

# WorldClassMedia®

*We Increase Revenue with Proprietary Software, Content,  
Tracking & Weekly Consulting for Top Companies.*

## Proposal RFP: ZapLight - Website Improvement + Marketing

Date: November 13, 2017

### RFP Addressed To:

Via: Paul Van Kleef  
Zap-Light Co-Founder

### Your Point of Contact:



Charles Verhoeff CEO – World Class Media  
**World Class Media - TAX ID # 46-1639138**  
**DUNS # 078875649 World Class Media**  
**5313 Serene Hills Dr. Suite 1101 - Lakeway, TX 78738**

Office: 888.924.5558 Cell: (714) 673-5385 Fax: 206.202.1948

**References:** See More at <http://worldclassmedia.com>

1. Web Development: Austin Kottke - Web Developer for KIA Motors Website. (323) 347-8120
2. Marketing: Edwin Dearborn - CEO Dearborn Marketing (714) 300-9566
3. Design & Video: Mike Falkow - CEO 21toWin Media Design (213) 841-9050
4. Sally CEO Meritus Media - CEO (888) 243-3470

### CLIENT'S NEEDS:

Create a website/ecommerce site with Amazon Integration to immediately ship products and increase sales. Create multiple channels – including Google Shopping – Bing – Jet.com - Facebook Store – Pinterest and others. Manage all digital marketing /SEO to increase profit and traffic online.

### OUR PROCESS:

#### Step #1

Customization Process: The most critical aspect to a successful partnership is to fully understand your organization and its persona. Our first meeting will be an introductory meeting where we will learn more about your vision, review the previous challenges you've faced, and set expectations. We will fully survey and isolate the exact factors that will make the project a success.

## Step #2

Let the Brainstorming Begin: After we meet, our team will sit at a single table together (literally) and start brainstorming of an innovative and methodical way to create your desired outcome. Together our team will form a strategic plan of action that will best fit your organization to yield the best results with the highest impact. This process is composed of a variety of variables including: industry trends, competition, vision, and expectations.

## Step #3

Launch: Next comes the fun part and the moment we've all been waiting for! Once we have a creative strategy in place, we will launch your campaign. Closely reporting, measuring and monitoring your results to refine your strategy as needed. To ensure our creative approach is working effectively and resonating with customers. But, it doesn't end there! With an industry that is continuously changing, we must adapt and change with it. Therefore, we must always be one step ahead of evolving technologies and with that said we are constantly discussing new ways to best reach your organization's goals.

## WHAT'S DIFFERENT ABOUT WORLDCLASSMEDIA®

- Customization: A unique tailored approach based on custom requirements.
- Major Clients (Fortune 500) & Websites with 12 million visits a month.
- Experience: Combined 20+ Years of Design, Development and Programming Experience.
- Regional Expertise: World Class Media has clients all over the United States. Commute as necessary to meet individuals in the region and survey the region as well.
- Qualifications of Individuals Assigned: Quality checks by a USA-Based Development team.
- We develop, design, maintain and implement marketing best practices for online and offline strategies to attain greatly increased revenue based on desired results.
- Weekly Reports of Exact Progress.
- We will never disappear on you.
- Our first priority is to deliver the best service possible.
- Google & Microsoft (Bing) Certified Marketers and Developers.
- Absolutely no Spam or "Black Hat" techniques.
- Over 10 Years of Experience in Social Media, Web Development, Design, SEO and Coding.
- Free Video training for existing clients and their staff.
- Accountability and Statistics.

## DELIVERABLES:

1. Custom Integrated Website with Amazon.com Delivery
2. Build out other sales channels (Google Shopping, Facebook Store, Pintrest Ads, YouTube, Etc)
3. Production based digital marketing strategy

## ADDITIONAL CLIENT DELIVERABLES:

1. I recommend I build a custom store front end with Amazon.com Fulfillment and Inventory tracking.

2. Add as many channels as possible and test a funnel VSL (Video Sales Landing-page) - I think we should add multiple channel integration Amazon - Google shopping - Bing - Facebook Store - Jet.com - Pintrest, etc.

3. I recommend we build a custom WordPress back-end-blog with SEO to drive traffic and revenue (re-targeting and advertising)

\* I have typically seen a 30% increase in traffic and revenue. Therefore I recommend a Production Based Bonus = I recommend a production incentive bonus of 10% of each additional dollar in profit I bring to you through all of the channels/funnels and profitable ads I create for you - In other words - if I make you \$1 profit through ads - you increase .10 cents. This is strictly production based.

**Advertising and promotion write off.** You can deduct everything from digital marketing, television and other advertisements. Startup costs. These capital expenses — everything from buying supplies to hiring consultants to doing advertising — can be written off once your company is open for business. Up to \$10,000 is deductible your first year in business, and you can deduct the balance in equal amounts over the next 15 years.

**Estimated Time of Project:** 12 month projected - Ongoing to 2020

**Estimated Weekly Hours of Project:** 40 - 80 hours per month

**Estimated Total Cost: \$1,000 per month to start**

Travel: Client is responsible for all travel costs if necessary.

