to a mini portfolio. Feel free to contact us to view more of our work.

<https://everydayespo.com/relx-tech/>

Websites portfolio: executivecafenj.com, precisepainting.us

Social media to check out: 28 Liberty & Hokkaido USA

Feel free to also check out our own social media @everydayespo on Facebook & Instagram, along with our website at www.everydayespo.com

