PROPOSAL: WEBSITE CONTENT MANAGEMENT SYSTEM AND REDESIGN

PREPARED BY: JOHNSON DIRECT
PREPARED FOR: USOURCE
DECEMBER 5, 2014
First, a sincere “thank you.” Each of us here at Johnson Direct (JD), feels it is an honor to be considered a potential partner for Usourse.

In fact, we’ve noted that Usourse and JD have a lot in common. Both our businesses serve our clients as trusted advisors. And, we similarly strive to provide those clients with the most timely market intelligence, expert resources and diligent solutions.

It appears we’re on the same page in terms of online marketing as well. The growing importance of websites in marketing communications has made savvy B-to-B marketers take notice of just how powerful a tool a great site can be for customer communication, prospect conversion and establishing a leadership position within an industry. As websites have evolved from static pages to content-rich destinations to personal user experience portals, their role in marketing plans have become more important. Within the pages of our proposal, you’ll see that JD’s approach to web development involves the key elements of design trends tied directly into direct marketing testing and data to enhance the user experience. This single tactic makes our approach unique and quantifiably more effective. Open source CMS solutions like WordPress are another tool in our arsenal. When used correctly, these tools, along with a solid SEO and content strategy, help make your users’ visits productive and easy — reaping rewards for your organization via more conversions, sales and customer interactions that are fulfilled more quickly.

Again, we’re very pleased to present our proposal, which includes the following sections of information. We sincerely appreciate your consideration of Johnson Direct for your Website Content Management System and Redesign RFP.

**BIDDER INFORMATION**

Please visit [www.johnsondirect.com/usource-rfp](http://www.johnsondirect.com/usource-rfp) to view our full proposal.

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EFFECTIVE WEBSITE DESIGN AND BUILDING

When you begin a website design and development project, it's very tempting to begin with design concepts. Everyone loves to be involved in the look and feel of a brand new website.

But beware...hitting fast forward to the design stage creates a lot of risk for your brand, your business and marketing plans and organization as a whole. It doesn’t take into consideration the invaluable research and strategy that’s required to create a powerful user experience and the bottom line results to which your website should be a significant contributor.

Wireframes reflect research findings, put your strategies into action, justify critical decisions and set expectations for the design process.
SO WHERE SHOULD YOU BEGIN?

Great question! In this article, you’ll find the answer and several ways the wireframe method - part of our technical process - will help you avoid the perils of premature design.

PROVEN WEBSITE DESIGN AND DEVELOPMENT WORKFLOW

JD’s experience in effective website design and building is evidenced by our well-honed interactive Design and Development Workflow. It is a process that ensures the websites we design and develop for clients are focused on delivering customized, measurable outcomes, not trendy creative or one-size-fits-all themes. It combines our Creative Process and our Technical Process into one easy-to-follow workflow.

Please, take a moment to walk through each phase of our process.
B. CREATIVE APPROACH

As the hub of your marketing initiatives, your website sets the tone for your online brand presence. If it isn’t communicating your expertise and authority in the marketplace, then it isn’t doing its job. As you know, a poorly performing website puts your organization at risk to lose a great deal – credibility in the marketplace, sales conversions, sales leads, search engine rank, and much more.

Johnson Direct’s creative process is founded on three simple principles. They boil down to the three key resolutions our clients must make when they decide to partner with JD.

1. SETTLE FOR NOTHING LESS THAN RELEVANT CONTENT AND MEANINGFUL DESIGN

Avoid the lure of flashy design and shallow content. Set your sights on a website that draws your particular audience in and guides them through a decision making process with relevant content and supportive functionality. Your partner needs to have the direct response marketing know-how to handle this critical business requirement.

2. PURSUE A NEW WEBSITE INITIATIVE THAT WILL STAND THE TEST OF TIME

This is important. You want a flexible website that will deliver results now and as your organization evolves. This means you and your partner will need to proactively strategize, plan and prepare before any design concept is discussed or sketched.

