

iN Site

ONLINE STORE / **WEB PROPOSAL**

TABLE OF CONTENTS

<i>The Portal</i>	3
<i>Online Store Front</i>	4
<i>Feed Packaging</i>	5
<i>Design Packages</i>	6 - 10
<i>Project Time line</i>	11
<i>Design Services</i>	12
<i>Marketing Options</i>	13
<i>Third Party Add-ons</i>	14-17
<i>Third Party CRM Integration</i>	18

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1012 Market Street, Suite 202
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THE PORTAL



Have you ever gone to put a puzzle together, only to find that the single most important piece is missing? Well, we found it for you.

Being a company specializing in software development we decided to build a product to change the way of online etailing. We have developed a completely unique back-end product portal management system personalized to Europa Sports Supplements sales. The portal offers the essentials of patching your ecommerce site with the product inventory of Europa Sports Supplements and personalizing options for everything else.

The bottom line is we have something that no one else can offer, and we want to offer it to you. We like to think of ourselves as the piece that when put together can bring the bigger picture into perspective.

Ecommerce Team INSite Business Solutions, Inc

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ONLINE STORE FRONT*



The store front cost is the initial cost for the setup of your online store. Stemming from this set up we offer a diverse selection of additional customization, including design, marketing, and other add-ons.

STORE FRONT SETUP \$2,995 *Required*

In addition ASPDotNetStorefront charges a \$299 annual fee to the update rights for their storefront software.

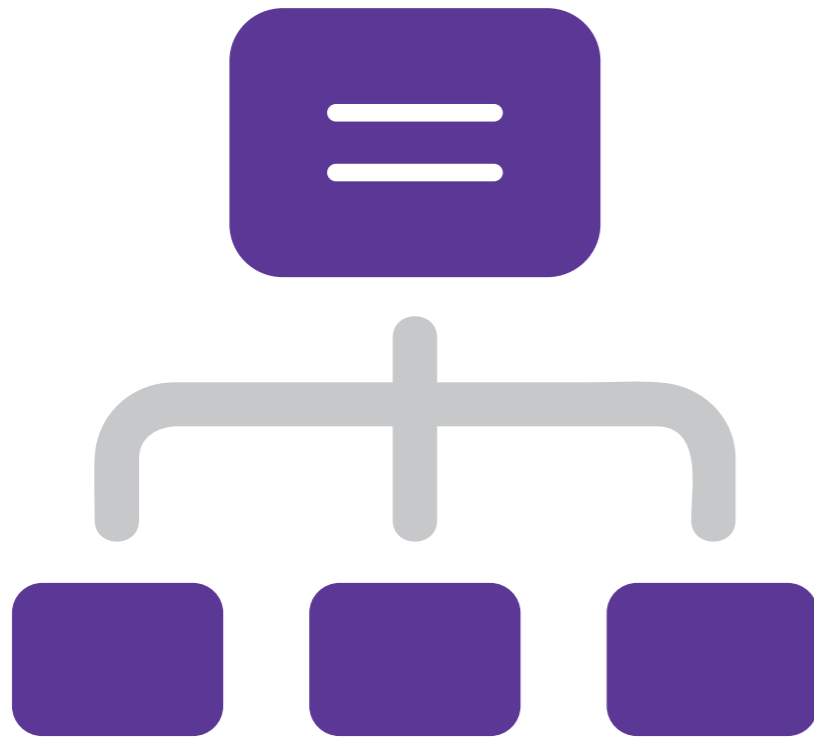
- **ASPDotNetStoreFront industry leading shopping cart.**
 - Check www.aspdotnetstorefront.com for features!
 - The most advanced Microsoft asp.net based shopping cart on the market
 - Specifically built for search engine success
 - Desktop and mobile screen enabled.
- **Europa Product Feed Import System**
 - Imports the Europa product XML file and inventory/pricing change logs
 - Imports correct pricing and inventory amounts from Europa
 - Imports the various product photos as well as nutritional data from Europa
 - Seamlessly updates online storefront
 - Products are imported within categories from Europa.
- **Drop Ship Order Email System**
 - Creates and sends the properly formatted email order to Europa
 - The email includes a PDF receipt with your organization's logo. This receipt is included in Europa's shipment to your client.

**All Pricing includes initial license fee for ASPDotNetStoreFront.*

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FEED PACKAGING*



The feed packaging cost consist of setting up and maintaining the services required for your online store to function. This is a monthly reoccurring cost.

