

Sept 21, 2024



THE DELFONICS EXPERIENCE

featuring Norman Carter

Supporting your mission to bring classic soul music to
audiences worldwide

Presented to
Damon Carter

Presented by
Tony Mauzy

About Sidian Agency

As the founder and CEO of Sidian Agency, I'm excited to lead a team of creative professionals who are dedicated to helping businesses and organizations succeed online. With over 18 years of experience in digital marketing and design, I've developed a keen understanding of what it takes to create engaging websites, products, and social branding that drive results.

At Sidian, we take a personalized approach to every project, working closely with our clients to understand their unique needs and goals. Our comprehensive range of services includes brand strategy, website design and development, content marketing, and coaching/consulting. We pride ourselves on our ability to transform ideas into tangible results, leveraging the latest technologies and best practices to create solutions that resonate with your target audience.

What sets us apart is our commitment to empowering our clients. We don't just deliver solutions; we provide the tools and support you need to thrive in the digital landscape. Through our workshops and consulting services, we work collaboratively with you to achieve your objectives efficiently and effectively.

We offer flexible engagement options, including comprehensive initial packages and ongoing support through monthly retainers, ensuring that you have access to the expertise and resources you need to succeed.

Thank you for taking the time to review our proposal. If you have any questions or would like to discuss how Sidian Agency can help you unlock your digital potential, please don't hesitate to contact me directly.

You can reach me by phone at 512-657-1216 or via email at tony@sidian-agency.com. I look forward to the opportunity to work together and help you achieve your online goals.

Best regards,



Tony Mauzy

Founder & CEO, Sidian Agency

WORDPRESS WEBSITE

TheDelfonicsExperience.com

- Custom WordPress website design reflecting The Delfonics Experience brand
- Mobile-responsive layout for optimal viewing on all devices
- Implementation of requested navigation: Home, Tour, Music, About, Store, Contact, SIGN-UP
- Integration with Shopify store (store.TheDelfonicsExperience.com)
- Basic SEO implementation to improve search engine visibility
- Branded graphics for social media profiles
- Website coaching and copywriting services
- SIGN-UP button and page for newsletter

SHOPIFY STORE OPTIMIZATION

- Review and reconfiguration of current Shopify site
- Integration of correct products as per client requirements
- Optimization of product listings and store layout
- Ensure seamless connection between main WordPress site and Shopify store
- The initial focus is to only perform self fulfillment, until you are ready to implement Printiful for drop shipping.

MONTHLY WEBSITE MAINTENANCE & BLOGGING SUPPORT:

- Regular website backups
- WordPress core, plugin, and theme updates
- You can contact me for one hour of website updates (tour calendar) or design tweaks each month (Additional website work: \$75 per hour, depending on complexity)
- **2 well-researched, engaging newsletter posts per month (500-800 words each)**
- Ongoing keyword optimization for search engines
- Monthly newsletter analytics reporting

EXTENSIVE SEO IMPLEMENTATION

- Keyword research and optimization
- On-page SEO for all website content
- Creation of XML sitemap and submission to search engines
- Set up and configuration of Google Search Console and Google Analytics

MONTHLY WEBSITE MAINTENANCE & BLOGGING SUPPORT:

- Regular website backups (WordPress and Shopify)
- WordPress core, plugin, and theme updates
- Shopify theme and app updates
- Two hours of website updates or design tweaks (Additional website work: \$75 per hour, depending on complexity)
- Monthly performance analysis and optimization
- Ongoing SEO maintenance and improvement
- Social media integration and support
- Monthly analytics reporting for both WordPress and Shopify sites

HOSTING & EMAIL:

- **Free hosting** for WordPress site included as long as The Delfonics Experience remains our client
- **Free email accounts** under _____@thedelfonicsexperience.com

PRINTIFUL.COM

- Full integration into Shopify and Wordpress site including: 1) Printful Account Setup;, 2) Dropship only Product Selection and Pricing, 3) Shipping and Tax Configuration, 4) Order Process Testing
- By using Printful, we can create a setup that lets you sell different types of merchandise without having to buy lots of products upfront or deal with the hassle of shipping items yourself.

SUMMARY

Wordpress Website / Shopify Development	\$2,500 (one-time fee)
Dropship (Printful) Development	\$1,000 (optional)
Monthly Website Maintenance	\$50/month
Wordpress Hosting & Email	Free (with ongoing partnership)
Monthly Newsletter Blogging Support:	\$100/month (optional)

PROPOSED TIMELINE (4 WEEKS)

Phase 1: Discovery and Planning (3 days)

- Initial meeting to set project objectives, identify target audience, and outline overall vision
- Collect and assess existing brand materials and content
- Analyze competitors and conduct market research
- Outline project scope, key deliverables, and timeline for both WordPress and Shopify components

Phase 2: Design and Development (12 days)