3. COLLABORATE WITH US AS YOU WOULD AN INTERNAL TEAM, TAKING ADVANTAGE OF OUR COMBINED SUBJECT MATTER EXPERTS, RESOURCES AND PROVEN EXPERTISE

You’ve selected JD because of our staff and know-how to handle the planning, content organization, SEO-savvy copywriting, usability-focused design, function-rich development and post-launch support for your new site. You recognize that your internal resources teamed with our well-rounded team of multichannel brand marketers, content specialists, usability-minded interactive strategists, designers and programmers has created a powerful force. We’re all equally committed to your organization’s success and our strategic and creative decisions will reflect this commitment and common goal.

What’s important to note is that we view the strategic planning, creative and technical aspects of a website’s development as a very cohesive process. Our approach is highly integrated, reflecting how closely our various teams - from strategists and architects, to account executives and developers - work together to swiftly build your site.

If you haven’t already, take a look at our well-honed interactive Design & Development Workflow. It is a process that ensures the websites we design and develop for clients are focused on delivering customized, measurable outcomes, not on trendy creative or one-size-fits-all themes. It combines our Creative Process and our Technical Process into one easy-to-follow workflow.
C. PROJECT MANAGEMENT PROCESS

You just might appreciate this fact more than anything else you learn about Johnson Direct in this important section of our proposal. Each of us has stood in your shoes. That’s right. We’ve all been on the “client side,” working with an outside agency, wondering whether it is putting our project on the top of their priority list.

That’s why our project management process makes it a main concern to help our clients feel confident that we’re listening and most importantly, we’re making their program a top priority.

OVERVIEW

As you’ve seen in the technical and creative approach sections of this proposal, our project management process follows our design and development workflow. The discovery, planning, design and development process typically occurs in five phases. We modify this workflow for each client initiative to ensure the activities and deliverables for each phase match our client’s needs. There is considerable overlap between the phases and essential inclusion of client collaboration and feedback.

PROJECT KICK-OFF MEETING

At Johnson Direct, our approach to working with clients is centered on the creation of a partnership. We partner with our clients, often becoming an extension of their staff to help them achieve their goals.

To ensure a successful partnership, we always begin each project by scheduling a kick-off meeting to confirm that both parties have a clear understanding of project scope, expectations and responsibilities. At this time, we will identify key contacts within each party, set up a clear communication and approval process, as well as discuss project goals, design elements and other functional aspects.

TIMELINE

One of the best ways we let you know that we are on top of the project is to produce a timeline schedule. We always let the client know that dates in the schedule move and change based on project flow. But key milestones and deadlines should not change unless we have agreed with you that they can be flexible.

As a full-service agency, we understand that you’ve hired us to manage every aspect of your initiative. And, we are also extremely experienced at juggling many multi-faceted tasks and deadlines that involve a myriad of internal and external resources, tools, platforms and countless other variables.

WEEKLY STATUS CALLS

One key tactic we employ to keep all client and agency team members tuned into our project status is a weekly status call. We schedule a weekly status call to discuss short term tasks and deadlines, review deliverables and assign future tasks.

THE BOTTOM LINE

Our team of multichannel marketers are your advocates. We look at your website as just one facet of your organization’s brand. Our well-honed project management process ensures that everyone who is directly or peripherally involved in the website’s strategy, organization, design and development is working together for the same purpose - like a well-oiled machine - to ensure your website is completed on time, on budget and with high-quality results.
D. QUALITY CONTROL & TESTING PROCESS

Prior to launch, our dedicated team of account managers, developers and creative professionals takes every site we build through a thorough quality control and testing process. This process also includes SEO optimization and ensures our clients have access to analytics for their sites.

PROOFING PROCESS

We understand how important your website’s content is for engaging your target audience and effectively communicating your brand personality. That’s why we spend the extra time and effort to ensure we get it just right. As we develop copy and design for your website, and before any coding even takes place, our internal proofing process ensures that each comp, copy document and piece of content is carefully reviewed by at least two proofers.

JD proofers are trained to check for typos, spelling errors, formatting issues and hyperlink accuracy. In addition, you’ll have the opportunity to review key deliverables for your own internal review process. Up to two rounds of client-requested revisions are typically allotted for key deliverables.

