



KYLE PASQUARELLA / PRICING PROPOSAL

FEBRUARY 14, 2025



INTRODUCTION

About Us:

- Established in 1967
- Clients in 50 States/23 Countries
- Number of full time employees – 65
- Number of coffee makers – 43
- Official snack – [Chocolate Chip Cookies](#)

Our In-House Capabilities:

- Creative & Branding Services
- Web Design and Development
- Audio Production
- Video Production
- Account Services
- Digital Services
- Print Design and Production
- Media Services
- Social Media Management
- Photography
- Public Relations
- Accounting

WEBSITE DESIGN AND DEVELOPMENT

Including FREE Hosting and Maintenance!

Design

Our team of graphic designers will create a minimum of three mockups for the website to include the home page. Designers will make any and all revisions requested by the client.

Development

Once the mockup is approved by the client, the project developer will take all of the individual graphic elements from the mockups and use them to create the actual, functional site. Elements such as the CMS, interactive contact forms, and Search features are implemented and made functional during this phase, as well.

Copywriting

Our copywriter will work with the client to write compelling SEO friendly copy for the pages of the website.

Page Styling Modifications:

We will use existing content and any other text or imagery content that the client can provide, and style each page to be consistent in look and feel.

Initial SEO/SEM:

To get site noticed and ranking on all major Search Engines like GOOGLE, BING, and YAHOO. The basic package includes: Google Analytics Integration, Keyword Research & Meta Tags, Robots.txt file integration, XML Site Map Creation, Verification of your site with Google Webmaster Tools.

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Testing/Delivery/Training:

The site will be thoroughly tested - viewing differences between different web browsers, ensuring that the website is optimized to be viewed properly in the most recent browser versions/mobile devices – referred to as responsive design. **NO CHARGE**

Hosting:

Studio Center can host the client site on our Google Cloud-Based Server at **NO CHARGE** to you.

Ongoing Support and Site Maintenance:

Content management system updates, javascript updates, server maintenance and upgrades, secure certificate renewals, LAMP stack updates and upgrades. *(Does not include actual content additions or change in the original scope of work.)* **NO CHARGE**

STRATEGY OVERVIEW

Campaign Goals

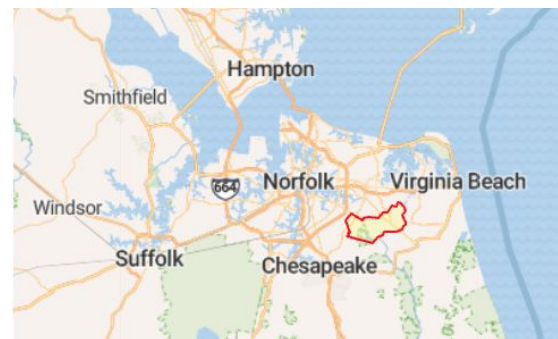
- Generate awareness (candidate, campaign)
- Encourage Website Visits
- Solicit Donations
- Motivate People to Show Up & Vote

Tactics

- Focus on Meta for max in-market reach
- Use short-form video for easy-to-consume, engaging content
- Highlight & Expand on Primary Platforms / Campaign Priorities

Target Audience

Registered Voters in Virginia Beach District 96



Next Steps

- Provide access to existing accounts
- Submit Verification for Election Ads
- Set up a “paid for by” disclaimer
- Set up tracking pixel & analytics
- Share any existing assets (logo, photos)

SOCIAL MEDIA MANAGEMENT

Content Creation

Undoubtedly one of the most challenging aspects of social media. We will consistently provide ideas to help increase followers and their engagement, and keep them coming back to your pages.

Hands On Customer Service

24/7 customer service means we're always ready to address any needs you may have.

Competitive Monitoring

Continuously tracking your competitors' activities and strategies is important and valuable, yet very time consuming. We'll stay on top of it for you!

Ongoing

Competitive Research
Audience Building
Analytics & Reporting
Engagement Tactics
Profile Optimization
Post Boosting
Reputation Management

Original Photo/Video content: Up to 1 on-location shoot per month

Monthly Posts: Up to 10 with up to 2 reels*

Notes and Add Ons:

*Length of videos/reels may vary; will be between :05 and :60 seconds.

Set up: **No Charge**



PRICING SUMMARY

Website Design & Development <i>Includes up to 5 pages, built in Concrete CMS</i>	\$ 600/mo.
Social Media	\$ 1,500/mo.
Total:	\$ 2,100/mo. 9 Month Campaign \$ 18,900.

Thank you for the opportunity to submit a proposal. We look forward to working with you!

Accepted by:

Client

Date

Studio Center

Date

Estimate valid for 10 days from 2/14/25

THANK YOU!

Point of Contact:

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