

ALL MAVEN DESIGN PROPOSAL

Sample Design & Development Proposal



ALL MAVEN



THANKS FOR ALLOWING US TO PROPOSE :-D

We're not here to
just build you a
website. We're here
to make your
business an
AMAZING BRAND.

Working with ALL MAVEN is like adding a partner to your business. We work with you, not for you, and are truly invested in your success. We are a no short cuts, only exemplary style business, and those are the clients we choose to work with every month. Clients that care.

We've included just about everything you need to know in this proposal, but we are sure you will have questions. We're more than happy to review in greater detail. The cost in this proposal are also based on the scope of work we are prepared to do in accordance with your vision in our previous meetings.

The only thing better than our design is our character, integrity and belief that business should be more than just profitable -- but fun, helpful, exciting and impact the community for the greater good of the world.

Please review your proposal contract and let us know if there's any other way we can better serve you. -
Alexandra Renee

STEP 01

LET'S BUILD YOUR BRAND

01. BRANDING

WHAT'S IN A BRAND?

A brand is not a logo, a theme set or color, a tagline or website. Brand is your unique voice, values, position, character, beliefs and business model distinctly expressed through various channels available to your audience.

A strong brand creates a powerful connection between you and your customers, employees and other key stakeholders. Developing a brand is more than just a creative exercise; it's a discipline involving research and analysis, plus structured management and implementation.

In today's crowded landscape, a strong brand cuts through noise and clutter and delivers a clear picture of who you are and what you do. The truth is your company has a brand. As a business, you've created an impression on your customers and stakeholders through your communications and interactions. A brand lets you formalize and codify the creative identity and approaches that work to create a market presence that is unique to you. **READY? LET'S GO!**



01. CHOOSE YOUR BRAND PACKAGE

WHAT BRAND WORKS FOR YOU?

BRAND DESIGN

Creating a consistent look for your company. We work with you to select custom fonts, colors, and design style to match consistently across all offline and online platforms. We develop a brand brief to drive the design of all future marketing materials and a style guide that you can use with any designer to develop materials. Also includes Logo Design, Business Cards Design, Letterhead Design & Envelope Design.

1-2 Sessions, 3 Weeks ~~\$2,650.00~~ **\$1,325.00 (50% OFF)**

BRAND DESIGN & DEVELOPMENT (the above and...)

Taking a deep dive into the core of your company. We meet with you and selected internal stakeholders to come to an understanding on what your brand is and also to learn more about your organization. This facilitated session helps identify your key target audiences, perceptions of current brand name and identity, current market position, customer decision-making factors and more. At the end of this session, we will have collected key internal perceptions that will shape your brand identity and will create a summary report of our findings for you. This also includes basic competitor research to help your brand stand out among the rest.

We'll be looking at your mission, vision, values, and driving factors to help develop your presence in the community. We'll develop even further your brand design, including elements such as language style, feel, photography and specialized brand campaigns. Creates long term value for your company that lasts for years.

3-4 Sessions, 8 weeks ~~\$5,475.00~~ **\$2,737.50 (50% OFF)**

01. CHOOSE YOUR BRAND PACKAGE

WHAT BRAND WORKS FOR YOU?

BRAND DESIGN, DEVELOPMENT & COMMUNICATIONS (the previous and...)

For those who wish to create a movement among the community. Creating new concepts and ideas beyond the brand for a complete industry change. Communications involves offline and online digital strategy for perpetuating a message that resonates with not only customers, but non customers as well. Involves the development of “hero marketing” and well as more in depth brand development on different channels such as events, video and other digital media. Concepts within these sessions help to develop “cult like” followings, belief systems, philanthropy projects and more. This is for those who wish to represent more than a good business. Also involves a PR Strategy Consultation and Development.

5-8 Sessions, 12-16 Weeks ~~\$9,785.00~~ \$4,892.50 (50% OFF)

STEP 02

LET'S BUILD AN AWESOME SITE

02. WEB DESIGN

DESIGN THAT SHINES

Your buyer is already 67% of the way through their buying decision before contacting you. Why not control the percentage they see online with a custom designed website? ALL MAVEN websites are 100% unique, non-template design that is trendy, functional and professional. We work it until it's exactly what you want, and we never settle for less.

Since our designs are unique, we have unlimited potential and flexibility in design. Our sites are fully responsive, and optimized for mobile viewing. Updates made to the main desktop site are automatically translated to the mobile site, less minor formatting that may be needed. Our sites are hosted on a lightning fast Amazon CDN (content delivery network) to ensure your website loads quickly and easily. Updates are instantly live to your site and there is a 99.99 percent uptime to ensure your website is live when you need it.