CROSS-BROWSER TESTING

Cross-browser testing is a critical part of our quality control and testing process and is especially important when designing a responsive website. This key step ensures that a site is optimized for as many different devices and browsers as possible, including desktop computers, tablets, and smartphones, as well as different versions of the available browsers that people might use to access the site. Performing this testing allows us to make sure your site works correctly for every user, no matter where they are or what device they use to access your site.

• Testing will be completed by Johnson Direct on IE 9 and above, Safari, Firefox and Chrome
• Johnson Direct will design and program the responsive design, which will be optimized for 320px-1023px and 1024px and above
• Mobile testing will be completed on the latest version of Android and iOS

OUR TRUSTY CHECKLIST

Every website endeavor is complex in its own way. There are a thousand moving parts. And with our full-service capabilities, there are usually many, many specialists contributing toward the desired end result. Let’s face it, there a lot of things that could easily be overlooked.

‘Winging it’ simply isn’t our style. We rely on process, checklists, forms and guidelines to ensure no stone is left unturned. Our Website Launch Checklist is one of these trusty tools we use for every website, microsite and landing page we launch.
E. PROJECT OUTLINE & TIMELINE

OUR PROVEN PROCESS

The discovery, planning, design and development process typically occurs in five phases. We modify this workflow for each client initiative to ensure the activities and deliverables for each phase match our client’s needs. There is considerable overlap between the phases and essential inclusion of client collaboration and feedback.

Let’s walk through our typical workflow process and take a closer look at timing and critical milestones to get you to your end-of-April launch date.

### Phase 1 - Research & Strategy (2-4 Weeks)

**ACTIVITIES**
- Stakeholder/Management Audit
- Client Knowledge Transfer
- Website Analytics Review
- Primary/Secondary Research
- Competitive Analysis

**DELIVERABLES**
- Scope of Work
- Technical & Design Requirements
- Tech Recommendations
- Information Architecture
- Project Timeline

### Phase 2 - Prototype & UX (4-8 Weeks)

**ACTIVITIES**
- Page Template Planning
- SEO Copy & Content Development
- Rapid Application Prototyping
- UX Development/Testing

**DELIVERABLES**
- Hosting/Database Set-up
- IA/Template Summary
- Content Optimization Recommendations
- Interactive Prototype/Wireframe

### Phase 3 - Concept & Theme (4-8 Weeks)

**ACTIVITIES**
- SEO Copy & Content Integration
- Creative/UI Concepting
- Front-end/CMS Development
- Prototype Theming/Skinning

**DELIVERABLES**
- Asset Library
- Creative/UI Concepts
- Themed Prototype/Site

### Phase 4 - Test & Finalize (3-6 Weeks)

**ACTIVITIES**
- Completion of Core Development
- Proofing & Revisions
- Beta Site Testing
- Optional: External User Group Testing

**DELIVERABLES**
- Final Prototype/Site
- Optional: Site Documentation, Style Guide Development

### Phase 5 - Launch & Post Launch (2 Weeks Plus)

**ACTIVITIES**
- Hosting/Vendor Coordination
- 301 Redirects
- Analytics Integration
- Push Site Live/Hard Launch
- XML Site Map Submission

**DELIVERABLES**
- Live Site or File Handoff
- CMS Training
F. EXPECTATIONS & RESPONSIBILITIES

Each of us has been in your shoes before. We understand; building a new website is a big deal. It takes a lot of time and effort from many people. Establishing and managing expectations is one way we can ensure that you, and ultimately your website’s visitors, are supremely satisfied at the end of this effort.

At the onset of a new engagement, we embark on a thorough “Discovery” phase. The activities involved in this phase include auditing your current site and website analytics, meeting with key stakeholders, gathering critical information and assets, conducting secondary research and thoroughly reviewing competitor, peer and customer websites. All of this intel helps us to build a detailed scope of work document and list of technical and design recommendations and requirements. It also fuels decision-making for subsequent activities, including information architecture, wireframing and concepting.

In short, a more firm and comprehensive review of expectations and responsibilities will result from our Discovery phase efforts.

