

Letter of Engagement



VANWHISTLE MEDIA

Customized Digital Marketing Solutions

LETTER OF ENGAGEMENT TEMPLATE

Hi Owner,

Thanks for taking my call today. It was a pleasure speaking with you!

Based on our discussion, here are the budget and service details -

1. Web Development - Multiple Rich Pages \$7000 *our offer is \$5000

Includes:

- New Website / Customized Pages / On-page SEO

2. SEO - Kick Starter \$6000

Includes:

- 3-month SEO Marketing / 2 Keywords per Batch

3. Branding - Complete Branding Package \$3500 *our offer is FREE as a complimentary promotion

Includes:

- Brief Visual Strategy / 1 Logo / Typeface Set (3 fonts) / Colour Scheme
- For brochure, letterhead template and business cards *add \$500
- For Brand Concept Kit *add \$500

Total budget: \$11,000 + tax

Total discounts received: \$5500

Project duration: 3 months

ADDITIONAL NOTES

For website:

- Focus on delivering product info
- Landing page with clear call to action
- Company updates

Specifications:

- About page expressing the company's origin and intent to break into the Canadian market
- Target all content to target niche (oil and gas chemical industry)
- Develop separate pages for Technical Specifications PDFs

We are happy to provide you with a brief SEO presentation. Please let me know when we can schedule that meeting.

We are ready to get started on your project right away. With 2 spots remaining in May, let's make it happen!

Best regards,

Chona Fe Canlas

Sales Strategist

VanWhistle Media