

# Welcome

**Thank you for considering us for your online marketing project.**

Before we get started I thought it would be helpful if you reviewed how we'll work together in this intro packet.

It outlines our processes, mutual expectations, information required and other pieces necessary to make sure we both keep the project moving forward.

If you are comfortable with what is outlined here, please go ahead and fill out the Get Started form and schedule our first call.

**Office hours: 9:00am - 3:00pm EST Mon - Thur.**

Jenn@MultiPillarMarketing.com

Phone/Skype via appointment only

***Please note that we don't work nights or weekends, so all work will be completed and correspondence replied to during the workweek, between the hours of 9am-3pm EST.***



# What you can expect

## What you can expect from us -

- ★ We will be responsive and timely with communication during the project and answer all of your questions and support you to the best of our ability during our work hours, *9:00am - 3:00pm EST Mon - Thur.*
- ★ We will be respectful of your expertise, your time, and your investment. We will be upfront on what's included within the project. If changes/additions come up that are outside the scope of work, we'll let you know time and/cost increases and discuss with you how that impacts the project.
- ★ We will share our expertise and knowledge and make suggestions/recommendations when appropriate. We will deliver a beautiful, functional site for your business.
- ★ We will provide you with tools, training, and resources so the process will be as easy as possible for you.



# What we expect

## What we expect from you -



We expect you to be responsible and timely in your communication. This is needed to keep the project on schedule.



We expect you to be honest in all your feedback and input. This is a collaborative project. We need your honest input to ensure that you are satisfied with the end product.



We expect you to be committed to the project. This is YOUR website, be a participant and answer questions with honesty and in a timely manner.



We expect you to be respectful of us, our time, and our expertise.



Creating content for your site always takes longer than you anticipate. Please make sure you've set aside time to complete this important step as it is critical in keeping the project on schedule. Better yet, schedule it in your calendar now so it gets done! :-)

**Most importantly, we expect you to have fun with the process!**



# The Process

After we go through introductions, had our initial conversation, you've signed the contract, and made your Initial payment, these are our next steps -

## Phase 1 – Discovery & Planning

Here's where we dive deep into your business. We'll review your vision and goals for your business to see how your website can be an asset and relay that information to your prospects and customers.

## Phase 2 – Content

We'll create a content plan so your website portrays the right messaging for your business. We'll review existing content and outline any new content or changes to existing content.

**Very important:** *All content must be delivered to us before the site design/ development begins.*

## Phase 3 – Redesign

Now comes the fun part – designing the layout for the new site.

If any new branding images are requested, they will be done during this stage. We'll create a site mock-up for your review with two revisions included, if necessary.



# The Process

## Phase 4 - Development/Coding

Upon your approval of the design, the development and production of the site will proceed. We'll insert the content into the site pages, integrate any third-party site/social media functionality, check for mobile responsiveness, and then the site will be uploaded to our test server for your review.

## Phase 5 - Test/Launch

Once all testing is complete, we'll transfer the site to your hosting server. We do one more round of testing on the live environment before officially "turning on" the website to live visitors.

Once we know there aren't any major bugs, we're ready to go live and you can announce your new site to the masses!

## Phase 6 - Measure/Maintain

Where as most firms will pass the reins to their client's as soon as the site is launched, we continue to make sure that your site is working for you.

We'll create a plan for tracking the success of your website and get you set up on a Peace of Mind Care Plan to keep your site up to date and running securely.



# The Timeline

## Discovery

2 Weeks

Development of a sitemap and interactive prototype so that all functionality can be tested and approved in the browser. Create content and content outline.

## Design

1 Week

Design of website user experience and user interface to allow the target audience to easily navigate and use the website to achieve their needs.

## Development

2 Weeks

Development of working website on the WordPress content management system. Uploading all content.

## Deployment

1 Week

Final testing and debugging on development server before launching.

# Terms

## Payments

1/3 deposit is due up front to hold your spot in our production schedule.

1/3 installment is due once functionality and design has been agreed upon, or 3 weeks from start date, whichever comes first.

Balance is due once the website has been tested and everyone agrees it is ready to go live, or 6 weeks from start date, whichever comes first.

Once the final invoice is paid we will hand over the keys.

## Cancellations/Rescheduling

In case of an emergency on your end, the project may to be rescheduled, subject to availability in our schedule.

If you decide to cancel the project, the deposit is forfeited since this was used to hold your slot in our schedule.

If the project is cancelled by us, your deposit will be refunded, minus the cost of any work completed if project has already started.



# Next Steps

## Ready to get started?

If you're OK with everything laid out here, let's get the ball rolling.

Fill out our **contact form** and we can set up a discovery call.

Once we discuss your needs in depth, I'll send you a proposal to sign so we can get your new website scheduled.

**Thanks!**

**I'm looking forward to working with you!**