IN GENERAL:

- Our expectations are to follow our proven workflow process to reduce the risk of scope creep, misunderstandings and the number of revisions per deliverable.
- JD’s responsibility is to provide Usourc with our full-service capabilities, from strategic planning through website launch. This includes making sure the site has a strong SEO foundation and that the copy and content on the site is written to portray your desired “voice.”
- Usource’s responsibility is to provide JD with full access to discovery documentation, access to subject matter experts and internal resources, responsive feedback and swift approvals.
G. DETAILED IN-SCOPE AND OUT-OF-SCOPE LIST

As you’ve already learned in section f., we swiftly but gently walk our clients through a “Discovery” phase at the onset of an engagement. The activities involved in this phase include auditing your current site and website analytics, meeting with key stakeholders, gathering critical information and assets, conducting secondary research and thoroughly reviewing competitor, peer and customer websites. All of this intel helps us to build a detailed scope of work document and list of technical and design recommendations and requirements. It also fuels decision-making for subsequent activities including information architecture, wireframing and concepting.

That said, below, you’ll find an outline of what we at Johnson Direct understand of this project at this time. Should the scope of this project should change after we complete our Discovery phase, Johnson Direct will work with you to modify desired deliverables and adjust pricing and target completion date, as needed.

PROJECT GOALS AND OBJECTIVES: IN-SCOPE

If there’s one thing we hope you glean from our proposal, it’s that we believe each website initiative is unique. While we follow a proven process to get us from A to Z, it is really our client’s business, sales and marketing objectives that fuel our recommendations and mutual decisions. What’s in-scope when you work with Johnson Direct is that all of our upfront strategy, documentation and direction will undoubtedly support Usource’s desire to better demonstrate its value proposition and thought leadership through its new website.

Part of our upfront strategy will address Usource’s aspiration to modify its brand positioning and move away from a transactional, “lowest price” position, and to update the new site’s imagery and content accordingly, by crafting a key messaging platform and buyer characteristics profile during our Discovery phase. (Part of our profile development will depend on Usource providing a customer data file).

Our messaging platform will identify strategies to modify the look and feel of the site to have a more analytical, data-driven angle supported by copy and visuals. It will also fuel our decisions to transition your content tone from “best deal” focused to “best deals AND expert advice.” Further, these strategies will build a case for revising or engineering content that demonstrates HOW Usource delivers on its promises.

Upgrade Usource’s tone, messaging and visuals

- JD will handle copyediting, copywriting and content placement into the CMS for the 59-page website.

Convert usourceenergy.com from Windows asp.net platform to a Content Management System

- Our proposal utilizes a WordPress-based Content Management System. Johnson Direct will design and develop your site using this platform.
- Our chosen platform, WordPress, takes into account the fact that Usource does not have an internal developer on-hand for daily technical support.
- Our proposal assumes that Usource will handle hosting of the site through an outside vendor that has the capability and experience with hosting WordPress sites (JD can make a recommendation).
- Johnson Direct is not responsible for issues or delays caused by third party hosting systems.
- For best results, Johnson Direct recommends a quality WordPress-specific host.

Improved content management

- Real-time site content updates.
- Scheduled updates/automate.
  - Applies to blog posts, press releases and scheduled events, as well as the Energy Monitor e-newsletter and Action Alerts.
- Ability to deactivate content and have new content appear via scheduling feature.
Website redesign

- Modification of site architecture to maximize visitor experience and showcase “thought content.”
- Transform site from 'brochure' to interactive.
  - Add thought content; white papers, case studies, industry charts and graphs, articles, videos, blogs
  - Add forms and modify existing.
  - Ability to activate pop-up surveys.
  - Ability to link to a “My Account” secure login section.

  **Note:** “My Account” secure website/portal is not in-scope at this time, but our design will assume this as a future development.

- Modify brand positioning: move away from transactional, “lowest price” position by providing a key messaging platform and buyer profile.
- Update imagery and content accordingly.
- Modify look and feel of site to have a more analytical, data-driven angle supported by words, visuals and other media content.
  - Organization and layout of pages.
  - Updated photography/imagery.
  - Placement of existing thought content [as provided by Usource].