SERVICES \$89/Month *Required*

We provide a comprehensive “go-live” checklist and guide you through every step for setup with the Europa’s etailer system.

- **Support Services**

- Updates changes from the Europa’s data feed
- New features to INSite Europa Product Portal
- Processing and shipping setup and support
- Europa Portal support
- Any AspDotNetStoreFront support pertaining to the products
- We do not support any third party software

- **Hosting Services**

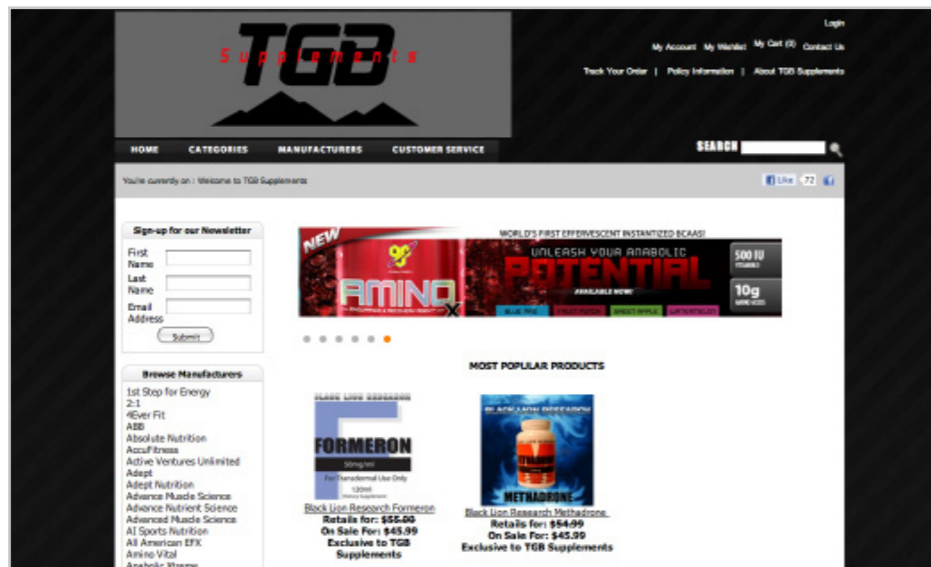
- Shopping cart site hosting - Included
- Europa Import System hosting - Included
- SSL multi-domain certificate setup & hosting - 1st Year Included
- Domain name, SSL certificate & email account renewals bundled for \$74.95/year.

**This monthly hosting price does not include the purchase of your domain name or email address, but we will be glad to assist in facilitating the setup of these accounts for you.*

DESIGN PACKAGES



<http://getolympia.com>



<http://www.tgbsupplements.com>

Basic Storefront *FREE* (included in **\$2995** setup fee.)

This is essentially the storefront platform right out of the box with minimal style changes to reflect branding, but more focused on the functionality of the storefront itself.

- Search Engine Analytics Setup
- Basic Framework Layout
- Company logo or banner added to header
- Single sidebar layout either right or left.
- Does not include any modifications to product layout
- Storefront Consent Management Platform (CMS)
- SEO Friendly Platform
- Comes with default main navigation:

Home

Categories

(Full list of categories)

Manufacturers

(Full list of manufacturers)

Customer Service

Your Account

About Us

FAQ's

Policy Information

Contact Us

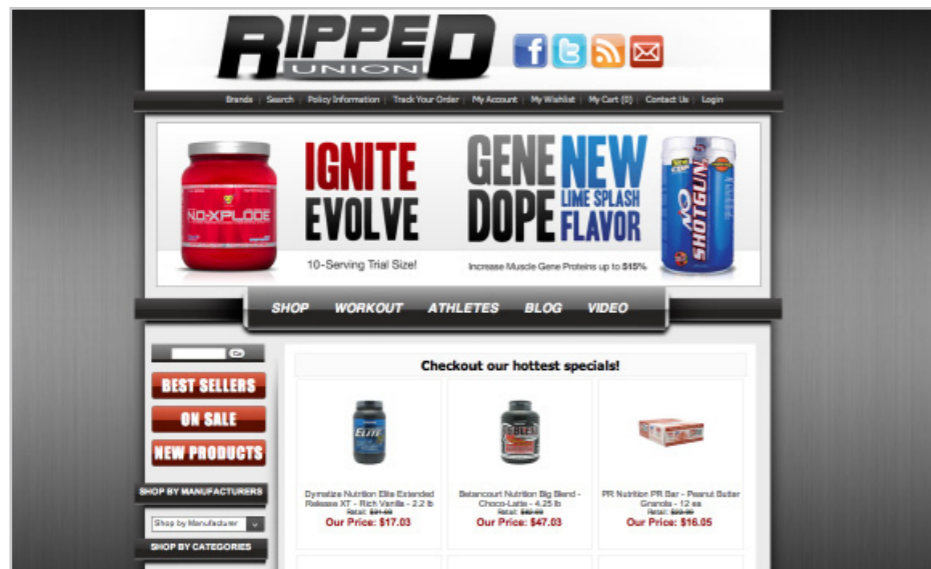
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DESIGN PACKAGES



