

## Overview

The basic premise of this package is that as experts, we manage everything to do with your website so that you can guarantee the benefits or ROI from your [website](#). For over a decade we have amassed lots of experience in this industry (just like you have in yours) that cannot be passed onto to your team in just a day's or week's training for you to manage your website profitably, not to mention your already busy schedules.

We are concerned that 98% of websites don't deliver on their hyped promise, as this may stifle the web business if the situation continues. That is why by putting matters in our own hands, we are pioneering an aggressive and **intensive result oriented** website management suite to change the status quo. We slowly integrate mainstream media i.e. Newspapers, TV, Radio to drive publicity of your organisation.

## Why?

What do you do when you need more eggs from your chicken? Buy more, right! But do you buy more and just idly wait to harvest? You in for a big, big loss. Without continuous monitoring and management, your website investment will go to utter waste. Come to think about it, is there anything we invest in that does not require regular maintenance? Not a thing, from cloths, houses, cars, **even girlfriends**, everything needs maintenance. Same here... contrary to popular belief, you don't do a onetime investment on a website and sit back and wait for returns! That is the natural hard truth, even God does maintain his creations.

Over 9 million Ugandans are now using the internet and are being targeted by you and your competitors, how you manage your website will decide whether they get to you or to your competitors. The media trend is now characterised by the internet and social media therefore leveraging these for reputation management would be a clever undertaking.

Compared to traditional media like adverts TV and Radio as well as print media, this arrangement is far more prudent in cost and impact.

## Our Promise; Your Benefits

Let us worry about your website at far ridiculous rates compared to hiring a permanent staff, as your team concentrates on what you do best.

We follow strict best practice guidelines and use state of the art tools to guarantee our promise.

## 1. Content Strategy:

Deliverable 1

- a. Defines how you're going to use content (text, images, video, audio files) to meet your business (or project) goals and satisfy your audiences' needs.
- b. Guides decisions about content throughout its lifecycle, from discovery, creation to deletion.
- c. Sets benchmarks against which to measure the success of your content as well as tools to be used.
- d. The content strategy is delivered after the first quarter after a thorough interaction with your team.

## 2. Monthly or quarterly Email Marketing:

Deliverable 2

- a. Professionally designed email focusing on content and aesthetics.
- b. Emailed to online/email focus discussion groups like those in your target audiences/personae and media channels.
- c. Archived on your website for later visitors to read and engage.
- d. Content and design targeting civic engagement and earned media or press coverage.
- e. Promote online subscriptions to the e-newsletter module to improve return visits and build a verified database of regular online followers to your website.
- f. Main objective here is to call back previous visitors to the website as well as attract new visitors to interact with the website and see new offers.

## 3. Regular visitor analytics reports:

Deliverable 3

- a. Detailed and summery reports on visitors to your website highlighting, how many, from which countries, which pages they visited, how long they stayed on each page, any actions they took, and many more stats.
- b. Analysis of how popular your content is and how it can be improved for maximum impact.
- c. We suggest interventions depending on visitor behaviours and implement them with your input to foster continuous improvements of both content and look and feel of the website.
- d. Feedback forms about the website, i.e. did the user find what they wanted, etc. to aid future improvement.

## 4. Social Media

Deliverable 4

- a. Following guidelines in the content strategy above, your account manager will always update your social media channels with relevant and engaging content.
- b. Using advanced social media analytics tools, we report to you key performance indicators for your social media accounts. E.g. page likes, post reach, impressions, engaged users, engagement rate, commentary, sentiment analysis among others. All these will help your organisation improve public opinion on your products and services, getting feedback for and determine interventions for continuous improvement.
- c. Training in-house staff on how to harness social media for customer relationship management, brand and sales promotion etc.