  **Note:** JD understands that not all content exists today and much of what does needs to be refreshed. While assumed out-of-scope at this time, JD can provide copywriting, concepting, design and layout services for additional thought content and other marketing materials as needed (quoted upon request).

Improve site for search

- **SEO:** This proposal includes what we call foundational SEO. This includes the functionality and copywriting expertise to ensure each page of your site includes metadata for search engine ranking.
  - This involves selecting an SEO plug-in available for WordPress (allows for easy optimization of page content, image titles, meta descriptions and creation of XML sitemaps).
- Internal Site Search: This proposal includes the standard search capabilities of WordPress, which will search site content but not external files (such as images or PDF’s).
  - This level of internal site search is most often sufficient for sites such as yours. However, should Usource require functionality beyond base WordPress functionality for search capabilities, this can be accessed/licensed through the Google Custom Site Search or other technologies. This would be out-of-scope at this time.

**SYSTEM REQUIREMENTS: IN-SCOPE**

Content management functionality

- Ability for Usourse user to add and remove content frequently [daily] and with ease; no coding experience or expert knowledge necessary.
- Ability for a content creator to customize the content within the template, e.g. uses of images, tables, photographs, etc.
  - These features, as well as the ability to preview a page before it is live, are built into WordPress. Images and media galleries may be included/inserted as site content.
- Ability to add/remove pages as needed.
• Support the upload, download and visitor viewing of videos, PowerPoint presentations, white papers, audio files, spreadsheets and PDFs.
  
  - JD recommends continuing to host video through YouTube for both SEO benefits as well as ease of hosting. Our estimated pricing assumes this approach. (We can consider alternative plugins for video player capabilities as needed).
  
  - All videos will be public.

**Beta testing**

- Have a designated development site for testing, staging and production and provide a mechanism for moving content live.
  
  - Pre-launch: JD will provide a development site URL during development of this project. When the site is deployed live, the prototype site’s contents will be copied to the new website server location.
  
  - Post-launch: WordPress offers a number of pre-publish functions to allow users to preview, test and approve updates and new pages/posts.
  
  - Post-launch: The continuation of JD’s development site for testing future enhancements, refreshes or new plugins could be an option. This post-launch service is out of scope and would be estimated separately.

**Responsive design**

• Support viewing on multiple screen types: mobile, tablet, computer.

• This does not include the “My Account” portal/website as this is not in-scope at this time.

**Multiple admin users**

• Ability to have at least two administrators/editors of the site.

**Blog capability**

• Standard WordPress Posts will be used for the blog with categorization, archives and tags.

**Linkage to social media sites**

• While LinkedIn is the only active SM site currently used by Usource, JD can easily add additional sites, including [potentially] Facebook, Google+, YouTube and Twitter.

**Support several form types**

• The capability to support several form types is in-scope for this project.

• Also in-scope is the development of a “Contact Us” form, which will serve as the base form for your website.

• The development of additional forms can be added to the scope and quoted upon request.

**Support pop-up surveys or other pop-ups (i.e. market alerts/webinar notifications)**

• Our proposal assumes this will be provided by an outside service such as SurveyMonkey.

• Additional services/work other than linking to this outside service will need to be further defined and are assumed out-of-scope at this time (can be quoted upon request).

**Provide basic site usage and performance reporting**

• JD will tie Google Analytics to the new site for traffic monitoring.

**Miscellaneous notables**

• A thorough Discovery effort is necessary to fully scope and define parameters in terms of features, functionality and design.

• Features not specifically identified in this proposal will be specified and quoted separately.

• Social networking controls/links will be incorporated using third-party graphics and code selected by JD.

• JD will extend its best efforts to work with you to establish a mutually acceptable production schedule. Delays in receiving approvals, content or other materials may delay project completion.

• It is assumed that most if not all meetings can be effectively and productively hosted via phone conference or video conference. However, if on-site meetings are required at the Usource location, Usource will be responsible for travel expenses and these costs will be charged separately.
• Custom photography, videography and custom animation services are not in scope and would be estimated separately as needed.

• Stock photography may be needed. JD includes a modest budget for stock photography in its estimate. Costs for third-party sourced photography beyond this budget will be quoted separately.

