
Digital Marketing Proposal

Ghana Yellow Pages Digital Marketing Services

Overview

We appreciate your interest in our digital marketing services. This proposal is meant to introduce our services, timeline, associated costs, and staff to you.

After reading the proposal, please email us at bisa@ghanayellowpages.com if you are interested in signing a contract with us.

We'll also email you a copy of our contract for digital marketing services so you may review it.

Our Services

Inbound Marketing

- Web Design & Development
- Online Business Directory
- Content Creation

Content Distribution

- Search Engine Optimization (SEO)
 - Search Engine Marketing (SEM)
 - Social Media (Facebook, Instagram, Twitter, LinkedIn, etc)
 - Email Marketing
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Web Design & Development

Your company's own website is the most crucial digital asset for your brand or company.

If your brand or company doesn't already have a website, we can help you create one.

But if you currently have a website, we may audit it to make it more responsive and improve its structure and appearance.

Online Business Directory

Ghanayellowpages.com is a website we own and operate.

It is both an online business directory and a website for buying and selling.

Businesses may find it challenging to reach customers who are looking for their goods and services on Google, Bing, and other search engines. Giving these businesses online access is one of the advantages of **ghanayellowpages.com**

Content Creation

Our content creation services are blog articles and social media posts (texts, images, videos).

We will plan, produce, and publish compelling, aesthetic, educative, entertaining, relevant, and creative posts for your business.

Search Engine Optimization (SEO)

We will employ up-to-date techniques to drive traffic to your website from search engines (e.g. Google, Bing, Yandex).

This will be done by applying strategies that will put your website on the top page of search results.

Search Engine Marketing (SEM)

Our Pay-Per-Click skills (such as PPC Campaign creation) will use advertisements to bring traffic to your website.

Your desired outcome for your company will be taken into consideration when this is carried out.

Social Media Marketing

Our goal for your social media platforms will be to raise both the number of followers you have and the interactions with your posts so that you get the outcomes you want.

We will use your social media platforms like Facebook, Instagram, Twitter, LinkedIn, and others to promote your company, generate leads, increase sales, foster audience loyalty, and more.

Email Marketing

We will develop an email list for your business with which we are going to use to promote your products or services.

Pricing

Pricing Notes

We have two pricing options. You may already have a team or person working on your digital marketing or aspects of it.

Option 1 pricing is when we work with your team.

Option 2 pricing is when we do all the work for you without your team.

The choice is yours to make.

Option 1 : Done With Your Team

NAME	One-Time	Monthly	Annually
Web Design	GHC 1,500	-	GHC 500
Content Creation		GHC 1, 000	
SEO		-	
SEM		-	
Social Media		-	
Email		-	
Ghanayellowpages.com			FREE
TOTAL		GHC 1, 000	

Option 1 : Done Without Your Team

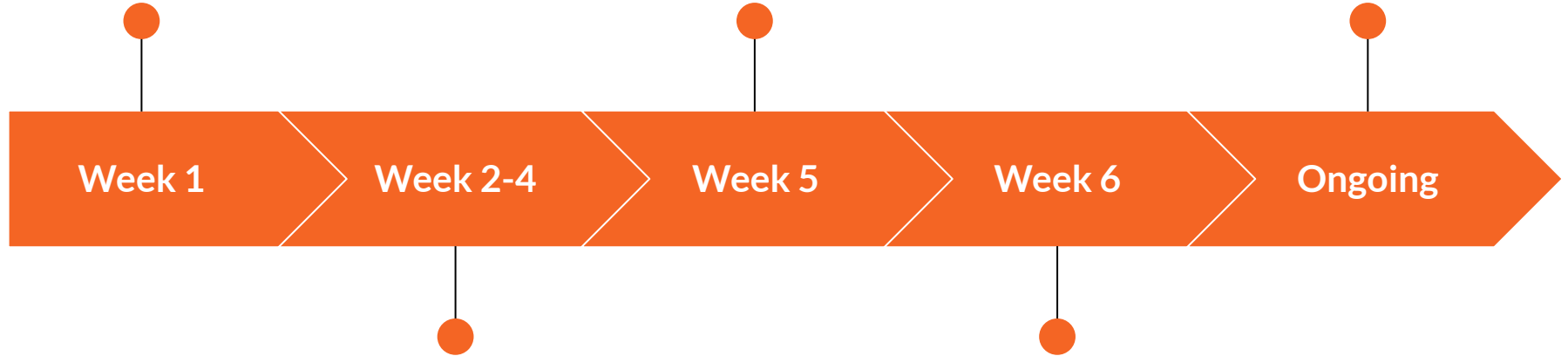
NAME	One-Time	Monthly	Annually
Web Design	GHC 1,500	-	GHC 500
Content Creation		GHC 1, 500	
SEO		-	
SEM		-	
Social Media		GHC 500	
Email		-	
Ghanayellowpages.com			FREE
TOTAL		GHC 2, 000	

Timeline

Signing of Digital Marketing Contract

Digital Strategy Development

Go live with content development and distribution, monitoring & reporting

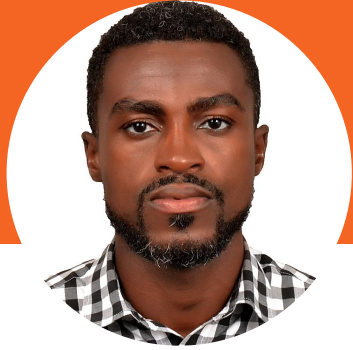


In-depth audit of website, social media

Presentation of Strategy

About Us

The Team



Eugene Owusu, CEO

Certified Digital Marketer
WordPress Developer
AI Specialist



Jemima Quansah,
Sales & Admin

Inbound Sales Certification
(Ongoing)