*Monthly or quarterly reports will be delivered.*

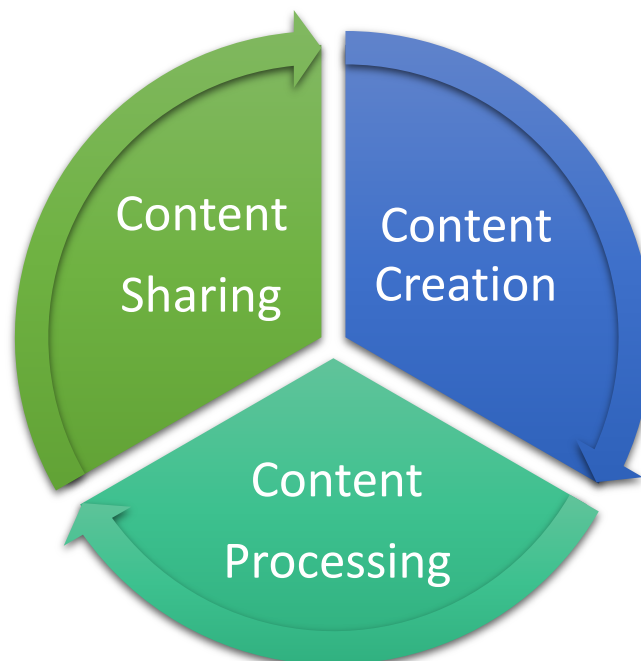
## 5. Content & System Management

Deliverable 5

- a. Information updates: You will furnish us with information to be posted on the website. We will also make regular auto-requests for information.
- b. Website Content Updates – adding, editing and/or removing any text or copy on the existing site including any articles, text, reports, contact information and product or service description, programme updates, using best practices.
- c. Content audits and check for and fix any broken links, check for poor or fading images and replace as required.
- d. Availability Monitoring: We monitor your uptime and downtime and give you a report.
- e. System upgrades: Script / Program Updates – adding, editing, removing and installing any scripts, programs or software to the content management system to ensure security and improved functionality.
- f. Complete Monthly Backups – each month your existing website will be backed up and saved to our local servers for quick restore in case of any issues.
- g. Search Engine Optimization. We will do basic and intermediary search engine optimisation techniques on your website to popularise your content in search engines and the users as well.
- h. Professional evidence based advice on how improve the website and other IT related issues whenever necessary.
- i. Monthly or Quarterly content performance reports with corresponding corrective or promotional measures.

## The Content Process

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## Content Creation

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We will actively do the following;

1. Professional writing of content (web copy): following standard guidelines on writing for the web we will prepare appropriate content for your website. Where necessary creative approaches will be used to discover new engaging content, depending on your audience. Some news-worthy stories will be featured in newspapers with back links to your website.

Every Month/Quarter we will write a **Creative Story** highlighting;

- Success stories and testimonials from your customers. We talk to your clients and share with others how they are using your products and services to succeed.
- Informational, Educational articles about your products and services.
- Comparative opportunities from your products and services; e.g. how youth can leverage Youth Livelihood Fund to purchase your products.

2. Photography: professional photography of premises, events, etc. that can be uploaded on the website and social media for more publicity and engagement.

Every Month/Quarter we will do **Professional Photography** about;

- Success stories and testimonials from your customers.
- Informational, Educational articles about your products and services.
- Comparative opportunities from your products and services;

3. Video: professional video if necessary, e.g. showing the premises amenities, highlighting success stories, testimonials from clients, case studies etc.

Every Month/Quarter we will do **Professional Videography**;

- Success stories and testimonials from your customers. We talk to your clients and share with others how they are using your products and services to succeed.
- Informational, Educational articles about your products and services.
- Comparative opportunities from your products and services; e.g. how youth can leverage Youth Livelihood Fund to purchase your products.

4. Attend your events or necessary meetings necessitating PR and branding.

You just let us know when the meeting and your account manager will be there to capture the details your audience needs.

## Content Processing

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After creating the content as above, professional and creative editing of text, photographs, video, etc. highlighting key engaging info or data using state-of-the-art tools and following current best practice guidelines.

### 1. Text Processing

#### a. Keyword Research & Analysis

It's not always about getting visitors to your site, but about getting the right kind of visitors.

- We find which terms and phrases web searchers use and intelligently insert them in articles to improve SEO ranking.
- Using advanced tools, we predict shifts in demand, respond to changing market conditions, and advise you offer the products, services, and content that web searchers are actively seeking.

## b. Web-copy writing & styling

A visitor uses the first 3 seconds of their visit to decide whether to give your content more time or close and find alternatives.

