



Web Marketing Systems & Website Content Development Service!

3 Month RETAINERSHIP OFFER

I help my clients make their online presence GENERATE RETURNS on their investment in my service. Only when YOU succeed do I really succeed! That's why I designed this retainership offer with terms that PRESSURE clients to do TASKS that boost their chances of Web Marketing Success. I work with you till it works FOR you!

SIGNUP & get these 7 benefits:	Specific Deliverables (NB: I interview the client to create these customised resources. This service offer is typically made to existing clients that I've already built - or am currently building - a WMS for.)	Standard Fee (What Non-Members Pay)	Retainer (What YOU pay to cover ALL 3 Months of support)
0. FREE DYNAMIC, DATABASE-DRIVEN WEBSITE You need a CONTENT driven website that YOU can update by yourself from anywhere in the world you may be at anytime you want. It's OK for your website to look pretty, but today's buyers need MORE than "looks" to be convinced to buy from YOU! That's why custom Joomla! or Wordpress Content Management System (CMS) based websites, which let a webdesign novice CEO routinely communicate with prospects in creative ways are what I build for my clients.		I ALWAYS build websites FREE...IF... the client hires me to develop and implement a custom Web Marketing System. This document's retainership offer includes developing a WMS for you (comprising 1 to 4 outlined below)	FREE (if you sign up for 3 months retainer); Delivery Duration = 20 Working Days
1. Content Copywriting: This is the writing of "response generating" content on the different pages of the website and blog	Most of this is done using your responses to the 60 item content generation questionnaire I send you. I use online research of other experts to guide this process. Apart from writing generic content for the site, I also craft "promotional" blocks of text to be used as your "bio" and "profile" on different platforms (e.g your email signature, website autoresponders etc).	N50 to 150k... depending on scope of work agreed on. IMPORTANT: If you sign up for the FULL retainership, and pay the 80% advance, I'll waive THIS fee for content copywriting. Why? Because the retainership makes YOU take ownership	FREE (if you sign up for 3 months retainer); Delivery Duration = 20 Working Days
2. ARTICLE & GUEST POST MARKETING: I collaborate with you and/or anyone you assign from your team, to write, publish & syndicate articles and guest posts online in YOUR name.	1. One 500 word article EVERY week (i.e. total 12 in 3 months) in your CEO's name. 2. Promotion/syndication of EACH article online via professional Article Marketing account profile (complete with promotional bio in your name) - full ownership to you	1. \$0.3 per word = \$900 = N135,000 for 6 articles (i.e. 2 per month for 3 months) 2. Creation of Article Marketing account profile at Ezinearticles.com = N10,000.00 ===== TOTAL = N145,000.00 but you pay... =====>	N75,000.00 for 3 months (YOU get FULL copyright ownership for LIFE)
3. NEWSLETTER MARKETING: create & publish YOUR branded monthly HTML e-mail newsletter using an automated mailing list software	One newsletter issue published EVERY month (i.e. total 3 in 3 months), with you, as CEO, signing off as publisher. Full copyright ownership to you	1. N10,000 per issue = N30,000 for 3 issues written published in 3 months 2. Creation of Branded Newsletter Marketing System integrated with website = N20,000.00 ===== TOTAL = N50,000.00 but you pay... =====>	N45,000.00 for 3 months (YOU get FULL copyright ownership for LIFE)
4. SOCIAL MEDIA MARKETING: implement zero cost search engine optimisation and social media marketing to make potential customers contact YOU. Facebook, Twitter, Youtube, Google plus.	I actively integrate your website/blog content and marketing resources with your social media platforms e.g custom Facebook profile/page header images; content from your site will auto-propagate via RSS feeds to social media platforms. These will slowly generate BUZZ about you, leading over time to sales leads/enquiries from pre-qualified prospects.	The full package = N60,000.00 ===== TOTAL = N60,000.00 but you pay... =====>	N30,000.00 for 3 months (YOU get FULL copyright ownership for LIFE)
ALL members of my CEOs' Web Marketing club get the following FREE LIFETIME benefits (terms apply):			
5. WEB MARKETING COACHING: I give you - and coach you to use - a PDF Web Marketing Plan (think of it as a Biz Plan for your online presence) written and customised specially for you, so you can competently implement your web marketing when you want to achieve your goals.	A. I will prepare screenshot video tutorials for use by you, or your webmaster in managing the website and blog I build for you as part of your WMS. You will see and hear me work on your website to make changes. B. You will also have to read and apply ideas in my article titled "Now That YOUR Website Is Up, What Do You Do Next?"	N40,000.00 (FREE - BUT only for my web marketing clients and/or club members. N40,000 upwards for non-members/others)	FREE You get this as long as you publish at least ONE new article and ONE newsletter EVERY month - by yourself, or with my help. (N40,000 upwards for non-members)
6. Web Marketing TIPS Newsletter: You get a LIFETIME membership subscription to my Web Marketing for CEOs TIPS newsletter - delivered via e-mail ONLY to members of this club.	I will send you periodic news, information and tips/ideas you can put to use in promoting your business online using your website and other marketing tools.	FREE (BUT only available to my web marketing clients and/or club members). I DO NOT sell subscription to this resource.	FREE You get this practical/experience based newsletter in your email box forever.
7. Lifetime 50% Discount: After the 3 months expire, and as long as you publish a minimum of ONE new article and ONE newsletter EVERY month (by yourself, or with my help), you will FOREVER be able to purchase all of my products & services at 50% discount!	(a). Items 1 to 3 above (b). Custom Excel-VB driven software e.g. Payslip Generator; Biz Contacts Manager; Invoice Generator, Membership Records Manager, Customer Payments Monitor etc (c). Services like my Book writing & publishing, Public Speaking for Business Marketing Systems development etc	For items 2 to 4 above, you ONLY pay 50% of the standard fees indicated, if you want me to continue handling your web marketing. Just send me your request. And there are different ways you can pay - even in KIND. We can talk about it, & agree on what/how/when. See more of my products/services at www.lulul.com/sdaproducts , and www.tayosolagbade.com .	50% Discount You get this for LIFE as long as you publish at least ONE new article and ONE newsletter EVERY month - by yourself, or with my help.

SIGNUP NOW!

Instead of paying this... **N255,000** → You pay only this... **N150,000**

Club Signup Fee (i.e. 2 + 3 + 4) = N150,000.00

Save OVER N150K!

80% at start & 20% by 1st Monday of 2nd Month

Tel: 234-803-302-1263 (NGA) or +226-66-122-136 (Benin)

TO SIGNUP, email tayo@tksola.com

PLEASE NOTE: Hosting/domain fees NOT covered. ALL support provided ONLINE, via email/chat/phone.