



2025 DIGITAL MARKETING PROPOSAL

for

2010 KITCHEN & B&B



Budget Schedule for Proposed Deliverables & Timeline

Phase Deliverables and Cost Breakdown

Phase	Deliverables	Timeline	Cost
Phase 1: Rebranding & Design	Logo redesign, brand style guide, website updates, generic brand photography & videography captures, QR codes, initial biolinks	2-4 weeks	\$2,500
Phase 2: Digital Marketing Strategy	Social media strategy, content calendar, SEO, account management	2-4 weeks	\$2,500
Phase 3: Visual Content Creation	Digital creation of visual promotional & marketing materials & content for web, social media, layout prep for printed materials	2-4 weeks	\$2,500
Phase 4: Printed Materials & In-House Promotions	Merch, QR CTA cards, banners, coupons, flyers	2-4 weeks	\$2,500
Phase 5: Media Coverage & Event Promotion	Blog articles, PR, influencer campaigns, media outreach, event promotion	2-4 weeks	\$2,500
Total (Every 6 Months)	\$15,000		

Payment Schedule

Quarterly Installment Plan

Initial Deposit: \$3,000 before project initiation.

2nd Deposit: \$3,000 at the end of Month 3 (Phase 3 completion).

3rd Deposit (Optional): \$3,000 upon extension of service for a full year.

Monthly Installments After Deposits

\$1,500 per month after deposits are paid.

Penalty Note: If the 2nd quarter deposit is not made, monthly installments will increase to \$2,500 with an additional 5% penalty fee.

Monthly Payment Schedule with Deposits

Month	Phase	Amount Due
Month 1	Phase 1	\$3,000 (Initial Deposit)
Month 2	Phase 2	\$1,500
Month 3	Phase 3	\$3,000 (2nd Deposit)
Month 4	Phase 4	\$1,500
Month 5	Phase 5	\$1,500
Month 6	Phase 6	\$1,500