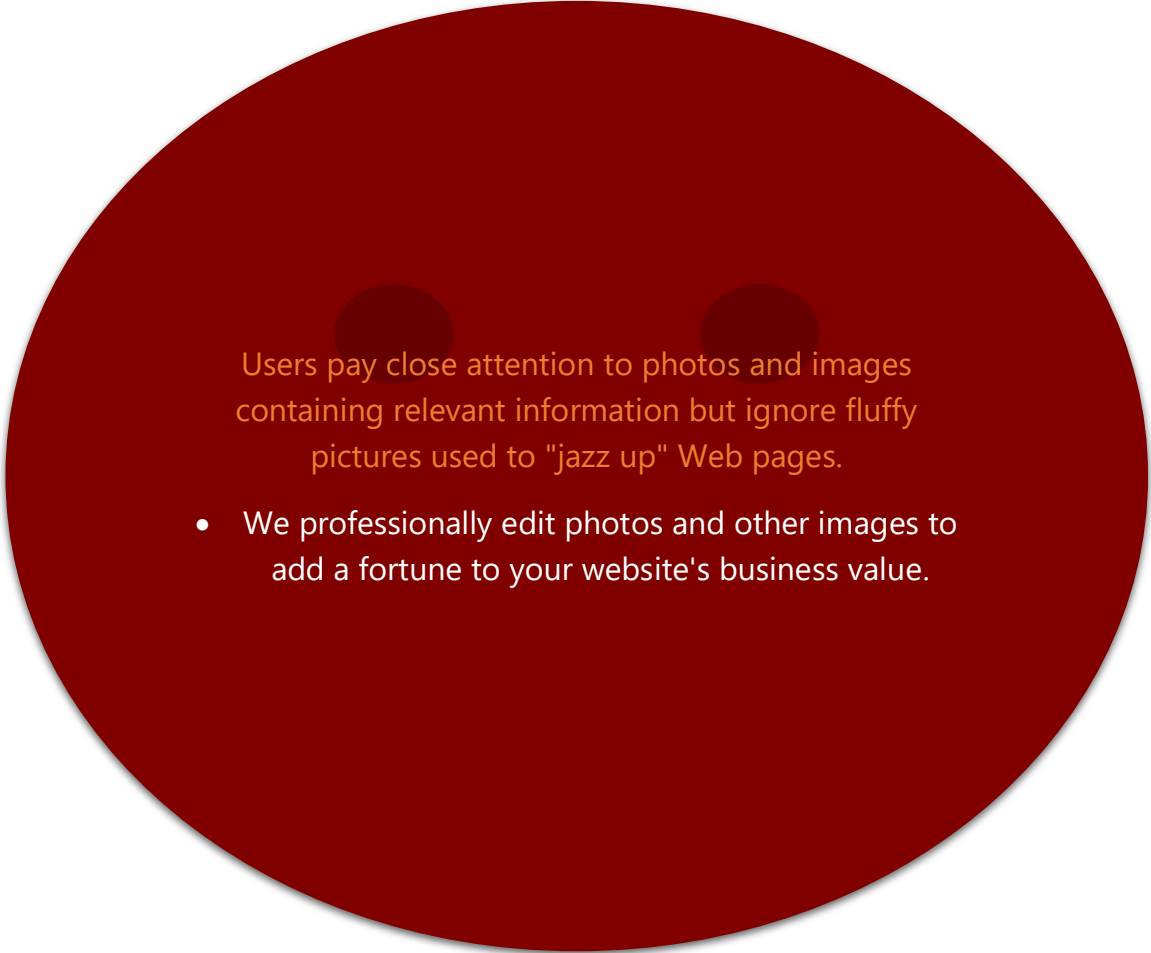
- We follow researched best practices to keep your visitors interested in your content.
- We use a personal active tone, brief and direct, scanability and internal linking to hook readers on your pages.

## c. Writing for journalists

Journalists hunt for facts online, so factually rich content attracts not just journalists but readers too and keep their attention.

- We write content on testimonials, opportunities highlighting news-worthy facts so that journalists find and amplify it in media freely.
- We design compelling information journalists want on websites and the format in which they expect to get it.

## 2. Photo Processing

A large, solid red circle with a subtle drop shadow, serving as a background for the text and list in the 'Photo Processing' section.

Users pay close attention to photos and images containing relevant information but ignore fluffy pictures used to "jazz up" Web pages.

- We professionally edit photos and other images to add a fortune to your website's business value.

## 3. Video Processing

A large, dark blue, organic-shaped graphic with wavy edges, serving as a background for the text and list in the 'Video Processing' section.

