



# PROJECT PROPOSAL

# MFA05142023

EQUINE OFFICE  
SOLUTIONS

DATE: May 14, 2023

## CLIENT

Martha Skapof  
Morrissienna Farm Arabians  
451 Morrissienna Lane  
West Grove, PA 19390  
mskapof@hotmail.com

## PROJECT

### SALE HORSE MARKETING

## OVERVIEW

This proposal includes recommended strategies to promote the sale of horses owned by Morrissienna Farm Arabians. Successful marketing campaigns require consistent implementation over time. Equine Office Solutions (EOS) provides carefully selected services designed to ensure optimal results and ROI and customized to meet the client's needs, goals and budget.

## SCOPE

### INITIAL PLANNING AND PREPARATION

- Update Facebook business page, create new posts and promote page to attract followers
- Update website and blog

### MONTHLY BLOG POST

- One blog post written and promoted per month
- Your blog is a valuable marketing tool. Posting fresh content regularly and sharing links through social media, will draw qualified leads to your website and enhance SEO.*

### MONTHLY EOS FACEBOOK PACKAGE

- Up to 8 page posts
- 2 page posts shared to up to 4 specified groups
- 1 post boosted to a targeted audience (ad cost \$25 included)
- Relevant hashtags & links to website
- Social sharing
- Custom graphics
- Metrics analysis
- Ongoing consultation

### ARABIAN HORSE WORLD

*One time promotion. May be repeated at additional cost.*

- 1 Facebook & Instagram post (~125,000 reach)

CONTINUED →

## SCOPE CONTINUED

### ARABIAN SALES ONLINE

*90 day ad package. May be repeated on a 30/60/90 day basis at additional cost.*

- Posted to their website (receives avg 40-60k new visitors/month)
- Ad enhanced through highlighted feature at top of category page and search results.
- Promoted through individual Instagram and FB posts and targeted FB groups.
- Optional: eblast to over 30,000 recipients (from \$75)

### EOS FACEBOOK AND NEWSLETTER

*One time promotion. Sale horse or special announcement featured on the EOS Facebook page and Newsletter.*

## PRICING

Choose One: *Pricing includes all related ad costs.*

- A.  **Recommended: 6 MONTH PACKAGE \$450/month**
- B.  3 MONTH PACKAGE \$530/month.

*First month due at signing.*

### NOTES:

- Proposal & pricing valid for 30 days.
- This proposal may be customized to best meet the client's needs and budget.

**AGREEMENT:** *I agree and accept the terms outlined in this proposal and in the attached Pricing & Policies Agreement.*

CLIENT SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

## NOTES



# 2023 CLIENT AGREEMENT PRICING & POLICIES

## EQUINE OFFICE SOLUTIONS

### MARKETING & BUSINESS SUPPORT SERVICES

#### Monthly Retainer Packages:

Monthly retainer packages provide personalized support and consultation services with priority scheduling at an exceptional value. Retainer Packages are available on a 1, 3, 6 or 12 month basis beginning at \$190.00 prepaid monthly. New clients are invited to obtain an initial introductory package prior to confirming a multiple month commitment. If needed, an additional 15 day grace period may be applied to allow clients to use up paid hours, resulting in retainer hours expiring 45 days after payment. Unused hours are not transferable. Payments are due prior to work commencing. Overage hours are charged at \$50.00/Hour.

Monthly: 5 hours = \$230.00    10 hours = \$475.00    15 hours = \$750.00    20 hours = \$925.00

### SPECIAL PROJECTS

When clients are in need of short-term project assistance which does not entail ongoing support, a quote & proposal will be provided for the project as a whole.

### SERVICES

For a complete list of services please visit [www.EquineOfficeSolutions.com](http://www.EquineOfficeSolutions.com)

### BUSINESS CONSULTATION

Rate: \$60.00/Hour

Consultations include an initial phone conference, followed by a written recommendation including resources. The average consultation requires a minimum of two hours.

### BILLING & PAYMENTS

All time spent on research, reporting, email correspondence, phone consultations and project work is billable for services retained at an hourly rate. When applicable, professional time tracking software will be used, providing outstanding value for each client. Payments via PayPal, Credit Card or check are accepted. Delinquent accounts will require a credit card to be retained on file. A 3% processing fee will be applied to all credit card and PayPal payments.

### ADDITIONAL INFORMATION

- All pricing, proposals, estimates and recommendations are made in good faith based on the information available at the time. Clients will be notified immediately if adjustments are needed.
- Additional services, including but not limited to: printing, project specific supplies, travel expenses and shipping are not included in the above rates and will be billed to the client at cost. Equine Office Solutions may request prepayment or a credit card on file for specific service fees.
- Any business or personal information gained from clients for administrative purposes including but not limited to passwords, documents, contacts and financial information will remain strictly confidential.
- Periodic reviews may be scheduled to assure that projects remain within scope for the mutual benefit of all parties involved, with adjustments made as needed.
- Prices & policies are subject to change. Clients will be notified in advance of any pertinent changes.
- Equine Office Solutions is proud to work with an outstanding team of professionals who are dedicated to each client's success. Subcontractors will be used when necessary to assure each client receives the range of services that will best suit their needs. These services occasionally entail additional costs. Clients will be kept informed of any additional costs prior to the use of any subcontracted services.

*Client satisfaction is guaranteed for all services provided by Equine Office Solutions and subcontractors.*