STRATEGIC & TACTICAL DEVELOPMENT OF

MOBILE APPS AND MARKETING PROPOSAL

Dedicated to:

EXOM COMPANY, LTD.

YOUR LOGO

YOUR LOGO

Digital Marketing Agency

Address

September 2-6, 2016
Rizt Conference Room
New York, USA, 12354

Contact

(+54) 1234567
info@yourdomain.com
www.monstamobile.com

Get Social

@monstamob
#monstamob
monstamob

TABLE OF CONTENTS

ATTACHMENTS

A
LETTERS &
AGREEMENTS

YOUR LOGO
Digital Marketing Agency

ABOUT US

These proposals will provide an overview of the benefits of our company, a brief about the various activities.
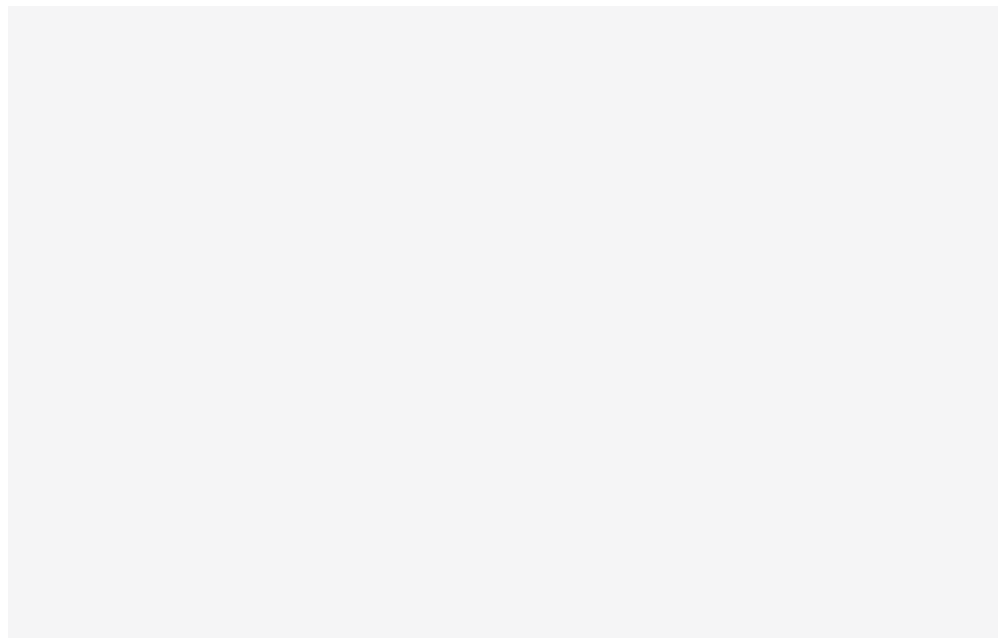
YOUR LOGO
Digital Marketing Agency

54%

Mobile digital media time is now significantly higher compared to desktop.

49%

eMarketer expects mobile to overtake desktop for search ad dollars this year, rising from $8.72 billion to $12.85 billion.

We have been providing Digital Mobile Marketing services and solutions for the last 10 years. During that period, the companies not only improve the company background and exposure to various online marketing strategies, but also have matured advanced techniques and convert it into a process that serves as our intellectual property for a professional team. We are different from other marketing companies and provide a unique advantage to our clients. Very few companies have the same experience, resources, expertise and intellectual property. Integration with our SEO and Social Media Marketing Services allows us to help your company increase your search visibility on Google, Yahoo, Bing and in Social Media land. Increased engagement and influence in the mix of social communities most relevant to your target audience and those who influence them (Facebook, Twitter, Google+, YouTube, blogs & many more) is another important benefit of our Mobile marketing service.

YOUR LOGO
Digital Marketing Agency

We expert in connecting customers to clients and delivering innovative solutions that improve brands. Product launches for brand development, social media campaigns, and much more. We assess our clients' image and provide strategies that inspire the audience to get involved and take action.

We expert in connecting customers to clients and delivering innovative solutions that improve brands. Product launches for brand development, social media campaigns, and much more. We assess our clients' image and provide strategies that inspire the audience to get involved and take action.

YOUR LOGO
Digital Marketing Agency

Facts & Figures

39,239,000
People Engaged

255
Global Employee

323,000
Campaign Engaged

$323,541,873
Business Volume

23,990
Campaign Launched

21
Countries

SERVICES

We expert in connecting customers to clients and delivering innovative solutions that improve brands.

Platforms

SMS/MMS	**WEB DEVELOPMENT**	**MOBILE APPS**
Enterprise-grade messaging platform.	Enterprise-grade messaging platform.	Enterprise-grade messaging platform.
VIDEO	**ADVERTISEMENT**	**LOCATION BASED AD**
Enterprise-grade messaging platform.	Enterprise-grade messaging platform.	Enterprise-grade messaging platform.
EMAIL STRATEGY	**QR CODES**	**MOBILE COUPON**
Enterprise-grade messaging platform.	Enterprise-grade messaging platform.	Enterprise-grade messaging platform.

YOUR LOGO
Digital Marketing Agency

82%
of users search as a result of seeing an ad (online, phone, TV, etc).

34%
growth in mobile searches over the past year.

WHY OUR COMPANY?

WE TURNING IDEAS INTO REALITY

We aspire to deliver an effective digital marketing campaign to your brand through an engagement outlined in this proposal. We aspire to deliver an effective digital marketing campaign to your brand through an engagement outlined in this proposal.

CUSTOMIZED MOBILE PROGRAMS

Apps are where your customers meet your brand. Everything you need to build beautiful, engaging apps that transform the customer experience.

A SCALABLE ON-DEMAND TEAM

We cooperate with awesome clients to understand their business needs, technology, creative, and marketing. Then we create a scalable on-demand team, technologies and processes in place to design, build and deliver awesome mobile marketing experiences.

## BIG EXPERIENCE FOR YOUR BUSINESS

Our Mobile Marketing solutions are for small and medium-sized businesses helps meet these requirements very effectively. The integrated solution provides the ability to reach your customer from different channels.

OUR TEAM

We aspire to deliver an effective digital marketing campaign to your brand through an engagement outlined in this proposal. An effective Mobile marketing campaign requires a strong thought out campaign objectives, accurate planning campaigns, good writing skills, research skills further and social media expertise, the implementation of an efficient and successful campaign tracking procedures.
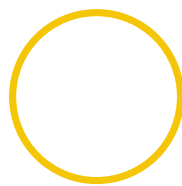
TANIA AGAPAR
Mobile Strategist Leader
@taniapar

Leader and program manager, The program leader for social business, the strategist is responsible for overall vision and accountability towards investments. She experienced for 10 years in marketing department also write marketing books.

STUDY
Barkeley University

EXPERIENCES
Google, Yahoo, Insider.

Management · Social Media · Communications
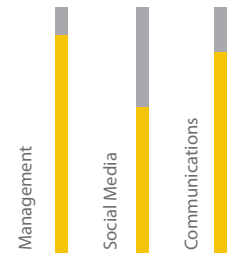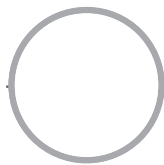
KUSNADI AKBAR
@kukukusan
Community Manager

Primarily outbound and customer-facing, this role is serving as a liaison between the community and brand.

Management · Social Media · Communications
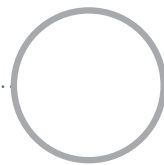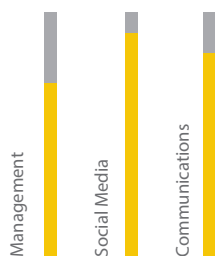
KHAN ZUBAIDA
@kmai
Mobile Apps Manager

Work with team to integrate social into all digital channels, both online, on TV, in real world and beyond.

Management · Social Media · Communications
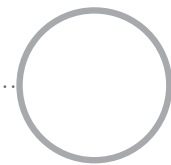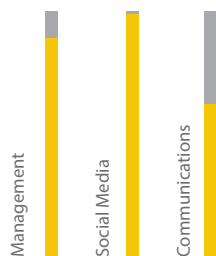
RYAN MUSTOE
@mustoe
Mobile Analyst

Measurement and reporting across the entire program and for individual business units using analytics.

Management · Social Media · Communications

YOUR LOGO
Digital Marketing Agency

★★★★☆
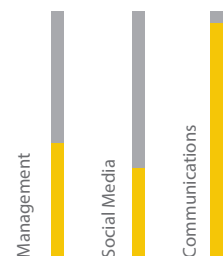
99%

Satisfaction Rate from our clients.

354%

Return customer increase since last four years ago.

MOBILE SPENDING

According to data from the mobile research of mobile user spending behavior report, customer are break down into five main categories:

1	Product extensions	2	Business	3	Utilities
4	Communication	5	Education	6	Entertainment

TIME SPENDING

99%
Access on Mobile

21 hr
Time Spend /Week

18%
Time Spend /Week

PURCHASE POWER

78%
Via Mobile Purchased

$134
Money Spent

$246
Money Spent

PRODUCT SELECTION

82%
Buy Prducts

73%
Electronic

86%
Clothing
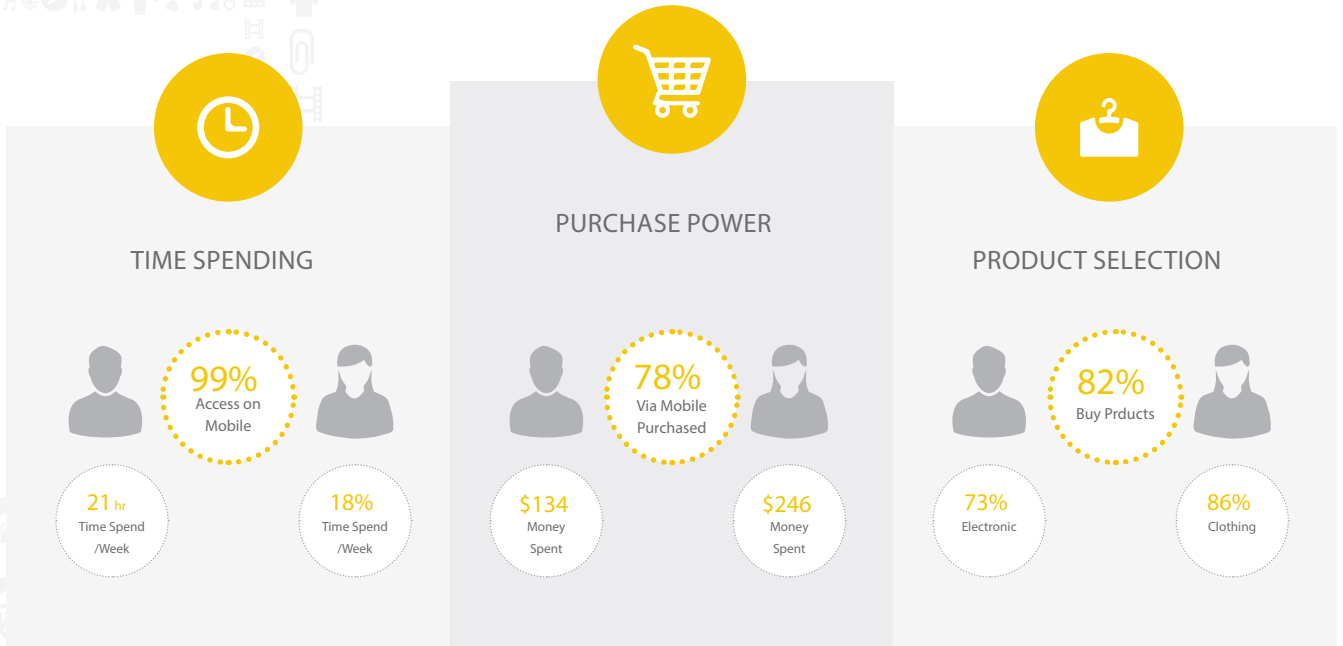
Young age Mobile user activites for:

46 %
play games

41.7 %
download/use apps

15 %
make purchases

15 %
read a book

Mobile share of online video (64%) will surpass desktop share (42.8%) in 2016.

Smartphone and tablet usage for video has more than doubled since 2015 reaching 56% and 48%.

Smartppne is fastest growing device for video (48.6% growth) followed by Tablets (61.1%).

People spend 52 minutes a day on mobile video – smartphones (32 min) and tablets (20 min).

Tablet is fastest growing device for video (119.8% growth) followed by smartphones (81.1%).

Mobile Exceeds PC Internet Usage.

MOBILE MARKETING STRATEGY

When mobile-first companies initially started advertising on smartphone, the primary goal is to acquire large volumes of loyal users at the lowest costs. To achive the goals company's strategies are the key success. A mobile strategy needs to holistically define business objectives, key target groups and processes, policies, management, quality assurance, and tangible measurement for continuous tracking of return on investment.

YOUR LOGO
Digital Marketing Agency

AWARENESS

How your company presence in on the mobile channel.

CONSIDERATION

Mobile marketing facilitate detail information about specific products or services.

LOYALTY

Leverage mobile marketing to create recurrent customers.

ACTIVE RESEARCH

Consumer use mobile to search data & trust information.

CONVERSION

Cosumers buy products and services.

Succesfull mobile strategy is combining marketing and technical skills, mobile marketing is not only change your current online content to fit on a small screen. Our competitive strategies will reach your mobile and digital marketing campaign.

....

*SMART MARKETING RESEARCH

YOUR LOGO
Digital Marketing Agency

DEFINE MOBILE CAMPAIGN GOALS

There are many methods of marketing you can employ, each with varying levels of time commitment and costs. Having a clear objective will help you focus your efforts and determine the best and most cost-effective way to achieve your goals.

Objectives

01. High mobile experience through reputation management.
02. Create a mobile experience that provides customer with all the tools they need to take the desired action.
03. Actively engage to determine their specific needs and preferences.

KEY OBJECTIVES B2B MOBILE MARKETING STRATEGY

YOUR LOGO
Digital Marketing Agency

GENDER		AGE		MARITAL		OS	
		18-24	10%				
		25-34	21%				
		35-44	14%	SINGLE	24%	IPHONE	34%
		45-54	12%	ENGAGED	21%	ANDROID	31%
MALE	54%	55-64	10%	MARRIED	44%	WINDOWS	24%
FEMALE	46%	65+	13%	DIVORCED	13%	OTHERS	13%

REGION		INCOME		INTEREST		ETHNIC	
SOUTH	34%						
NORTH	26%	<$50K	20%	NFL	44%	AFRICAN	30%
WEST	36%	50K-100K	46%	GOLF	26%	HISPANIC	41%
EAST	15%	>100K	34%	AUTOMOTIVE	14%	ASIANS	24%
				WELLNESS	9%		

MOBILE MARKETING

CAMPAIGN KPIS

Mobile Key Performance Indicators (KPIs) are a powerful tool that use to foster sustainable commercial growth, because these are what links strategic objectives to active campaign activities. The KPIs also create visibility on operational issues and provide our team's insight on what needs to be accomplish to drive the business success.

Campaign Performance

The strategy is need to look beyond the surface-how your marketing campaign performto the customer. The key points are:

- Apps Download
- Crashes
- Bounced
- Session Time
- Active Users
- Permission
- Response times
- Cross Platform

Contacts-Sales Acquisition

Measure your conversions and revenue are important to understand your mobile marketing and engagement effectiveness. The key points are:

- Purchases
- Upgrades
- In App
- Bookings
- Revenue/User
- Acquisition Cost
- Subscription

Interest/Intent (Engagement)

These mean determining how valuable your campaign and content are in the customers' lives. Feedbacks are most important manner. The key points are:

- Content Read
- Page Visited
- Retention Rate
- Comment
- Social Shares
- Awareness

YOUR LOGO
Digital Marketing Agency

THREE MEANINGFUL STEPS

MOBILE STRATEGY PROCESS

With a forward-looking strategy we can implement mobile channel today and at the same time prepare for the campaign.

02

MOBILE ENGAGEMENT PLAN & IMPLEMENTATION

We are focuses on helping professionally manage the mobile strategy that involved in maintaining customer acquisition.

YOUR LOGO
Digital Marketing Agency

01

MOBILE STRATEGY & ROADMAP

Develop your mobile planning in-dept review of strategy and roadmap.

03

CAMPAIGN MANAGEMENT & EXECUTION

We aspire to generate activities for each of these communication channels through production, list management, deployment, QA and Optimization.

Now is the time to create a conprehensive plan to ensure your mobile campaign is delivers maximum value as a strategic tool for the company.

MOBILITY ACCELERATES SPEED, PRODUCTIVITY AND FOSTERS BETTER DECISIONS.

MOBILE WEB & EMAIL DEVELOPMENT

YOUR LOGO
Digital Marketing Agency

REASON TO MOBILE-FIRST DESIGN

Mobile-first design is ensuring that web pages optimized for users on mobile in the first step. The main reason about the concept of mobile-first design is important that a lot of people are using mobile devices. Essentially this forced to become more focussed and direct with the content, which will produce a quick, consistent and relevant mobile experience.
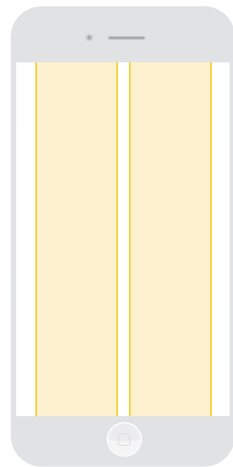
Better User Experience

In mobile-first design, web elements are minimized as content and design are fix to the mobile screen resolution, response-oriented experience. Studies show that people expect pages to load in two seconds or less.
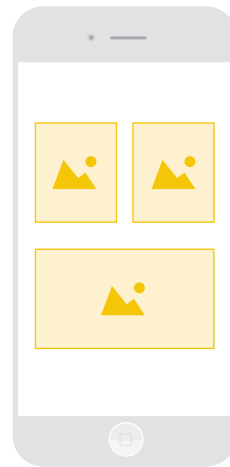
Mobile Search Tops Desktop Search

57.3% of users access the web via mobile and over half of all internet searches originate from mobile devices. Also predicted the search numbers will increase significant.
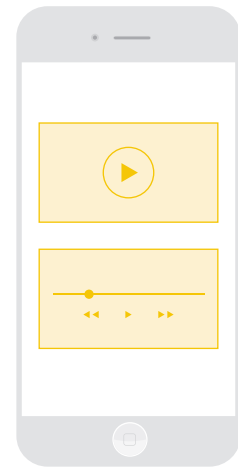
Mobile is the Future

More people will be surfing and shopping from their mobile devices than their desktops. The population is consuming the convenience of having the Internet via mobile devices.

The searches volume is coming from smartphones has surpassed desktop in many countries, including the United States. The aim of mobile first responsive web design is not to reverse the underlying problem, creating a poor desktop experience instead of a poor mobile experience. Mobile solutions will benefit, users will be happy and sales, engagement and goal conversions will follow.

Conversion Optimization

Increasing the percentage of visitors to a website that convert into customers, take any interest and do action on a webpage.

BUILDING A CONVERSION OPTIMIZATION STRATEGY

Search Engine Optimised

Google actually recommends a responsive approach to combat these problems and wants to send visitors to the sites that they want to see. If you don't have a mobile site at all, 54.5% of visitors will return to Google.

YOUR BOUNCE RATE WILL RISE AND YOUR RANKINGS WILL DROP

Cost and Time Effective

The benefits of having one responsive website that accommodate to different devices are significant when compared to having two similar websites.

VISITER DIRECTED TO ONE WEBSITE

Usability Considerations

Simple best practices to follow when it comes to Responsive Design: build a site with mobile optimization from the start, get your images right, navigation need to be displayed on multiple browsers and mobile devices.

FIRST IMPRESSION = MOBILE IMPRESSION

MOBILE APPS MARKETING

YOUR LOGO
Digital Marketing Agency
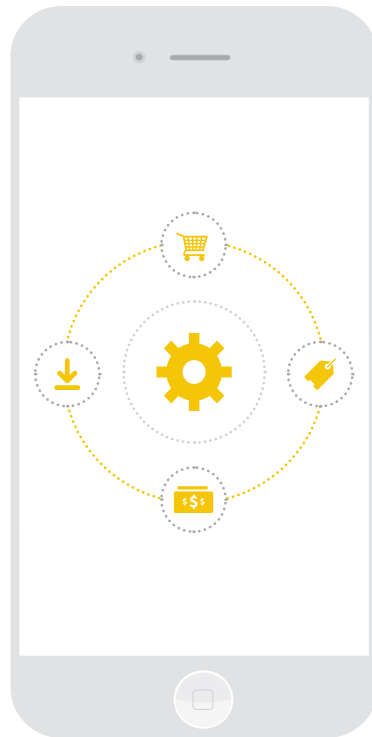
MOBILE APP MARKETING INSIGHTS

The marketing software is becoming increasingly available form of application, rich features and data available anywhere. By uploading a posts to track campaign metrics, the application allows marketers to access information at their fingertips quickly and easily. Apps are now an integral part of our daily moment, with people spending an average of 45 hours per month in it.

*GOOGLE, MOBILE APP MARKETING INSIGHTS

AD TYPES INFLUENCING APP DOWNLOADS

SEARCH ADS
Improve rankings for keywords and key phrases that matter to you.

SOCIAL ADS
Social network has its own personality and requires a strategic approach.

BANNER ADS WEB
Our service knows how to drive your campaign in the right direction.

BANNER ADS APPS
Wide ads publisher network and rich audience targeting.

VIDEO ADS
Understands your needs to deliver results effective video campaign.

TRADITIONAL MEDIA
It is a trusted channel which segmented audience come also affordable.

MOBILE DISPLAY & VIDEO ADVERTISING

YOUR LOGO
Digital Marketing Agency

LITTLE MESSAGES THAT PACK A BIG PUNCH

Mobile Display Advertising is more than catchy pictures, text and pop-up ads. We conduct our Mobile Display Advertising campaigns with just as many tightly managed metrics. It's important to understand your Mobile Display Advertising is an influentia and highly measurable. Mobile Display Advertising has essential benefits in building a brand, our main success metric conversion are for Sales, leads, downloads, subscribes.

REACH NEW PROSPECTS

Whether they are searching on desktop or mobile, and lead them to your site or social pages.

DRIVE NEW VISITORS

Deliver to your site and social pages then return them back later, when they're ready to buy.

BUILD AWARENESS

Putting ads on hundreds of targeted web, most popular online and mobile sites.