<http://volumenutrition.com>



<http://rippedunion.com>

Premium Storefront \$3,990 (\$2995 setup + \$995 upgrade)

This package offers a reflective wrap of an existing site or focuses slightly more towards the branded design of the storefront.

- Search Engine Analytics Setup
- Stylized theme wrap or current site reflection
- Addition of company logo or banner in header
- Addition of Social Bookmarks
- You have the option to choose between left or right sidebar
- Personalized favicon creation from logo
- Unique banner slider added to home page
- Stylized theme wrap
- Modifications to the featured products and category product feed layout.
- Mock up of design provided as deliverable
- Includes the option for drop downs in sidebar
- Personalized main navigation but no sub navigation
- Storefront Content Management Platform (CMS)
- Design layout to feature products page and category products page.
- SEO Friendly Platform

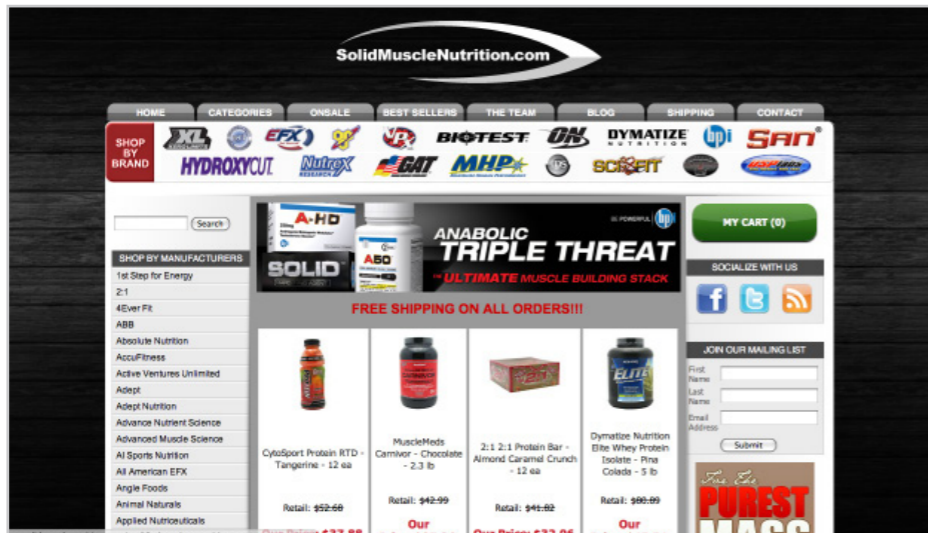
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DESIGN PACKAGES

Premium WP \$4,490 (\$2995 setup + \$1495 upgrade)

This package uses the WordPress content management platform and integrated blog functionality to create a more user friendly platform for you as a user to manage copy and blog posts.



<http://solidmusclenutrition.com>

- Search Engine Analytics Setup
- Designed WordPress theme
- Addition of company logo or banner in header
- You have the option to choose between left or right sidebar
- Personalized favicon creation from logo
- The option of tabbed home page product sorting for featured products, on sale and best-sellers.
- Default storefront home page
- Unique banner slider added to home page + creative
- Added social share buttons to product details page
- Social Branding for Facebook/Twitter/LinkedIn/YouTube
- Deliverable files of designs & assets
- WordPress Content Management System for managing copy
- Personalized top parent navigation and child drop down navigation
- User managed topic area in storefront sidebar
- SEO Friendly platforms
- User Friendly blogging platform

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DESIGN PACKAGES



<http://intense-fitness.net>



<http://sportsupplements.com>

Deluxe Storefront \$5,990 (\$2995 setup + \$2995 upgrade)

This package is for the people who are interested in consciously creating an experience for their users through design sense, call to actions, and color theory creating an effective design.