**Guarantee: We Guarantee a Month-to-Month Contract to Ensure Continued Performance.**

**Guarantee: Client May Cancel at Any Time If He or She Wishes.**

Mediation: If a dispute arises out of this contract, and if the dispute cannot be settled through negotiation, the parties agree first to try in good faith to settle the dispute by mediation before resorting to arbitration, litigation, or some other dispute resolution procedure mutually agreed upon by both parties.

**SIGNATURE:**

Signed for: World Class Media

Date: November 13, 2017

Client Signature:

Sign here: \_\_\_\_\_ Date: \_\_\_\_\_

**OTHER SERVICES WE OFFER**

**Web Development**  
PHP WordPress  
PHP Joomla

**SEO Optimization**  
Optimization  
Micro Sites

**Graphic Design**  
3D Design  
Pro Photography

**Video/Photography**  
DVD Menus  
Video Editing

Flash Animation  
Flash ActionScript  
HTML  
CSS  
Javascript  
Phone Applications

Analytics Traffic  
Tracking  
Landing Pages  
E-Commerce  
Click Tracking  
You Tube SEO

Print Graphics  
Logo Creation  
E-mail Design  
CD Covers  
Letterhead, Cards.  
Photoshop InDesign

Renderings  
3D Studio max  
Motion Graphics  
Music Editing  
Commercials  
CD – DVD – HD

## AN INTRODUCTION

Our ultimate goal is to solidify a creative partnership that will allow you to develop your brand as a leader. We don't want to be just another vendor that quickly gives you several designs, but ultimately to continue to act as a partner in your brand's creative development. We want to create and maintain a unique platform that will enable you to utilize the full power of our collective creative efforts; thereby helping drive your brand development in the market place.

WorldClassMedia® is uniquely positioned to become your partner in delivering your brand's central message. We are at the very core, a creative development and design firm that is invested in our client's philosophy and culture. We combine a maverick creative spirit with an awareness of technology that enables us to create memorable design and maximum visual impact.

Rapid delivery can quickly become an issue. Our ability to adapt to our clients' requirements and a knack for being pro-active rather than reactive, helps ensure a seamless transition between concept and market reality.

We know that in the days of big business, caring about your clients and worrying about the impact you have with them is an old-fashioned way of doing things... But, we don't really know of or have any other way, nor would we want to.

### Charles Verhoeff

CEO WorldClassMedia®

## BUDGET INFORMATION AND JUSTIFICATION

We want for you to establish a budget that you will be comfortable with, one that enables you to forecast expenditures. This allows you to have exact expectations on deliverables, as well as allowing us adequate turnaround times and the ability to deliver precisely, time after time. It goes without saying, that we never take on a project strictly based on monetary concerns. There is always room to discuss a budget and find a figure that is appropriate and fair to all parties.

## WORLDCLASSMEDIA® - ABOUT US

WorldClassMedia® is a multidisciplinary design studio offering creative solutions through various mediums. We help our clients narrate and implement their story with style and maximum visual impact.

## WORLDCLASSMEDIA® - CORE COMPETENCIES

- Creative Development/Design/Production
- Concept Illustration and CG Design
- Interactive Solutions Development
- Advertising/Integrated Marketing Graphic Development

- Visual Impact Marketing
- Web Development
- SEO, Local Search & Pay Per Click
- Digital Marketing & Direct Response

## **WORLDCLASSMEDIA® - CULTURE**

Our mission is rather simple. Providing the maximum visual impact for our clients, regardless of medium. From a small advertisement to a nationally-recognizable campaign, our aim remains the same: Assist our clients in telling their story through design and communications.

## **CHARLES VERHOEFF - CEO**

Charles has worked in Design and Computer Technology for over 15 Years, Since founding WorldClassMedia® and as its driving force, he provides leadership through creative solutions for individuals and groups in a variety of industries, most notably, in the areas of government and education.

## **ADDITIONAL DELIVERABLES**

Additional Consulting as needed and training on how to use the back-end of the site. Client will approve all products before being launched.

## **COSTS**

### **Payment & Schedule:**

**We offer flexible payment schedules as well as Weekly/Month to Month installments. However, this must be agreed upon first.**

Once again, we welcome the opportunity to helping you create an adequate scope of work that will reflect your growing business, as it will help establishing the workflow, and ultimately create a business that will sustain itself (and you) for years to come.

Travel: Client and WorldClassMedia® Account Manager or CEO should communicate every week – either by email, on the phone or in person to discuss deliverables. Client is responsible for all travel costs if necessary.

**Guarantee: We Guarantee a Month-to-Month Contract To Ensure Continued Performance. Client May Cancel at Any Time If He or She Wishes.**

## **OTHER SERVICES**

### **Web Development**

PHP WordPress  
 PHP Joomla  
 Flash Animation  
 Flash ActionScript  
 HTML  
 CSS  
 Javascript

### **SEO Optimization**

Optimization  
 Micro Sites  
 Analytics Traffic  
 Tracking  
 Landing Pages  
 E-Commerce  
 Click Tracking

### **Graphic Design**

3D Design  
 Pro Photography  
 Print Graphics  
 Logo Creation  
 E-mail Design  
 CD Covers  
 Letterhead, Cards.

### **Video/Photography**

DVD Menus  
 Video Editing  
 Renderings  
 3D Studio max  
 Motion Graphics  
 Music Editing  
 Commercials

Phone Applications

You Tube SEO

Photoshop InDesign

CD – DVD – HD

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