GET STARTED NOW

| 1 | COMPREHENSIVE DIGITAL CAMPAIGN | 2 | FREE ADVERTISMENT DESIGN | 3 | ACCESS TO THE AUDIENCE |

LOCATION BASED MOBILE ADVERTISING SERVICES

YOUR LOGO
Digital Marketing Agency

GEO TARGETING
ULTIMATE TOOL FOR NAILING TIME AND PLACE

Determine the visitors geolocation and provide different content to that visitor based on the location of customers: country, city, metro code, region, zip code, institution or other criteria. Some of the benefits of geographic targeting strategies:

Speed
Mobile Geo-targeting is easy to manage rather than traditional ads (print ad, tv, radio, etc) and due to this nature real-time response is available.

Reduced Costs
Coupons are sent via a mobile device based on the location of the consumer more affordable. Digital coupons do not have the expenses.

Targeting Geographically
Targeting by geography help a brand engage with different cultures and develop a more success test, i.e. compare different offers or promotions in the same area.

OTHER BENEFITS OF GEO-TARGETING

Engage In-Store Shoppers

Localize Deals

Know Customers Preferences

Drive Website Traffic

* GEO-TARGETING ENABLES BRANDS AND RETAILERS TO TARGET CONSUMERS BASED ON THEIR LOCATION.

GEO FENCING
PROXIMITY-BASED TARGETING

Geofencing is a popular strategy to get the proper messages are sent to your target when they are in the virtual barrier such as store or specific areas.

It works when your target is in the supermarket or close to store, your business can text them your latest coupon, offer or message ensuring a better chance your customers will take advantage of your messaging due to the context in which they received it. Accurate data will reduces waste and ensures your campaign is delivered.

. . . .

START FROM $0,4 PER SMS

GEO AUDIENCE
EXACT TARGET MOBILE DEMOGRAPHIC

Geo Audience allows you to use location data to build better household and demographic profiles. Reach consumers based on their age, gender, race, income, or lifestyle.

Example is showing mobile ad for NFL fans while segmenting your audience based on age demographics. Geo Audience allows you to slice-and-dice your way to your exact target mobile demographic.

. . . .

START FROM $0,6 PER SMS

PRICING & PACKAGE 2

Conducting effective mobile marketing campaigns require large amounts of time and expertise. The actual cost is determined by the number of sites involved in the campaign, the amount of activity and the level of participation.

POPULAR

BASIC
Start From $2,500/month

STANDARD
Start From $4,000/month

DELUXE
Start From $6,000/month

BASIC	STANDARD	DELUXE
PLATFORM	**PLATFORM**	**PLATFORM**
• 2 Account Login	• 5 Account Login	• Unlimited Account Login
• 34,5 GB	• 100 GB	• Unlimited Quota
TEXT	**TEXT**	**TEXT**
• Unique Texting Number	• Unique Texting Number	• Unique Texting Number
• Contracts	• No Contracts/Setup Fees	• No Contracts/Setup Fees
• 5 Keywords	• 54 Keywords	• Unlimited Keywords
• 3 Cents/Text Message	• 2 Cents/Text Message	• 2 Cents/Text Message
MOBILE APPS	**MOBILE APPS**	**MOBILE APPS**
• Mobile Responsive App	• Mobile Responsive App	• Mobile Responsive App
• Signup Form Widgets	• Signup Form Widgets	• Signup Form Widgets
• Mobile Campaign Tools	• Mobile Campaign Tools	• Mobile Campaign Tools
• Incredible Support	• Incredible Support	• Incredible Support
• USA Coverage	• USA and Canadian Coverage	• Global Coverage
WEB	**WEB**	**WEB**
• Development	• Development	• Development
• Social Media Strategy	• Social Media Strategy	• Social Media Strategy
• Mobile Apps	• Mobile Apps	• Mobile Apps
• Location Based	• Location Based	• Location Based
• Mobile Advertisement	• Mobile Advertisement	• Mobile Advertisement
• Email Development	• Email Development	• Email Development
eCOUPON	**eCOUPON**	**eCOUPON**
• 2 Coupon Campaign	• 5 Coupon	• Unlimited Coupon
• Social Media Offers	• Social Media Offers	• Social Media Offers
LOCATION AD	**LOCATION AD**	**LOCATION AD**
• Set Date and Time To Send	• Set Date and Time To Send	• Set Date and Time To Send
• Upload 500 Contacts	• Upload 4000 Contacts	• Upload Unlimited Contacts

Our team of experienced mobile strategy experts work with you to develop content that reflects who you are and engages your audience on a level that brings them back again.