- Search Engine Analytics Setup
- Stylized theme wrap
- Addition of company logo or banner in header
- Addition of social bookmarks
- You have the option to choose between left, right or 2 sidebars
- Personalized favicon creation from logo
- The option of tabbed home page product sorting for featured products, on sale and best-sellers.
- Fully personalized storefront home page design
- Unique image slider added to home page + creative
- Design layout of category products page
- Design layout of product details page
- Added social share buttons to product details page
- Mock up of design provided as deliverable
- Storefront Content Management Platform (CMS)
- Personalized top parent navigation and child sub navigation
- User managed topic area in storefront sidebar
- SEO Friendly Platform

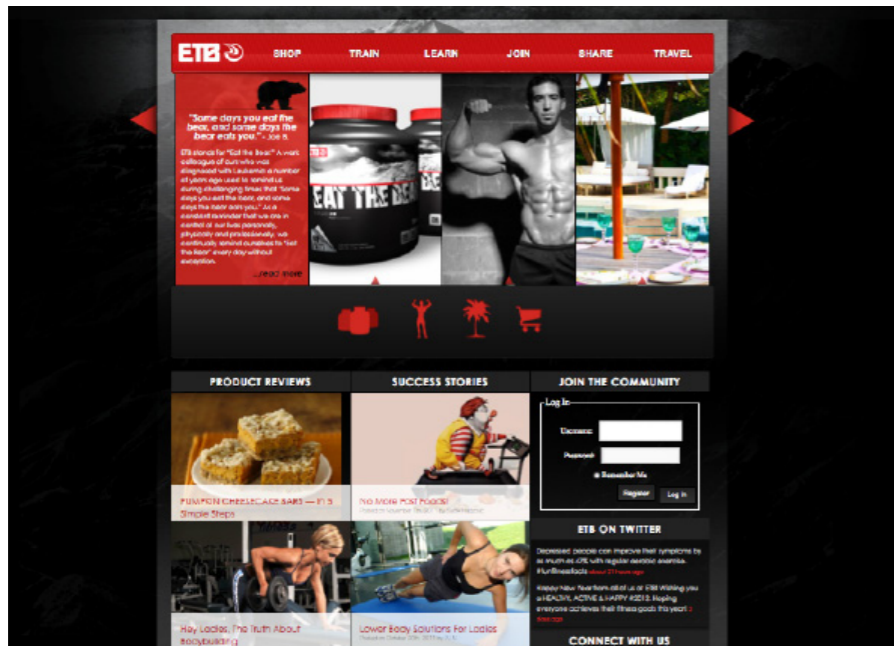
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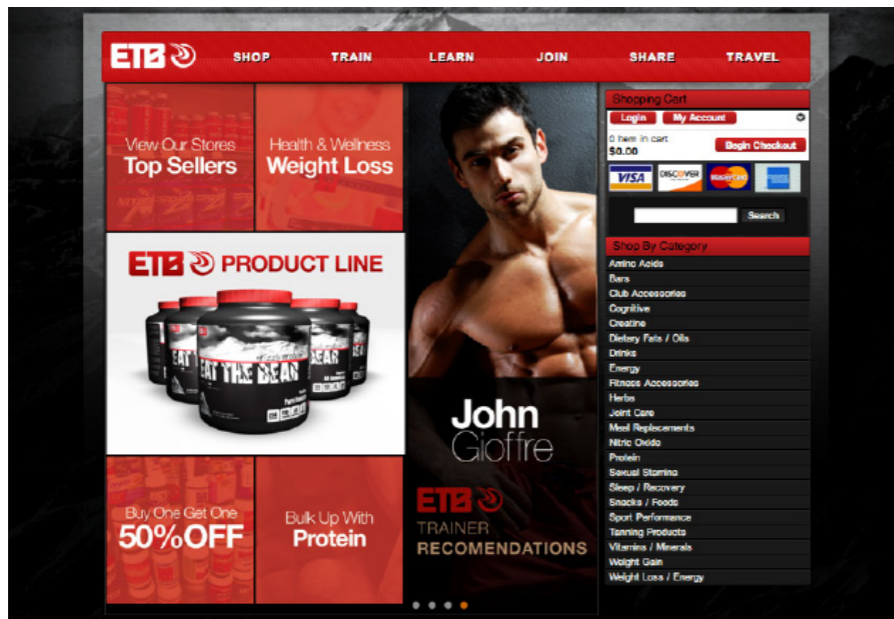
DESIGN PACKAGES

Deluxe WP \$12,990 (\$2995 setup + \$8995 upgrade)

This package creates a fully blown out design solution build around the WordPress content management system as the platform for your public site, blog, forum, and basic interactive network for your users. All this while using AspDotNetStoreFront to mirror the site's theme and intermingle the storefront using a sub domain.