ALL MAVEN sites are also a CMS (content management system) so you can make updates on your own. If special updates are required, ALL MAVEN can perform them at a per quarter hour rate.



02. WEB DESIGN EXPLAINED

WHY OUR SITES ARE DIFFERENT

PIXEL PERFECT WEB DESIGN

ALL MAVEN sites are custom built, not from template, from a blank space. We can control every aspect of the design process from start to finish. If you'd like something moved 10 pixels to the left, we can do it. No more "we can't change that" or "that can't be done without charging an arm and a leg". We also add things like video background, motion graphics, interactions and more for a completely unique UX/UI/CX journey.

DYNAMIC RESPONSIVE DESIGN

While many firms can highlight their designs as responsive, our projects are also more dynamic. We can control the responsive design on each screen down to the pixel. What you see on the desktop version, doesn't have to be the same on the tablet, mobile landscape or mobile portrait. We allow for not only complete customization, but alteration across different screens for a better user experience.

STEADY AND FAST

Since our sites are hosted with Webflow, we have faster load times than other sites and are much more secure. Instead of purchasing your own hosting that may be hitting off one to two random servers in Idaho, our sites are responding on over 100 different global servers on Amazon's lightning fast CDN (Content Delivery Network). This means what your clients see in California is what they see in the UK, with quicker loading and no down time.

02. WEB DESIGN EXPLAINED

WHY OUR SITES ARE DIFFERENT

COMPLETELY SECURE WITH LITTLE MAINTENANCE

With our design platform and hosting through Webflow, all your security updates are off your shoulders. We offer the flexibility of design with WordPress, with the security that you'd receive from a turnkey solution like a Wix or a Squarespace. You get the best of both worlds, and since this isn't an open source platform, there's no chance of colliding plugins, apps that don't work, or calendars breaking that take your entire site down. In addition, all our sites automatically come with SSL Encryption, so no need to purchase that certificate. It's already included in your hosting.

NO REQUIRED MAINTENANCE AGREEMENTS

All the work needed has already been done for you, so there is no need to pay a security or maintenance package. The only cost you'll pay is your hosting. That's it. ALL MAVEN has no ongoing or monthly costs other than your hosting subscription, which ranges from \$35 to \$75 per month.

EASY TO UPDATE WITH OUR VISUAL EDITOR

Updating your site is incredibly easy. We have a beautiful front end web design tool that allows you to change, text, pictures, and links without having to call us. 100% of our clients agree maintaining their site is easy and are impressed with the visual editor. We have 80 year-olds editing their own sites and are pleased with the workflow.



02. WEB DESIGN EXPLAINED

SEO THAT GETS YOU RANKED

TECHNICAL SEO DONE RIGHT

We do technical SEO on every site and they are well optimized for Google. We have an independent SEO company that runs checks on our websites, to ensure as a design firm, we're doing everything right. A great deal of savings for a business, as they don't need to hire someone do to their website SEO for them. Google really likes our websites and they rank well for important keywords for our customers. We provide:

SEO Overview and Training: You must have a solid understanding of SEO in order to make it truly work for you. When we're done, you'll be able to understand exactly what our experts are doing with your site and why.

Keyword Planning Meeting: This is when we develop a plan for how you would like to be found on search engines. We make sure that you can be found and shared easily.

On Page SEO: These are technical elements that need to be present on your website in order to be optimized, such as H1 Tags, Meta Descriptions, Keywords, Alt Image Tags, etc. Our technical report will ensure we have all of these properly installed.

Technical Reporting: Reporting on Website Optimization and any changes needed.

Google Webmaster Tools (Search Console): Setup of Search Console to ensure proper indexing and monitoring of your website on Google.

Google Analytics: We'll setup Google Analytics so we can actively monitor site performance and traffic.

WANT TO KNOW MORE? HERE ARE INCLUDED WEBSITE FEATURES

- **Fully Customizable Responsive Design**
 - Need a different image on Desktop vs Mobile? We can do it. We can customize your website for the best desktop and mobile experience.
- **Videos & Background Videos**
 - Our brains process video in 1/50 of a second! Grab their attention with awesome videos, background videos and more
- **Motion Graphics and Interactions**
 - I like to move it! Move it! Engage your visitors with unique website actions and animations that make them say WOW!
- **Sliders, Photo Galleries and Lightboxes**
 - A picture is worth a thousand words
- **Custom Blogs and Multiple Collections**
 - Create beautiful blogs for your website, even multiple types! You can also create dynamic collections for items such as directories, profiles, locations and other data.
- **Online Forms and Registrations**
 - Data Collection? We're on it. Create unique custom forms to collect everything from resumes, applications, registrations, sign ups and more. We also offer HIPAA Compliant forms.
- **Custom Calendars & Google Calendar Integration**
 - No two calendars have to be alike! We can create beautiful event calendars and integrate Google Calendar onto your website to keep everyone up to date



INCLUDED WEBSITE FEATURES CONTINUED...