✉ help@yourweb.com

📞 (111) 1111-222

YOUR LOGO

YOUR LOGO
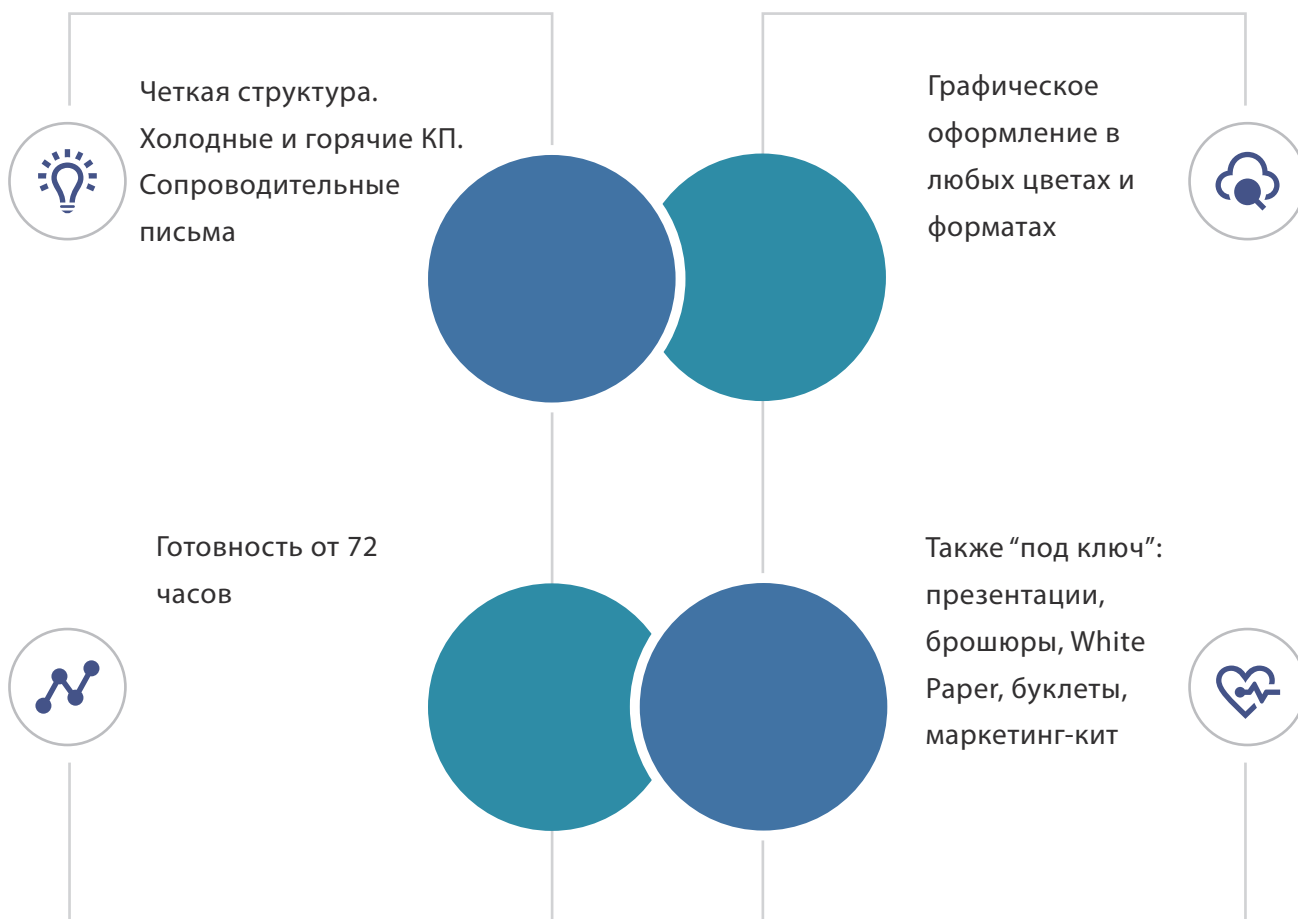
Digital Marketing Agency

21st Floor NY 10022.
(+54) 1234567 – (+54) 1234567
www.yourweb.com

КОММЕРЧЕСКИЕ ПРЕДЛОЖЕНИЯ ОТ "ПАНДА-КОПИРАЙТИНГ"

