

## BRANDED PERSONALITY WEB PLATFORMS

Our goal for every client is a dynamic web platform; a vehicle that drives brand recognition, moves products, delivers multi-media enriched content and above all, puts your personality front and center. It's more than a web site. It's a center of attraction that pulls people in and puts you front and center without ever being pushy.

### WHAT'S INCLUDED:

#### STEP 1:

Strategy conferences to establish priorities and goals  
 Consider site architecture and the hierarchy of content  
 Reflect reorganized navigation in the site map (flow chart)

#### STEP 2:

Clarify key messages  
 Edit content for consistency with key messages  
 Position products and services for maximum appeal

#### STEP 3:

Design the site, building a branded platform  
 Amp up the personality factor to pull visitors into and through the site  
 Cross-sell personality, products and services throughout the site

#### STEP 4:

Build the site using current web development standards  
 Host the test site for review and approval  
 Launch site and deliver DVD of site files

### WHAT'S NOT INCLUDED:

Airfare & travel to client meetings  
 Original photography or stock license fees  
 Music license fees  
 Audio/video production  
 Postage and shipping  
 Web maintenance

### REQUIREMENTS:

Single contact source for all client communication  
 Monthly billing paid by the 15th of each month  
 Billing cycle runs as scheduled in spite of client-driven delays  
 Email notification of project specification changes or additional project requests

### FEE:

Beginning at \$15,000  
 Billed over five months at \$3,000 each month.  
 The first month is due in order to begin work.

### OPTIONAL SERVICES:

Personalized shopping cart – starting at \$5,000  
 Search engine optimization – starting at \$1,000  
 Original content development – \$200/hr. or pre-defined project fee

It's impossible to convey the experience of working with Market Arts Creative until you've, well, experienced it. We work hard and smart. We do what we say we're going to do. We laugh a lot, mostly at ourselves; and we treat our clients the way we want to be treated. If you're ready to make an investment in your business, we'll invest ourselves in you.