<http://etbfit.com>



<http://shop.etbfit.com>

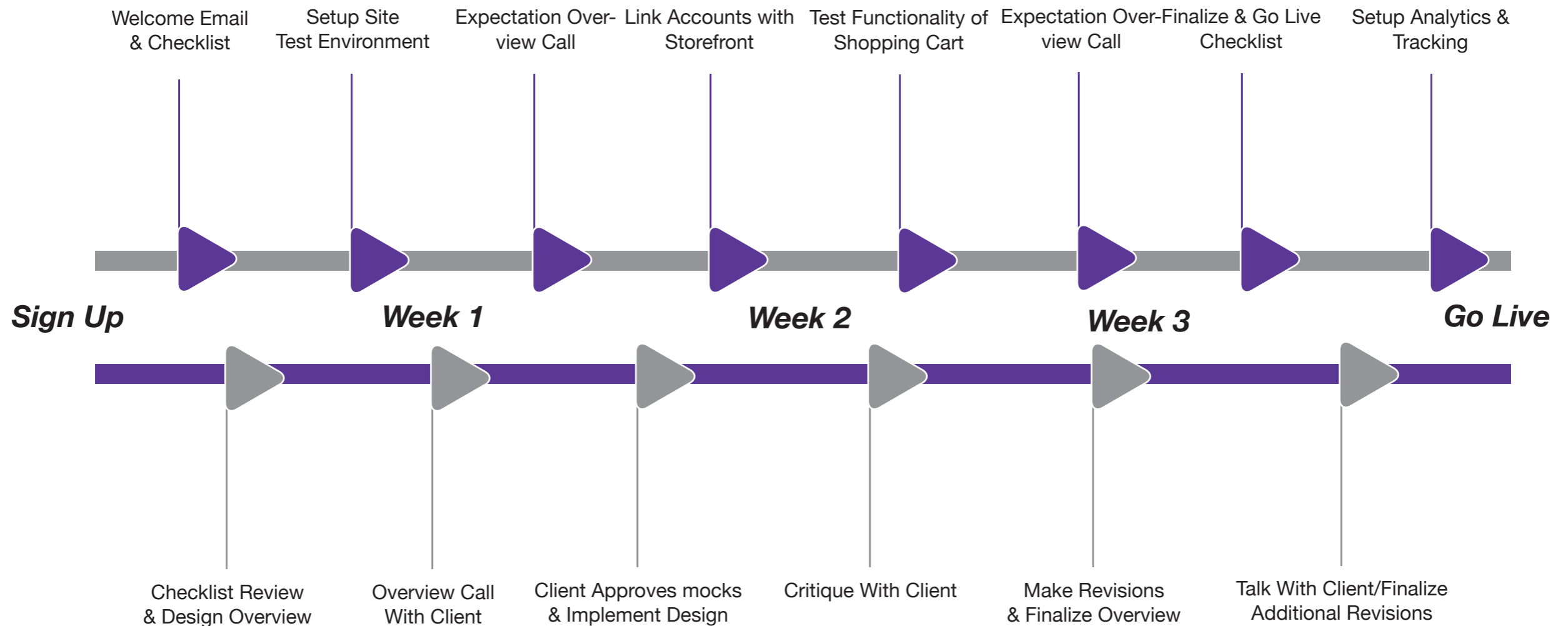
- Search Engine Analytics Setup
- Designed WordPress theme
- Addition of company logo or banner in header
- You have the option to choose between left, right or 2 sidebars
- Personalized favicon creation from logo
- The option of tabbed home page product sorting for featured products, on sale and best-sellers.
- Fully personalized home page design
- Unique banner slider added to home page + creative
- Design layout of category products page
- Design layout of product details page
- Added social share buttons to product details page
- Social Branding for Facebook/Twitter/LinkedIn/YouTube
- Deliverable files of designs & assets
- WordPress Theme using CMS platform base seamlessly intermingled with storefront.
- Public forum functionality
- Personalized top parent navigation and child drop down navigation