• JD will recommend WordPress add-ons (widgets and plugins) based on client requirements and our strategic recommendations. Our proposal budget assumes minimal to moderate customization of add-ons to ensure they meet client expectations.

**SYSTEM REQUIREMENTS: OUT-OF-SCOPE**

In addition to the items noted above as out-of-scope:

• Creation of a “My Account” login function and secure pages from which information is fed from Salesforce (ultimately).
  - JD understands the “My Account” feature will be a future development effort and can be quoted after it is further defined. This feature may be supported by posting/linking from the proposed website to a user portal.
  - All work related to “My Account” will be scoped and estimated separately at a later date.
  - JD is confident that the future “My Account” addition can easily be tied to the main site in the future; however, it is undetermined if requirements will allow it to be built on the WordPress CMS platform.
H. PROJECT ESTIMATION

Unlike the typical digital shop or IT firm, Johnson Direct estimates and bills its clients on a project basis. We commit to a scope and we execute. Ask our references - we don’t sell buckets of time, estimate for base features and charge by the hour for customization - and we certainly don’t nickle and dime our clients.

We believe firmly in the value of setting expectations, good faith and providing added value wherever we can. Our repeat business and word-of-mouth referrals are a testament to this belief system.

You’ll find our budget estimate includes all in-scope costs for the items under “Scope of Website Redesign.” This estimate also includes costs related to one GoToMeeting training session for the new WordPress website. It also includes rewriting and/or editing copy from your current website AND integrating the content into the WordPress CMS.

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VALUE ADD SERVICES

You may have noticed that we’ve hinted once or twice that we are a full service, multichannel marketing agency. We work hard to help our clients combat their challenges with consistency and relevancy across all channels.

Based on your RFP, we see several fantastic opportunities to support Usource with its business and marketing objectives. A few include:

- **Brand repositioning** - let’s take a joy ride to brand loyalty! [An infographic by JD]
- **Content marketing** - from [B2B blogging](#) to [white papers](#), let our experts help you position your brand as an industry pioneer
- **Multimedia/video content** - it’s all in the planning, we’ll help you produce it AND most importantly, promote it
- **Email marketing** - whether you’re looking to [audit your current efforts](#) or striving to conquer your key markets with a loyalty-building, relationship-nurturing, upselling [email program](#), we’ve got the inside track on B2B best practices

Your friends here at JD hope to have future conversations with you to discuss how these marketing strategies can get Usource where it needs to be, more swiftly and with measurable results.

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<td>$2,850</td>
<td>$3,300</td>
</tr>
</tbody>
</table>

**TOTAL**

$65,200  
$84,480

| MONTHLY MAINTENANCE | |
|---------------------|---------|---------|
| 5 to 10 hours of website support per month | $750/mo | $1,500/mo |
| Includes phone call or email support, updates, testing, scheduled upgrades, etc. | |

**ADDITIONAL CONTENT**

JD’s content marketing team can also help Usource with blog writing, blog updates and the development of high quality content such as infographics, white papers, eGuides and more.
I. PROPOSED PROJECT TEAM

STRATEGIC GUIDANCE YOU CAN TRUST

As a Johnson Direct client, you can rest assured that each service provided is strategically guided by an expert with an average of 15 years experience in marketing communications. These leaders excel in a particular area, allowing Johnson Direct to deliver a broad range of top-quality, strategic marketing services.

GRANT CEO

A prominent marketing strategist and nationally recognized thought leader, Grant is President and CEO of Johnson Direct. He is a sought-after public speaker, direct marketing trainer, copywriter, award-winning author and the creator of Direct Branding™, Johnson Direct’s multichannel and measurable strategic process.

LISA VP CLIENT SERVICES

As Vice President of Client Services, Lisa develops creative solutions to challenging issues. She has been leading the research and strategic planning of multichannel marketing programs for over 20 years. An accomplished writer, Lisa leads JD’s messaging workshops and develops award-winning public relations work. Lisa also serves on the board of trustees for the Public Policy Forum and is a member of the Public Relations Society of America.

