PURA VIDA

MultiMedia

WEB ✦ CONTENT ✦ VIDEO

ESTIMATE OF WORK

PURA VIDA MULTIMEDIA

WEB. CONTENT. VIDEO

Prepared for:

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ESTIMATE OF WORK

GRAPHIC DESIGN

- Creation of 3 comps based on your input
- Two rounds of revision on one comp
- Ownership and all rights of final logo

- Delivery of final logo in standard filetypes and multiple sizes

- Custom graphics for sidebar, header, and footer

- PSD design of homepage, inside pages, and search pages with two rounds of revision on each

ESTIMATE OF WORK

Web Development

- Domain registration (if necessary)
- Search Engine Optimization and Site Submission to major search engines

- Wordpress website framework
- Blog auto-populates all social media profiles
- Custom Plugin Design
  - Pods UI for search functions
  - SEO and Analytics
- PHP and javascript for custom search functions

- Links to all social media profiles
- Backlinking across 100 high traffic websites

ESTIMATE OF WORK

CONTENT MARKETING

- Digital strategy to integrate your various digital platforms and projects

- Messaging to represent your mission and core values

- Copywriting for 10 website pages

- Creation of free PDF download article to entice newsletter subscribers

- Dedicated signup page

- Setup and integration of email newsletter service

- Design and copywriting of email newsletter template

- Social Media Icons in sidebar of website, on email newsletter, embedded in PDF document

Estimate of Work

Social Media

- Profiles created on all major social media platforms

- Custom background design on each profile

- Seeding of followers and fans within targeted demographic

- 1 month social media management
    - 5 blog posts/month
    - 3-5 tweets per day
    - Targeted Facebook interactions with preferred demographic

ESTIMATE OF WORK

Advertising & Promotion

- Identification of 50 realtors who do not have high levels of exposure
- Contact info of prospects in spreadsheet
- Offer author-level privileges on the website to entice them to share their own content, and promote their own brand, through our website

- Identification of 500 potential advertisers for the site
- Contact info of prospects in spreadsheet
- 3 scheduled monthly emails to prospect database directing them to dedicated landing page, offering advertising incentives

ESTIMATE OF WORK

Final Estimate & Project Completion

Website Programming: 25 Hours

Website Graphic Design: 10 Hours

Website Deployment: 20 Hours

Website Troubleshooting: 10 Hours

Logo Design: 4 Hours

Content Marketing: 12 Hours

Social Media: 6 Hours

Advertising & Promotion: 8 Hours

Total Time: 95 hours

Hourly Rate: $100/hour

ESTIMATE OF WORK

FINAL ESTIMATE
&
PROJECT COMPLETION

Estimate Total: $9,500

➢ Estimated time until delivery: **90 days**
   (includes time for feedback and revision cycles)
➢ Hourly or Fixed-Bid options available.
➢ For Hourly, invoices are sent every Friday, and due within 7 days. Payments taken through PayPal, Mastercard, or Visa.
➢ For Fixed-Bid, 50% downpayment required in order to begin work; additional 50% due upon satisfactory completion of the project. Additional standard terms & conditions can be found here: http://goo.gl/f3DTz