

21.02.2018

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## Company Pty Ltd

Thank you for the opportunity to quote on this project. We have broken the marketing project into deliverable sections with separate delivery timeframes from each delivered stage. Each stage are dependent on each other following a waterfall delivery model, with full delivery required before proceeding to the next stage.

The details are listed below:

### Stage 1: Identity pack and 3 applied concepts

- Research and design logo/brand concepts, supporting graphic elements and colours schemes
- Identity Mockups  
(application of the 3 proposed logos and colour schemes in real world digital mockup)
- Style Guides and core brand assets  
Branding rules of engagement for the purpose of branding consistency for the life of the project, including the correct usage of the logos, fonts and colour palettes.

### Stage 2: Asset Creation

- Photography Management and Asset Graphic Enhancement and Editing  
(Facade Renders, Photography or Drone photography quoted separately)
- Cleaning and branding of graphical detailed masterplan/stieplan  
(Finalised Masterplan to be supplied by development architect)
- Location and Amenities map to show proximity of the estate to local facilities
- Design and Build of an initial teaser landing page on the Wordpress platform for the purpose of capturing expression of interest enquiries (EOI)
- Email Auto responder email design and build
- Copy writing for Expression of Interest (EOI) landing page, ads, signage and initial email template
- Website and lead Integration into new or pre-existing systems – Google Adwords, Google Analytics, Facebook, Homes & Land CRM, Slack and Homes & Land marketing automation tools
- Facebook Page Admin Setup / Configuration
- Digital Advertising Assets  
Facebook - Profile Photo (180x180), Cover Image (828x315), Banner Ads - (1200x628)  
6 Supporting lifestyle and project graphics for REA and other property listing portals
- Google Adwords & Facebook Ad – Targeting, Segmentation, Retargeting Config
- x2 Facebook and Google Adwords Banner Call to Action Ads
- Design and coordination of Large scale onsite EOI signage artwork

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**Company Pty Ltd**  
**Branding, concepts, design, website build and asset delivery**

## **Stage 3: Extended Asset Creation**

- Development Folder A4 for general paperwork ie client presentation packs for contracts/ settlements . Finished artwork provided to printer with recommended stock and colour specifications. (Cost of printing not included in quotation)
- A4 Brochure Development Plan 18hrs (this includes, design, layout and 2 rounds of changes, based on a 16-20 pages)
- Copy writing for brochure assets
- REA Lot product images - Individual image with the outline and dimensions of the lot following REA image rules. Assuming maximum number lots of 50.
- System loading assets into CMS, copy writing and publishing to REA
- Design, build and distribution of a Marketing Email (eDM) for introducing the new development to prospects, channel partners and extended databases
- Artwork for newspaper advertisements  
(2 Design & artwork for typical full page and half page)

## **Stage 4: Potential additional asset and ongoing maintenance options not quoted in this proposal**

- Facebook page management and Facebook wall post management including creating a social media content plan with ongoing working assets, conversation mediating and engaging post comments, engaging with prospects to interact page.
- Management of digital lead acquisition via REA, Facebook, Google Adwords and digital media buying services.
- Reporting on marketing and sales performance
- Full website design and build
- Photography and videography
- Stationery including notepads, forms, pens and the like
- Retargeting ads for REA, Domain, Newspaper assets
- Billboard artwork and media buying services
- Promotional videos with options of a 30 second teaser and project presentation video 2-3 minutes
- Animated HTML5 ads for Google display network
- Animated MP4 Video ads speced for Facebook Advertising Video and Youtube network

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**Branding, concepts, design, website build and asset delivery**

### **External Costing Estimates**

- \$3000-\$4000 - Site Hero Signage / Fencing Hording Signage
- \$3000-\$5000 per month (Negotiable with REA)- Project Profile on Realestate.com.au
- \$150ea x 8 - Marketing floorplan variations
- \$1000 per month - Retargetting Facebook Marketing Budget
- \$1000 per Month - Defensive Google Ads and Retargetting Marketing Budget

### **Printed Assets Estimates**

- (\$10 x 3) x 75 - \$2250- Contracts of Sale (~120 pages per contract)
- \$1200 - Project Brochures - 16Pg Booklets x 1000
- \$150ea x 8 - Marketing floorplan variations