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AVERAGE TIMELINE

Of course, every project is unique in it's own way, but we like to have a generalized structure to give you a better idea of the process that we aim to follow. The graph below is relevant to the clients that opt to get design work done. The time is an estimate from our previous experiences, but majority of the time is dictated by deliverable requested from the client. We need the checklist and spec sheet that is sent with the welcome email before we can start the initial process. **This time line does not include any additional marketing services. Typically the marketing services will add 2 to 3 weeks to the average process listed below.*



ADDITIONAL SERVICES

Logo Design / Redesign \$495

Your company logo serves as the backbone to your reputation in the online sales world. It's important to have a well represented logo to reflect the company's brand. Whether it's starting from scratch or polishing up, we can help you out.

- Development of a Mood Board & Color Scheme
- Compare and critique competitors logos
- Deliverable include RAW files (.ai, .psd), black and white vector, color vector, gradient, png, jpg and pdf versions of logo.

Adding Payment Service After Go Live \$100

Adding alternate checkout solutions to your storefront platform such as PayPal or Google Checkout.

Storefront Homepage Design \$249

We can design a custom homepage for your storefront platform to stimulate purchases through displaying simplified call to actions to the visitors of your site.

Merchant Account Setup

If you still need to set up your merchant account and payment gateway we can help facilitate your process. Simply go to the link below and apply for an account through us as a reseller.

- <http://reseller.authorize.net/application/?id=5553642>

Data Load for other Providers

We have the ability to import additional product providers such as Lonestar, Beverly, Himalaya and UNFI...Contact for more info.

Custom Projects

If you are looking for a custom design, data loading solutions, or something that we don't have listed in our services, contact us for an estimate.

MARKETING PLANNING & STRATEGY



The initial marketing strategy is essential to any company. This process paves the way to a successful business venture by laying out the guideline of an understanding of branding, execution, demographic, and approach.

Initial Strategy \$1195

- Interviews of key stakeholder(s) to understand company's vision, brand and goals.
- Review of current website and an other marketing collateral.
- Review of current situation, sales results (as applicable).
- Audit of competitive marketplace.
- Identify primary and secondary target audience.
- Define positioning within the marketplace.
- Define recommended internet marketing/social media tactics for implementation.
- Identification and review of SEO (Search Engine Optimization) keywords to allow creation of content that will improve natural search results.
- Review/revise web content to align with strategy and keyword development.

MARKETING OPTIONS



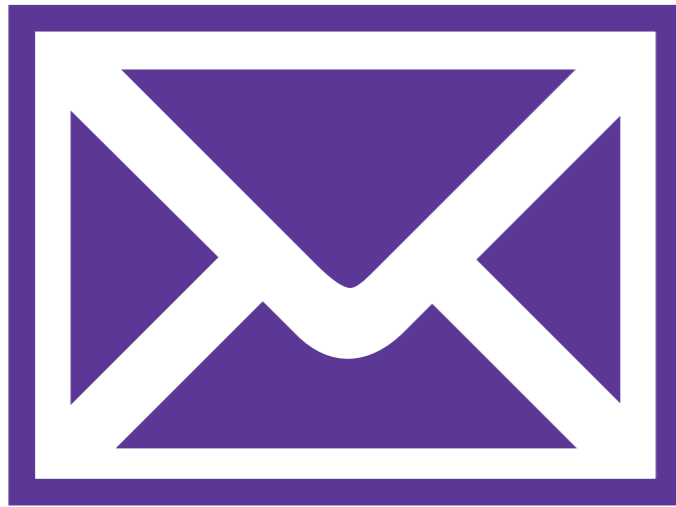
The social media strategy breaks down your social web presences and develops a unique approach to personal interaction.

Social Media Marketing Package \$1195

Allow your fans to become advocates for your business, further develop customer loyalty and build relationships with your customers through your social presence.

