Zosel Proposal

Hi Carol.

Here’s an outline of the items we propose and the estimated budget.

As I said, it’s not about just “fixing” little details on your site. It’s a matter of making strategic changes that boost Credibility, expand your Relevance in the market and ensure Differentiation in a new age of online searching.

Sure, we need to make the site prettier, but it also needs to be more functional from a sales standpoint and more aligned from a branding standpoint. That begins with a cohesive brand identity…

**PHASE ONE: Updating the brand identity**

Deliverables:

• A brand identity mark (logo). First thing’s first… you need a logo and emoticon to compliment the Red Zosel Harper brand identity that can work in tiny little online spaces. The logo will become the simple centerpiece of the Zosel Harper brand design.

• A re-fresh of the current type treatment while maintaining the white-on-red color motif. There are several reasons why we recommend a new type treatment:

1. The current font looks outdated and editorial, like a magazine title.
2. The current one uses two different fonts, which is never optimal.
3. We need type that will work cohesively with the new logo mark. If we have to design a mark to work with the existing lettering, our creative options are severely limited. The two need to be integrated.

Identity Design Budget: $3450 Timeline: 3 weeks

**PHASE TWO: Strategic planning, website reorganization and migration**

Deliverables:

• Business Consulting: Assess strengths, weaknesses, opportunities and threats in the local Real Estate market. Devise overall, long-term marketing strategy for Zosel Harper. *(This is a bonus that you can’t get from any web development company. I know some real estate industry consultants that charge 25, 50, even $75,000 for this kind of advice.)*

• Establish a new strategic objective for the web site and set communication goals and conversion paths for various target audiences. Our process includes a thorough Creative Brief that spells out exactly who we’re talking to, what we’re saying, and what the specific assignment entails.

• Working with the existing Wordpress platform and without losing any of the MLS search functionality, our team will streamline the navigation and update the Wordpress theme.

• Eliminate redundancy. Streamline the user experience. Align the whole site with new communication objectives and strategic approach. Migrate the current content onto the new, reorganized platform.

• Devise a funnel strategy… Figure out what we could offer as a “freemium” in order to collect email addresses that would feed into your CRM system.

• Search Engine Optimization: Devise page titles, content plan and keyword list that will improve organic search rankings on Google.

• Handle Google’s “local search” marketing function in order to get placement in that box at the top of the Google SERPs.

**PHASE 3: Creative Execution**

• Copywriting: Headlines and blocks of copy for key pages throughout the site.

• Content Strategy: Consulting on a content calendar and annual plan for on-going article production and other content requirements. For instance, we may decide to import all the content from you newsletters into the blog section.

• Graphic Design: Page layouts, content flow, image selection UX (User experience)

**PHASE 4: Testing and Launch**

• Proofing all content.

• Testing all functional components such as forms, links and load times.

• Two rounds of revisions, edits and changes, as needed.

Website Budget: $7500 - $9350 Timeline: 3 months

References… Some articles I’ve written that spell out our approach to branding and web development:

This speaks to the different levels of website functionality, as we discussed on Friday:

<https://bnbranding.com/brandinsightblog/make-your-website-work-on-many-levels/>

This piece outlines the process that we follow when tackling web projects:

<https://bnbranding.com/services/website-development-services/>

Here’s more on Relevance, Credibility and Differentiation:

<https://bnbranding.com/brandinsightblog/the-abcs-of-branding-rcd/>

This one talks about the need for a big idea in website design:

<https://bnbranding.com/brandinsightblog/a-new-approach-to-website-design/>

All “Work In Progress” will be shown on a private, hosted URL while the existing site remains functional.