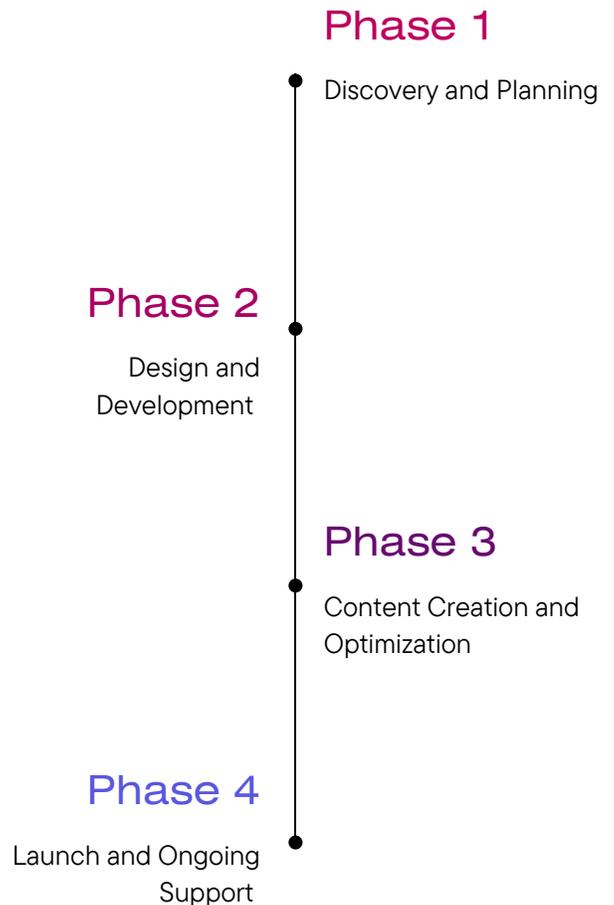
- Create visual design elements, including color palette, typography, and imagery for WordPress and Shopify
- Build and test WordPress website
- Configure Shopify store, including theme selection and customization
- Incorporate essential plugins and third-party integrations for both platforms
- Set up product listings and categories in Shopify
- Integrate Shopify store with WordPress site
- Perform internal testing and quality checks on both WordPress and Shopify

Phase 3: Content Creation and Optimization (8 days)

- Formulate content strategy aligned with audience needs and project goals
- Craft and refine website copy, blog posts, and product descriptions for WordPress and Shopify
- Implement search engine optimization (SEO) techniques to enhance visibility across both platforms
- Integrate content into the WordPress website and Shopify store
- SEO Optimize product pages and checkout process in Shopify

Phase 4: Launch and Ongoing Support (9 days)

- Execute final testing on WordPress and Shopify
- Finalize website and store for launch and transfer to live servers
- Support launch promotion, including Google SEO indexing for both platforms



Please note that this condensed 4-week timeline is aggressive and may require a focused effort from both our team and yours to ensure a successful and timely delivery. We will work closely with you throughout the process to prioritize tasks and make the most of our time together.

Elevating your Online Presence

We aim to build a new website for The Delfonics Experience that looks as good as or better than your competitors' sites. This will give you a strong online presence, clearly share your message, and connect with your fans.



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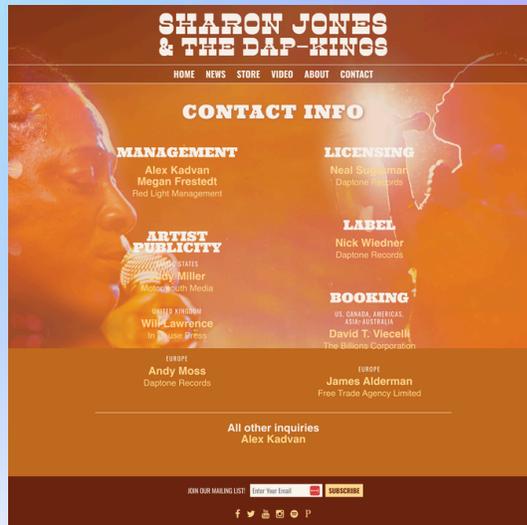
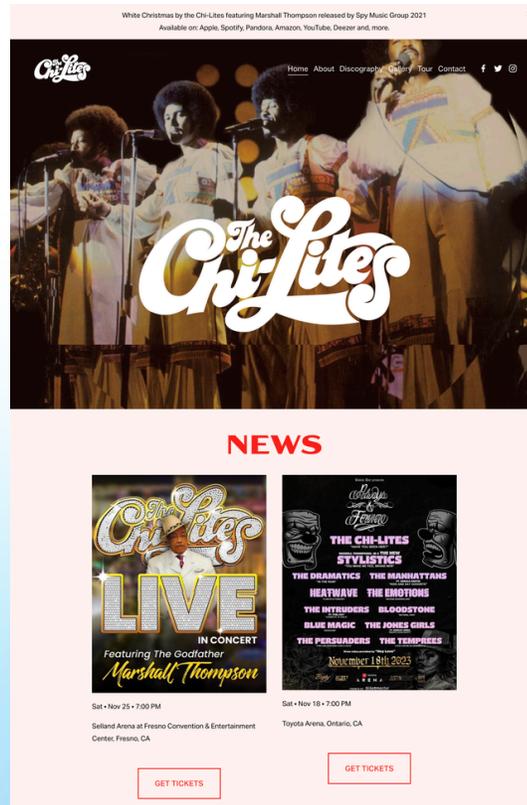
Email *

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CONTACT VENUE MEDIA KIT

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CONTACT US FOR INQUIRIES

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This proposal is valid for the next 30 days. After 30 days, the terms of this proposal may be subject to change based on market conditions and availability.



SIDIAN
CREATIVE DESIGN AGENCY

A Subsidiary of Polygonerz LLC