СТОИМОСТЬ "ПОД КЛЮЧ" ОТ $110

ЯЗЫКИ: РУССКИЙ, АНГЛИЙСКИЙ, ФРАНЦУЗСКИЙ, НЕМЕЦКИЙ

Четкая структура. Холодные и горячие КП. Сопроводительные письма

Графическое оформление в любых цветах и форматах

Готовность от 72 часов

Также "под ключ": презентации, брошюры, White Paper, буклеты, маркетинг-кит

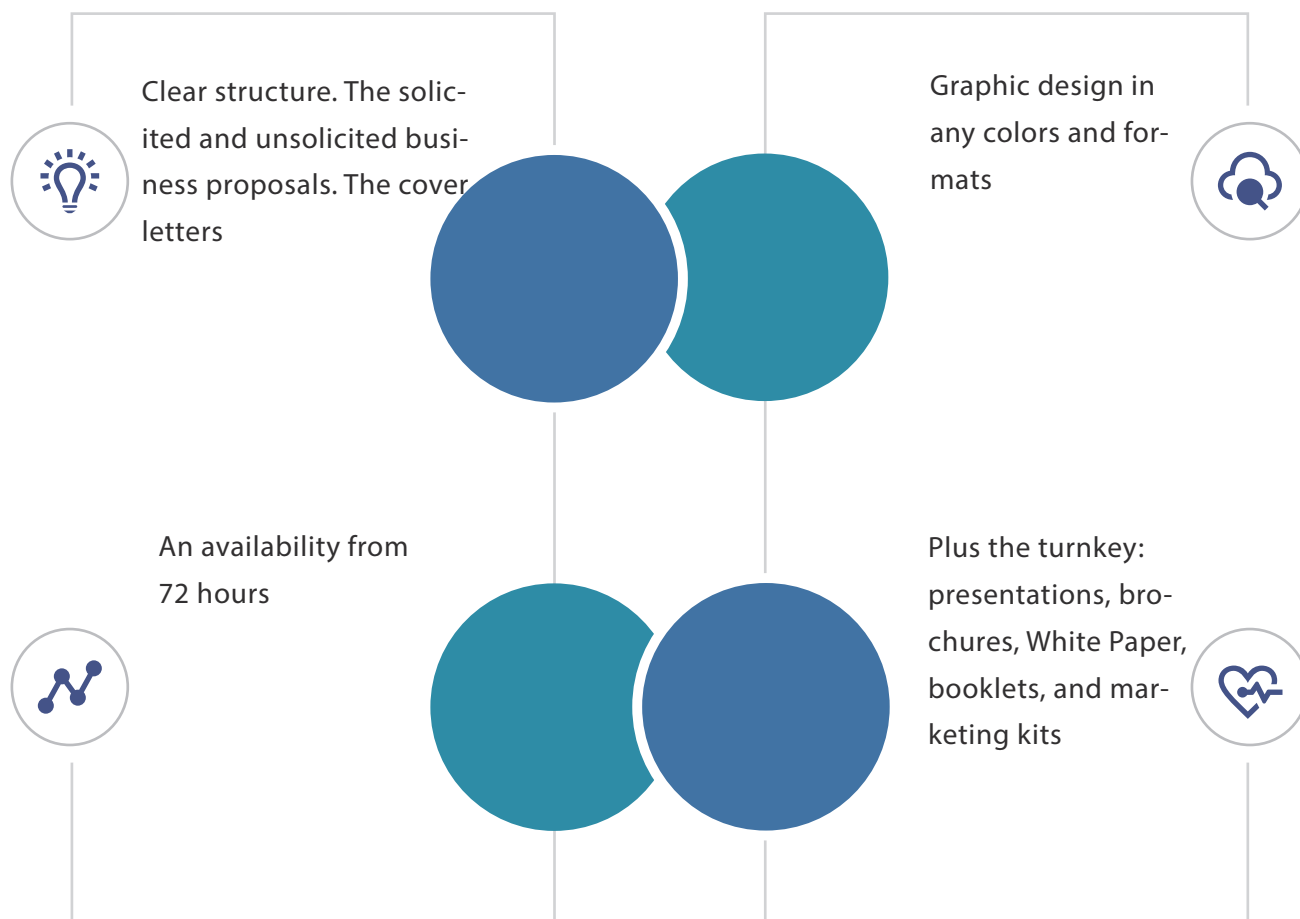Дополнительно: оформление под брендбук компании или подбор сочетаний цветов для создания вашего фирстиля и оформления

BUSINESS PROPOSALS BY PANDA COPYWRITING PROJECT

A TURNKEY COST STARTS AT $110

LANGUAGES: RUSSIAN, ENGLISH, FRENCH, AND GERMAN

Clear structure. The solicited and unsolicited business proposals. The cover letters

Graphic design in any colors and formats

An availability from 72 hours

Plus the turnkey: presentations, brochures, White Paper, booklets, and marketing kits

Additionally: design for a company's brand book or selection of color combinations to create your corporate identity and design