

# PROJECT PROPOSAL

CAM FOWLER DESIGNS

CREATED FOR

**TONI'S AUTOMOTIVE REPAIR**

# PROJECT DETAILS

## PROJECT DESCRIPTION

Included in this project is online presence basics as well as design & marketing basics. By the end of this project Toni's Automotive Repair will have a custom logo set, landing page website, business email address, social media business pages, various advertising designs, and Google business and SEO services.

## PROBLEM STATEMENT

Currently Toni's Automotive Repair can only be discovered by new customers through word of mouth from existing customers. TAR is in need of being able to be found on Google and other search engines in order to grow your customer base.

## PROPOSED SOLUTION

Cam Fowler Designs believes that the solution to this problem is creating a website, business Facebook page, business Instagram page, business email, and designing some advertisements for both print and digital. Cam Fowler Designs also proposes a custom retainer package that includes monthly social media and website management.

## ESTIMATED SERVICES & PRICING

- Logo Design \$500
- Website Design: \$300
- Website Maintenance: \$50/month
- Social Media Set Up \$30
- Social Media Management: \$150/month

## ESTIMATED WEBHOSTING COSTS

- Wix: \$14/month
- SquareSpace: \$18/month
- Shopify: \$29/Month

## NOTES FROM CFD

These services and prices are based on what was discussed in our previous meeting. The design costs fall under ESTIMATED SERVICES & PRICING, whereas the suggested website hosting platforms fall under ESTIMATED WEBHOSTING COSTS. Wix webhosting is the recommended webhosting platform by CFD. The reason for this is because it allows greater room for custom design, customer support is easier to access, and the pricing is better for what services are offered in this price-bracket. Wix also offers a large amount of discounts throughout the year in case clients ever want to upgrade their webhosting services. With this plan CFD projects that new traffic will be sent to Toni's Automotive Repair and will allow for potential customers to find TAR's information more easily.