- Define goals for social media recommended platforms.
- Create targeted list of companies and key individuals to follow on Facebook and Twitter.
- LinkedIn profile setup and/or identification of networks and/or groups to join/create to interact with people, to promote yourself, your products, and your business.
- Facebook ad campaign suggestions, as needed.
- Provide best practices and tactics for the recommended platforms.
- Ideas and suggestions for social media content creation.
- Define specific goals and timelines for blogging.
- Provide best practices and tactics for your blog. (Content creation, promotion, management and measurement)
- Define social strategies. (Commenting, RSS feeds, linking, etc.)
- Develop editorial schedule for first 3 months
- Create initial PR release for company
- Advise on Google Analytics, Facebook Insights, and Twitter Analytics, as appropriate.

MARKETING OPTIONS



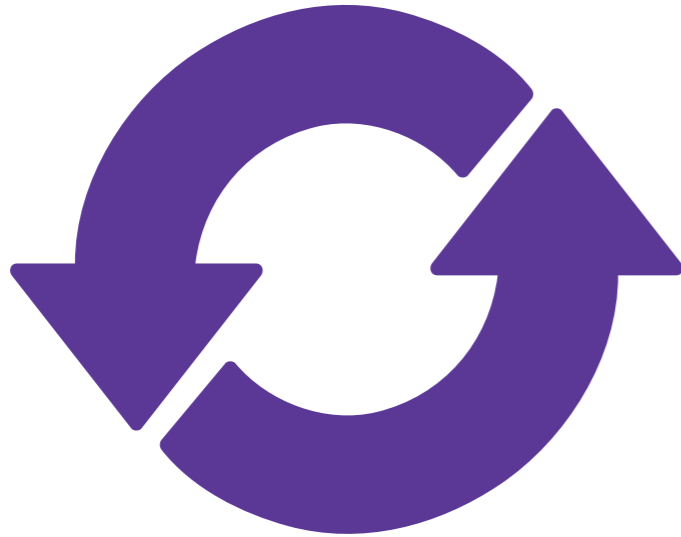
Email strategy utilizes your email campaigns or monthly newsletters while tracking results to raise awareness, generate sales, and target in on your audience.

Email / Newsletter Strategy \$195

Effectively communicate with your customers and build your business through custom newsletters/email campaigns.

- Define goals and timelines for email campaigns
- Best practices and tactics for email campaigns
- Tracking email campaigns with Analytics
- Review/revise content for email campaigns, as needed
- Recommendation for layout and template critiques

MARKETING FULFILLMENT



Get a professional to create, service, maintain, and establish the branding essentials for your company to become successful

Strategy Fulfillment Package \$999/month

Effectively communicate with your customers and build your business through custom newsletters/email campaigns.

- Unlimited updates for Facebook and Twitter
- Reviewing/revising blog content and posting once a week or biweekly.
- Maintaining all aspects of strategy including Facebook, Twitter, linkedin, Blog, Newsletter Campaigns, Analytics
- Weekly email of Analytics breakdown and summary
- Ensuring website content contains appropriate keywords for SEO purposes.
- Interacting with customers/followers on social media platforms, as necessary.

**This package will require regular communication from client to assist with news/sales/blog topics/etc to ensure we are providing consistent and regular communication from company to followers via these channels.*

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THIRD PARTY ADD-ON's

ADD-ON INSTALLATION & SETUP \$100/Plug-in

We have recommended a handful of the plug-in's offered by [aspdotnetstorefront.com](http://www.aspdotnetstorefront.com). We think these are the most effective solutions to customizing and optimizing your site to generate sales. We offer an installation and setup service for these plug-in's.

(<http://www.aspdotnetstorefront.com/c-70-all-extensions.aspx>)

**Because these are third party plug-ins and we do not develop them inhouse we do not support them. We simply handle installation and setup.*

Attribute-Based Filtering and Sorting \$199

cSearch \$280

tSearch \$95

iSearch-Attribute Filters \$650

Smart Mini-Cart + Smart One Page Checkout \$450

Featured Home page Product Tabbing \$250

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THIRD PARTY CRM INTEGRATION



MailChimp Integration \$299 (plug-in)

<http://mailchimp.com>

- Integration with MailChimp is an essential way to stay in contact with your existing and potential customer base.
- All you need to get started is a free MailChimp account
- Natively synchronizes your email list from all supported pages on the AspDotNetStorefront
- Supports all MailChimp features like double option, welcome emailing etc



WINDSOR CIRCLE

When Data Moves, Retailers Win

Windsor Circle Integration Upon Request

<http://windsorcircle.com>

- MailChimp
- Constant Contact
- What Counts
- Exact Target
- Bronto
- iContact
- Vertical Response

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