



# Proposal for Inbound Marketing Services for Sample Company XYZ

**Prepared for: Sample Client**

**Updated: November 12, 2014**

## Executive Summary

Sample Company XYZ has seen tremendous success as a company, but now you're ready to grow. To this point, your company has participated in several marketing efforts, but you feel like there hasn't been a great degree of focus. Since you need a holistic approach to your marketing, you are considering an inbound marketing partner to join forces with you to reach your customer goals.

## The Goal

You have a goal to work with 200 new customers within one year (average of 17/month). At your current close rate of 35%, you'll need to generate approximately 50 high quality leads per month, meaning that they reach the bottom of the funnel and become a sales qualified lead. If a "guesstimated" 20% of your leads move all the way through the buyer funnel, you'll need to generate 250 top or middle of the funnel leads. Your current visitor to lead rate is 1.2%, but your goal is closer to the 3% rate. At 3%, you'll need to increase your traffic from 4,500 visits/mo to 8,300 visits/mo to make the process viable.

## Scope of Services

***These activities will take place in Month 1***

### Create 12-Month Necta Marketing Plan (Month 1)

- We'll provide a written marketing plan (We call it a "Necta" plan, because we're Nectafy.) that takes stock of

your current position, and then lays out the specific strategies and activities that we'll do to help your company reach your lead generation goals within one year.

## Create Buyer Personas & Buyer Questions (Month 1)

- For inbound marketing to be truly effective you have to know who you are talking to. We'll take what you already know, and bring some new insights, then combine them into several buyer personas. Buyer personas are fictitious people who represent an ideal client for your company. We'll explore what makes them unique, and then craft all content around them.

## Website Redesign (Month 1)

- It's critical to make sure your new design is built for success with inbound marketing. We'll work with your designer to make sure that your new redesign will be aligned with your marketing goals.

## Compile 2 Offers For Initial Site Launch (Month 1)

- We'll take existing content that you have and repurpose it into two offers, one that will serve as a Top of Funnel offer, and the other as a Middle of Funnel. This will allow us to begin collecting leads immediately, while we work on new offers in the future months.

## Create Editorial Calendar (Month 1)

- In order to keep content flowing smoothly, we'll create a collaborative editorial calendar that will keep all content creators on the same page.

***The remainder of these activities will happen for Months 2-12***

## Weekly Consulting & Monthly Reporting

- We'll provide ongoing strategy and monthly reporting of our progress so you can feel confident that things are moving forward. We'll provide this counsel through a weekly 1-hour phone call/web-meeting. We'll also spend time helping you analyze your existing results, and

strategizing for each next step, outside the time frames of these meetings.

## HubSpot Management + Training & Support

- We'll handle all details of running the HubSpot tool. But we'll also show your team how to use all of the tools, including workflows, list segmentation, landing pages, etc. Our goal is to serve as a partner over the next 12 months and not to operate separately from your company. We want you to know how the platform works, and how your employees can use it successfully. So, by the time our partnership comes to a close your company will be able to continue your marketing efforts.

## Weekly Keyword Analysis

- We spend time researching what's working, and what are potential opportunities for our ongoing inbound marketing efforts. We don't write for search engines, but we do want to consider how people are phrasing their searches for our type of content.

## Publish 2 Blog Posts Per Week

- We'll coordinate with your team to help produce two blog posts per week. Creating ongoing fresh content that is interesting to your target audience is a key for inbound marketing success. There are several ways this content will be created.
  1. For posts that are technical in nature, someone on your team will write the content and we'll edit it for formatting, tone, and best practices for inbound success and handle publishing and promoting it.
  2. For posts that are more common in nature, we can interview a member of your team, and then write a post based on what we've learned. This procedure is much more time-effective for your team obviously.
  3. For video posts, you can capture video around a particular topic, and we'll edit the video into a short format clip that works well for inbound.

## Promote Content

- For each post and offer, we'll handle promotion on Twitter, LinkedIn, Google+, and Facebook.

## Email Marketing

- Based on the strategies we create in our 12-Month Necta Marketing Plan, we'll help you execute all email marketing campaigns using HubSpot.

## Create One New Offer Per Month

- New offers create new leads, so we'll need to continually create new content that your customers will want to read. We'll coordinate with your team to produce one new offer each month using a similar production method for creating blog posts. Your team will provide the information and body of knowledge, and we'll provide the expertise in formatting, layout, and delivery.

## Create The Entire Lead Generation Sequence For Each Offer

- An effective offer path means that we create calls-to-action, landing pages, the appropriate forms, thank-you pages, and follow-up emails that all work together.

## Develop Automated Workflows and List Segmentation

- We'll set up workflows that help move leads down the buyer funnel as they enjoy more content and build their confidence in your company.

## On-Page SEO Monitoring

- We'll make sure that each page of content is optimized to get the most from organic search.



## Sales CRM Guidance & Integration

- In order to close the loop on our ROI reporting, we'll help you select a CRM that your sales team can use. We'll tie in the data between HubSpot and the CRM to help them actually close more sales from your online leads. By connecting HubSpot and your CRM, we'll be able to report specific ROI on your marketing dollars.

## Measurement of Success

- At the close of one year of working together, **we'll generate 250 leads/mo**. We're confident that we'll reach this goal much sooner than 12 months.
- You'll have confidence that your online marketing is unified and working together to generate new business for Sample Company XYZ.

## Investment

Full Inbound Marketing Service \_\_\_\_\_ USD \$X/mo

## Other Fees

HubSpot Inbound Marketing Platform \_\_\_\_\_ USD \$X/mo\*

## Time Frame

We are available to begin our services the first week of January, 2015.

## Terms & Conditions

HubSpot payment is made directly to HubSpot, even if purchased through Nectafy. Monthly retainer fees are payable by check, ACH bank transfer, Business PayPal, or other mutual arrangement at the beginning of each monthly cycle, depending on start date.

# The Big Guarantee

Our guarantee is simple. We will make sure that you are 100% delighted with our services based on this proposal. It's that simple. For ongoing marketing retainers, we simply ask that you let us know within one week after paying that month's retainer, and we'll gladly give you that month's fee back.



## Want a custom proposal of your own?

I hope that this sample proposal has been helpful to you. I'm a huge believer in being as transparent as possible.

This proposal represents a figure determined after personal consultation with a specific, prospective client. If you'd like to get a customized proposal for your inbound marketing, [let's set up a time to talk.](#)



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