DENISE VP INTERACTIVE SERVICES

As Vice President of Interactive Services, Denise leads all electronic and web-based initiatives from website development and email marketing to social campaigns and SEO. Denise has nearly 20 years of experience in planning, execution and reporting. She guides the integration of online and offline marketing efforts resulting in multichannel campaigns structured for optimal measurability.

NICHOLAS CREATIVE DIRECTOR

As Creative Director, Nicholas transforms seeds of ideas into original, inspired creative that converts prospects to leads. He is an integral part of the strategic and creative process from start to finish, leading our graphic design and digital teams through the visual development process and assuring our clients’ brand and message integrity.

MEET OTHERS ON OUR LEADERSHIP TEAM.
BACKED BY A SEASONED TEAM

Johnson Direct’s leadership team is enthusiastically supported by dedicated, talented strategists, creatives, account managers, copywriters, publicists, web developers and many others who make client satisfaction priority number one. Ask any Johnson Direct reference and you’ll quickly discover that each of us has an intense desire to help our clients realize their marketing goals.

ANA
ACCOUNT EXECUTIVE

Ana is a creative, results-driven marketing and communications professional with a passion for customer service and project management. With a background in corporate marketing and multichannel strategy and planning, Ana has worked on numerous web-based initiatives, including website redesign and digital marketing programs. Ana’s extensive experience, skills and a proven track record makes her a perfect fit for JD’s challenging, fast paced environment.

JENNY
GRAPHIC DESIGNER

Jenny supports the in-house, digital and print media-based creative department with intuitive style and great wit. Her skill sets are practiced across multiple channels to produce marketing collateral, infographics, web content, banner ads, email campaigns, print ads and direct mail.

CHRIS
SENIOR INTERACTIVE DESIGNER

Chris effortlessly leads the digital team, dictating design strategies that advocate for the user and delight our clients by solving critical challenges. Respected as a leader and collaborator, Chris’ capabilities ultimately craft an experience that balances the needs of our clients’ organizations and the end users’ desire for a useful, intuitive and engaging online experience. In addition to his nearly 15 years experience designing and executing a wide variety of digital deliverables, Chris has several years’ experience in WordPress website development.

SENTHIL
WEB DEVELOPER

With a solid foundation in graphic design, Senthil has spent 15 years honing his web design and development skills, resulting in the launch of hundreds of websites. As a member of JD’s digital department, Senthil is involved in a variety of web deliverables including responsive WordPress websites, HTML landing pages and microsites, email campaigns and banner advertising campaigns.

COLLEEN
SOCIAL MEDIA SPECIALIST

Guiding our clients’ social media and technology initiatives. Colleen puts her years of data, customer service and project management experience to task every day. With a smile and can-do disposition, Colleen is committed to the advancement of business objectives through creative and thoughtful data and marketing solutions using all tools in the traditional and social media mix. Follow her @ColleenClexton on Twitter and Follow @JohnsonDirect too!

STACEY
CONTENT WRITER & EDITOR

While Stacey is a multi-faceted marketing communications specialist, her true talents shine as a technical and non-technical writer and editor. Her track record for developing dead-on copy that’s engaging, entertaining and educational is impressive, driving campaign effectiveness and conversions. Stacey’s creative cohorts rely on her skills to produce a variety of deliverables, including, not limited to, website content, collateral, white papers and PR announcements.

MORE BANDWIDTH, WHEN WE NEED IT

Let’s face it, creating marketing that actually moves the needle requires a different mindset. Once you’ve worked with Johnson Direct, you’ll understand what that really means. After 15 years in business, we’ve created more than our fair share of strategic alliances. One example is our preferred partner status with the only cookie-free digital advertising platform, Smart Zones.

There are a variety of instances where we involve the specialized talents of business partners. We’ll most often recruit the expert services of data firms, specialized consultants and production houses (printing, mailing, video editing, etc.). For your website design and development initiative, we reserve the right to involve the specialized services of a partner, if we deem necessary. We can assure you that only very specific tasks would be assigned to a contracted partner and JD would remain wholly responsible for the account management and overall strategic implementation of your website deliverable.