If a photo is worth a 1000 words, then a video is worth 1000 photos and 2000 words.

- We professionally shoot compelling short videos of testimonials, success stories, and opportunities and edit them for sharing with other probable customers.

## Sharing the Content

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Content will be engagingly shared on the website, social media, quarterly e-newsletters and earned media or free media coverage to increase publicity.

### Costs

**Suite M:** 1,000,000 per Month payable quarterly.

| Item                          | How Often  |
|-------------------------------|--|
| Content Strategy              | Delivered within 1 Month   |
| Email Marketing               | Monthly Email Marketing to over 60,000 email list  |
| Visitor Analytics             | Detailed Visitor Reports Monthly, & website improvement to improve visitor experience  |
| Social Media                  | Daily social media tasks like posts to popular groups & directories, improving reach, prompting engagement, sharing, reviews, using insider popularity tricks. |
| System Maintenance            | Monthly System Backups, Database Checks & Repair, Hacker preventive checks remedies for both website and emails, etc.  |
| Content Creation & Processing | Writing of text for, email marketing, website and social media promotion. Photography and videography whenever necessary.                                      |
| Photo/Video Processing        | Editing and optimising photos and video for the web whenever necessary.  |
| Content Sharing               | Sharing created content atleast every week on the website, social media pages, etc.  |

**NB: How Often** your website and social media pages are updated with professional & engaging content determines whether search engines like google will direct the bulk of web visitors (looking for your products & services) to your competitors' website/social media page or yours. Meaning the more often your pages are updated the more the visitors, the more the leads and the more the sales.

An account manager will be contacting you atleast every 4 days for updates, news, events, that are important for promoting your products and services.

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**Suite Q:** 2,000,000 per Month payable quarterly.

| Item                          | How Often   |
|-------------------------------|---|
| Content Strategy              | Delivered within a quarter.   |
| Email Marketing               | Quarterly Email Marketing to over 60,000 email list   |
| Visitor Analytics             | Detailed Visitor Reports Quarterly, & website improvement to improve visitor experience   |
| Social Media                  | Weekly social media tasks like posts to popular groups & directories, improving reach, prompting engagement, sharing, reviews, using insider popularity tricks. |
| System Maintenance            | Quarterly System Backups, Database Checks & Repair, Hacker preventive checks remedies for both website and emails, etc.   |
| Content Creation & Processing | Writing of text for, email marketing, website and social media promotion. Photography and videography whenever necessary.                                       |
| Photo/Video Processing        | Editing and optimising photos and video for the web whenever necessary.   |
| Content Sharing               | Sharing created content atleast every fortnightly on the website, social media pages, etc.  |

**NB: How Often** your website and social media pages are updated with professional & engaging content determines whether search engines like google will direct the bulk of web visitors (looking for your products & services) to your competitors' website/social media page or yours. Meaning the more often your pages are updated the more the visitors, the more the leads and the more the sales.

An account manager will be contacting you atleast every 10 days for updates, news, events, photos, content, info that are important for promoting your products and services.

NB: Discounts for Payments more than 1 Year available on request.

## Exclusions of This Suite

Although we may do some important simple design changes, the scope of this contract is limited to maintenance and does not include a complete or partial redesign of the existing website. Though in the spirit of continuous improvement we endeavour to do simpler design changes depending on the visitor behaviours we observe via google-analytics, In-case a new design is necessary, we will duly advise.

## Contract

**Contract Ref No: E1217**

THIS AGREEMENT is made and entered into as of \_\_\_\_\_ between  
**Elmot Ltd** with its principal place of business at Plot 79 Bukoto Street and

\_\_\_\_\_

Located at \_\_\_\_\_

On behalf of \_\_\_\_\_, I hereby agree to the terms and  
conditions as proposed above for the website

http://www.\_\_\_\_\_ with tasks reporting and  
payment terms under,

**Suite M** ☐

**Suite Q** ☐

This contract will run for \_\_\_\_\_ year(s).

On behalf of **Customer**

Name \_\_\_\_\_ Position \_\_\_\_\_

Date \_\_\_\_\_ (Client)

On behalf **Elmot Ltd,**

**Name** \_\_\_\_\_ Position \_\_\_\_\_

Date \_\_\_\_\_