•Online Payments & eCommerce

- Need to take donations? Process ticket sales? Register someone for a paid workshop? Easy Peasy! We support several types of eCommerce for your organization.
 - Ask about our commerce options, 3rd party integrations & merchant processing rates

•HTML & iFrame Embeds

- Need code? No problem! We can embed HTML and iFrame blocks for your convenience.

•3rd Party Integrations

- We can integrate some of your favorite tools like MailChimp, Typekit, PureChat and more. We also support Zapier Integrations* for many tools.
 - (ask for our a list of compatible apps)

•Password Protected Pages

- Need to have private pages for members or teams? If you need it hidden, we can do it. Create different passwords for different pages for limited access.

•Search Bar

- Sometimes we can't find exactly what we're looking for. We create a custom search bar and search results page to ensure your visitors find what they need.

•Social Sharing and Social Feeds

- Sharing is Caring! We'll add social sharing icons to your pages to make it easy for your visitors to get the word out about you

•Custom Fonts & Google Fonts

- Have a unique font you'd like to use on your site? We can upload it for use throughout your website. Otherwise, make full use of Google's Web Fonts for a great look for your site

**OK, NOW THAT YOU KNOW EVERYTHING ABOUT OUR
WEB DESIGN, LET'S LOOK AT DESIGN OPTIONS**

02. CHOOSE YOUR DESIGN PACKAGE

WHICH DESIGN FITS YOU BEST?

SELECT FROM ONE OF THE
FOLLOWING 3 OPTIONS THAT
FITS YOUR COMPANY'S WEB
DESIGN NEEDS

SIMPLY BEAUTIFUL

[approximately 3-4 months] \$6,375

Web Design

Custom Designed Fully Responsive Website

Full SSL Encryption

All website features available

Client supplies written content with ALL MAVEN Assistance

Maxed at 20 Dynamic Pages

SEO

On Page Technical SEO (tested via Hubspot Site Grader)

Google Analytics and Search Console

SOCIAL

All Social Media Handle Reservation

Profile Design for Facebook, LinkedIn, Twitter, Google Plus,
and Instagram

Social 101 Training on Using Your Social Media Tools

02. CHOOSE YOUR DESIGN PACKAGE

WHICH DESIGN FITS YOU BEST?

SELECT FROM ONE OF THE
FOLLOWING 3 OPTIONS THAT
FITS YOUR COMPANY'S WEB
DESIGN NEEDS

MAVEN MAGIC

[approximately 5-7 months] \$8, 975

(includes everything in SIMPLY BEAUTIFUL and...)

Web Design

Custom Designed Fully Responsive Website

Full SSL Encryption

All website features available

ALL MAVEN gives Content Development with Client Assistance

Competitor Design Research

Simple Staff Photo Shoot

SEO

On Page Technical SEO (tested via WooRank)

Google Analytics and Search Console

Keyword Planning

SEO Strategy Brief

SOCIAL

Annual Seasonal Social Media Marketing Calendar

(AN \$1,800+ VALUE)

Presence Social Media Plan Development with option for
Monthly Subscription Purchase (\$750+ VALUE)

02. CHOOSE YOUR DESIGN PACKAGE

WHICH DESIGN FITS YOU BEST?

SELECT FROM ONE OF THE
FOLLOWING 3 OPTIONS THAT
FITS YOUR COMPANY'S WEB
DESIGN NEEDS

CONQUERING ALL

[approximately 7-9 months] \$14, 975

(includes everything in Maven Magic and...)

Web Design

Custom Designed Fully Responsive

Full SSL Encryption

All website features available

ALL MAVEN Provides Content Development with Client Assistance

Competitor Design Research

UX Design & UI Design

Up to 40 Dynamic Pages, Including Landing Pages

SEO

On Page Technical SEO (tested via WooRank)

Google Analytics and Search Console

Keyword Planning

SEO Strategy Brief

SOCIAL

Annual Social Media Marketing Plan with 4 Custom Social Campaigns

**OK, GOT YOUR WEB DESIGN PACKAGED PICKED?
LET'S LOOK AT PAYMENT OPTIONS**

STEP 03

PAYMENT PLANS THAT
WORK FOR YOU

03. PAYMENT OPTIONS

CHOOSE YOUR PAYMENT SCHEDULE

ALL PLANS (INCLUDING PAYMENT PLANS) REQUIRE A MINIMUM 40% DEPOSIT

TRADITIONAL

Great for getting all your payments out of the way and completed efficiently.

PAYMENT	DEPOSIT AMT.	DUE	NOTES
30% DEPOSIT	Varies Based On Plan	WHEN PROJECT IS AT 50% COMPLETION OR 60 DAYS LATER FROM START DATE, WHICH EVER IS SOONER	
20% DEPOSIT	Varies Based On Plan	WHEN PROJECT IS AT 75% COMPLETETION OR 90 DAYS LATER FROM START DATE, WHICH EVER IS SOONER	
10% DEPOSIT	Varies Based On Plan	WHEN PROJECT IS AT 100% COMPLETION OR 180 DAYS LATER FROM START DATE	



03. PAYMENT OPTIONS

PAY OVER TIME

Need more time to pay? No problem. We have you covered with no interest payment plans to get you on your way!

Pay a 50% Deposit and break the balance up over 12 months

Pay a 60% Deposit and break the balance up over 18 months

Pay a 65% Deposit and break the balance up over 24 months

EXAMPLE: BRAND DESIGN & DEVELOPMENT PACKAGE + SIMPLY BEAUTIFUL: \$7,700.

DEPOSIT \$3,850.00 – 12 PAY: First payment is \$385 then \$315 PER MONTH (first payment is always larger to make even monthly payments)



04. NEXT STEPS

HOW TO MOVE FORWARD WITH ALL MAVEN

REVIEW THIS PROPOSAL CONTRACT AND ASK ANY QUESTIONS

We do our best to make all our terms and services very clear, and if you have any questions, don't hesitate to reach out. Your contract works in sync with our Terms of Service, Privacy Policy, eCommunications Disclosure and Client and Member Services Agreements, which you can view and download at the bottom our website.

SIGN & SUBMIT YOUR PAYMENT

Submit your contract payment for your proposal. ALL work performed by ALL MAVEN is done in advance. As soon as your payment is received we begin working. We'll send this same proposal in a digital format for acceptance.

A link will be sent to you for your to select which option you'd like!



MAINTENANCE SERVICES

PREMIUM MAINTENANCE AND HOSTING SUBSCRIPTION: \$45 PER MONTH

ALL MAVEN has no additional ongoing costs. Plan includes regular maintenance checks, monthly and or quarterly backups, basic updates and support. This also covers your SSL Certificate for your site and security.

UPDATES AND MAINTENANCE, ADDITIONAL DESIGN WORK

ALL MAVEN can manage and make updates to your site quickly and in a cost effective manner. Focus on what you do best at your business and we can handle all of your updates. You can also do them yourself through our CMS or if you need more integrated design, we're available at \$85 per hour, billed by the quarter hour.

5 Minute Rule! If the update takes less than five minutes, it's free. Once your five minute updates total more than 30 minutes, we'll bill you for everything over that 30 minutes.

**OK – PICKED ALL YOUR STUFF? HERE’S WHAT THE
PROCESS LOOKS LIKE NEXT...**

After you have submitted your payment...

- . We send you an invitation to Basecamp to monitor your project. (this is our project management tool)
- . You receive form documents to submit material for your site
- . We begin scheduling your workshops, sessions and research
- . We begin the migration process for your old site
- . Look for your welcome kit :-D

BASECAMP

Your design project will be setup in our team project management system Basecamp. From here, you'll be able to monitor progress, submit documents and have correspondence with us and other team members on your project.

**Ready to get started? Give us the go! Contact
your ALL MAVEN Rep Today!**

AGREEMENT

The terms of this agreement work in synchronicity with our Terms of Service, Privacy Policy, eCommunications Disclosure and Membership Agreement. You may review these any time at the bottom of our website at ALLMAVEN.com.

If you have any questions, you may contact us at any time.

ALL MAVEN
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(844) ALL-MAVEN | (844) 255-6283 | staff@allmaven.com

Thank you!

A stylized, handwritten signature in black ink, appearing to read 'AR' followed by a flourish.

Alexandra Renee

THANK YOU!

ALL MAVEN

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PREPARED BY

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ALL MAVEN

