

ARRL - 2019 LLL Deliverables & Budget Managing Doc (Website)

Design		Deliverable
Project management	The agency will provide monthly progress report and updated project schedule and billing reports	Monthly progress reports \$ 3,750.00 Monthly fee / 12 months
Information architecture and user experience		Subtotal \$ 45,000.00
LLL wireframes and navigation	Wireframes	\$ 10,000.00 Billed on completion
Design and develop 2-3 functional workflow prototypes	Workflow scenarios, associated prototype	\$ 20,000.00 Billed on completion
Conduct user testing with 8-10 potential website users	User testing summary report	\$ 20,000.00 Billed on completion
Measurement plan and Google Analytics event triggers	Measurement plan document	\$ 4,000.00 Billed on completion
	Subtotal \$ 54,000.00	
Design and copywriting		
Creative brief and 2-3 homepage concepts	Creative brief and selected concept	\$ 17,000.00 Billed on completion
Homepage and 3-5 top level layouts	Finalized homepage and top level layouts	\$ 20,000.00 Billed on completion
3-5 sub-level template layouts	Finalized sub-level templates	\$ 10,000.00 Billed on completion
LLL website copy doc	Approved final copy	\$ 15,000.00 Billed on completion
LLL style guide and design elements	Approved style guide	\$ 5,000.00 Billed on completion
	Subtotal \$ 67,000.00	
Build & Integrate		
Development		
Programming	Stage link for review	\$ 100,000.00 Billed on completion
Client Acceptance Review/Approval	Push Button Ready	\$ 40,000.00 Billed on completion
Post launch management and support	60 days post launch support	\$ 11,000.00 Monthly fee / 2 months
	Subtotal \$ 162,000.00	
	Website development total: \$ 328,000.00	

ARRL - 2019 LLL Deliverables & Budget Managing Doc (Communications Program)

Communication Program	Deliverable		
Marketing automation platform integration			
Account creation, user registrations, admin controls, permissions assignments and template design and configuration	Staff user training session upon setup completion	\$ 15,000.00	Billed on completion
		Subtotal \$ 15,000.00	
Communications campaign strategy and creative development			
Full review of existing acquisition communications and budget	Budget allocation and strategy outline	\$ 5,000.00	Billed on completion
Acquisition and continued engagement strategy including content map spreadsheet	Content map spreadsheet	\$ 20,000.00	Billed on completion
Tactical recommendations including timing and communication cadence	Tactical plan roadmap	\$ 15,000.00	Billed on completion
Key messaging development	Messaging platform	\$ 10,000.00	Billed on completion
Conduct message testing with 8-10 potential website users	Message testing summary report	\$ 16,000.00	Billed on completion
		Subtotal \$ 66,000.00	
Implementation and production			
Copywriting and design of emails and direct mail pieces	32-40 Email or direct mail pieces	\$ 4,333.33	Monthly fee / 9 months
		Subtotal \$ 39,000.00	
Public relations and social media			
LLL website launch press release strategy	Strategy document	\$ 4,000.00	Billed on completion
Media list development	Complete target media list	\$ 5,000.00	Billed on completion
Content development and ongoing support			
Pitching publications and media partners to secure editorial opportunities—includes coordination of interviews, bylines and other media requests	6 unique story ideas developed	\$ 3,111.11	Monthly fee / 9 months
Distribution of press releases - 6 press releases pushed out	6 press releases pushed out		
Monthly analytics reports for traditional media and social media - 6 Monthly metrics reports	6 Monthly metrics reports		
Editing of press releases and media material created by ARRL in-house team - 3 per month	Up to 18 press releases edited		
		Subtotal \$ 37,000.00	
		Communication program total: \$ 157,000.00	

Comments: see the doc to see on the scope of work

Prepared by: _____ Account Manager:

Date: _____ Client Approval: