PROPOSAL

GO THRIVE MARKETING
FLOW | BLOSSOM | PROSPER

SHOPIFY | WEBSITE PROPOSAL

NAME: Dr. Natalie Guse
TITLE: Owner & Social Media Director

To Go Thrive Marketing Dr. Natalie Guse brings her industry expertise in Marketing and Social Media Strategizing. She is very passionate about marketing and how it can change and impact the business revenue of companies. She was an early adopter of Social Media Marketing. She has applied a mixture of social media marketing, SEO, and traditional advertising strategies to help the 12 host cities in the light of the Soccer World Cup 2006 to attract more tourists, residents, and businesses to their destination.

In 2008, she decided to live her dream and to start a new career in the U.S. In 2008, she founded Majestic Social Media, a full-service social media, SEO, and Internet Marketing company, located in beautiful Oceanside, California. While building her own company, she has also completed her Ph.D in Business Administration. Her doctoral thesis focused on the correlation between social media strategies and the business revenue of U.S. based companies. Dr. Natalie Guse also has a Master's degree in Marketing and a Bachelor's degree in Journalism and PR.

WEBDESIGN

Go Thrive Marketing will provide the following services during the Shopify Webdesign. We will work with a theme that allows for design elements to be aligned with branding & client requests.

WEB DEVELOPMENT OUTLINE

1. Implementation of new theme to create the design foundation
2. Site architecture and design - page layout that will be appealing to your target market
3. Design of homepage, about us page, contact us page, policies pages, services pages. (15 pages in total)
4. Creation of website banners with call to action and unique design
   i   Slideshows with compelling call to actions | mentioning services, classes, etc.
   ii Slideshows mentioning classes, products/services.
5. Incorporate content in the form of text, photographs, videos, articles, images.
6. Website banners
7. Content blocks on homepage with keyword rich content
8. Featured categories/courses/classes
9. Product Entry (manual or via CSV File)
10. Banners and additional pictures added throughout the homepage with call to actions
11. Newsletter sign up form
12. Incorporate plugins and widgets needed to increase sales (promotional tools, newsletter sign up, etc.)

WEB DESIGN PHASES

Phase 1:

      a. Frontend design (banners, page layout, etc.)

      b. Banner design (and pics)

      c. Design of site theme, look and feel, fonts etc.

      d. Design of site architecture

Phase 2:

      a. Incorporation of content

      b. Implementation of plugins

      c. Contact forms

      d. Adjustments – client feedback

      e. Testing (product checkout, etc.)

      f. Test all links and forms

      g. Client review and approval/revisions

Phase 3:

Go live

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