



STATEMENT OF WORK



PURA VIDA
MULTIMEDIA

WEB. CONTENT. VIDEO

Prepared for:

Earthcapades

www.earthcapades.com

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STATEMENT OF WORK



WEBSITE REDESIGN

Estimate:

25 Hours

- Theme selection, installation, and customization
- Homepage slider design
- Rewriting of web copy to achieve website goals
- Restructuring of page elements for UI/UX
- Plugin installation and customization to improve sitespeed and SEO
- Hosting migration to PVMM's servers, with ongoing hosting at \$15/month
- Site Submission to major search engines
- Calls-to-Action in sidebar and footer for main website goals
- Embedding of all videos in single 'theater' page

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CONCEPTUAL UPGRADES

**Estimate:
10 Hours/ea**

MOBILE VERSION

**Estimate:
5 Hours**

- Affiliate marketing relationships developed with peripheral partners
- Prospecting campaign targeting new sponsors
- Alternative revenue streams developed and implemented

- Responsive version of site developed for iOS, Android, and Tablet platforms
- Ensures no loss of user experience no matter the platform they use

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SOCIAL MEDIA SETUP

**Estimate:
5 Hours**

- Creation of Social Media profiles on Facebook, Twitter, LinkedIn, and YouTube, with custom backgrounds and profiles for each
- Seeding of followers and fans
- Autoposting feature integrating blog with SM (your new blog posts will automatically be syndicated across your social media accounts)

EBOOK MARKETING

**Estimate:
10 Hours**

- PDF Ebook design and development on subject of your choice (suggested: Teach Yourself to Juggle 3 Balls)
- Offered to all new email newsletter subscribers upon confirmation of subscription
- Landing page design and development for lead capture
- Promotion through Social Media Sphere and on internal CTA landing pages

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MOTION GRAPHICS

Estimate:
10 hours

5 MINUTE INSTRUCTIONAL VIDEO

Estimate:
15 hours

- 5 second visual branding of your logo using After Effects
- Template file for future use in standard programs (source files and .mp4)

- Scriptwriting and pre-production
- Virtual assistance with recording setup (any camera you have access to will work fine)
- Lower thirds text describing each step
- Editing with 2 rounds of revision
- Template can be re-used for future videos

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3 MONTH COMMITMENT REQUIRED

SOCIAL MEDIA MANAGEMENT

Estimate:
7 hours/month

SEARCH ENGINE OPTIMIZATION

Estimate:
7 hours/month

3 MONTH COMMITMENT REQUIRED

- Regular posts to all of your social media accounts with 3x/weekly to 3x/daily frequency
- Cultivation of followers through strategic shares, retweets, and direct messages to targeted partners
- 4 blog posts per month on the Earthcapades blog (formatted in WP, with Scribe SEO)
- 1 email newsletter per month to your list
- Copy is complete 2 weeks before publication, giving you time for review and revision notes

- Link building on external high traffic sites in targeted industries
- Ongoing keyword reports and optimization
- Keyword-targeted blog posts and copy updates
- Head-tag and meta-tag optimization
- Cornerstone Content page development using Scribe SEO plugin

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ESTIMATE
&
PROJECT
COMPLETION

	Package 1	Hours	Package 2	Hours	Package 3	Hours
Web Design	*Website Redesign	25	*Website Redesign *Mobile Version	30	*Website Redesign *Mobile Version	30
Content Marketing	*Social Media Marketing Setup	5	*SMM Setup *Ebook Marketing	10	*SMM Setup *Ebook Marketing *5 Autoresponders for new subscribers	15
Revenue stream development	*Affiliate marketing setup	10	*Affiliate marketing setup *Email prospecting campaign	20	*Affiliate marketing *Prospect research *Email prospecting campaign	30
Videography					*Motion Graphics *5 minute instructional video	25
Ongoing Services (3 month commitment required)	*Search Engine Optimization	20	*Social Media Management *SEO	40	*Social Media Management *SEO	40
Total	\$3,000	60	\$5,000	100	\$7,000	140

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FINAL ESTIMATE & PROJECT COMPLETION

How I work:

- I will send weekly reports every Friday detailing the work that's been done, assets for review, and a list of planned tasks for the next week.
- We will classify all tasks according to priority, and I will work on higher-priority tasks before proceeding on to lower priority.
- Read about [the experience](#) of working with me.

Project Options:

- We can work on a **fixed-bid project**.
 - o I quote you a firm price for defined services.
 - o 50% downpayment is required to begin work.
 - o 50% is due upon satisfactory completion of the project.
- We can work on a **retainer contract**.
 - o I work a specified number of hours per month.
 - o You prioritize the projects, and I work through them in order of priority until completion.

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FINAL ESTIMATE & PROJECT COMPLETION

Estimate Total:

Package 1: 60 hours, \$3000

Package 2: 100 hours, \$5000

Package 3: 140 hours, \$7000

- Pura Vida MultiMedia Hourly Rate: \$50/hour
- Retainer packages:
 - o 10 hrs/month = \$500/month
 - o 20 hrs/month = \$1000/month
 - o 40 hrs/month = \$2000/month
- First payment required in order to begin work. All invoices sent via email through Freshbooks, and can be paid via Paypal or credit card.
- Additional standard terms & conditions can be found here: <http://goo.gl/f3DTz>

