

Proposal

- Objectives
- Scope of work
- **Presentation**
- Payment options

Traffic

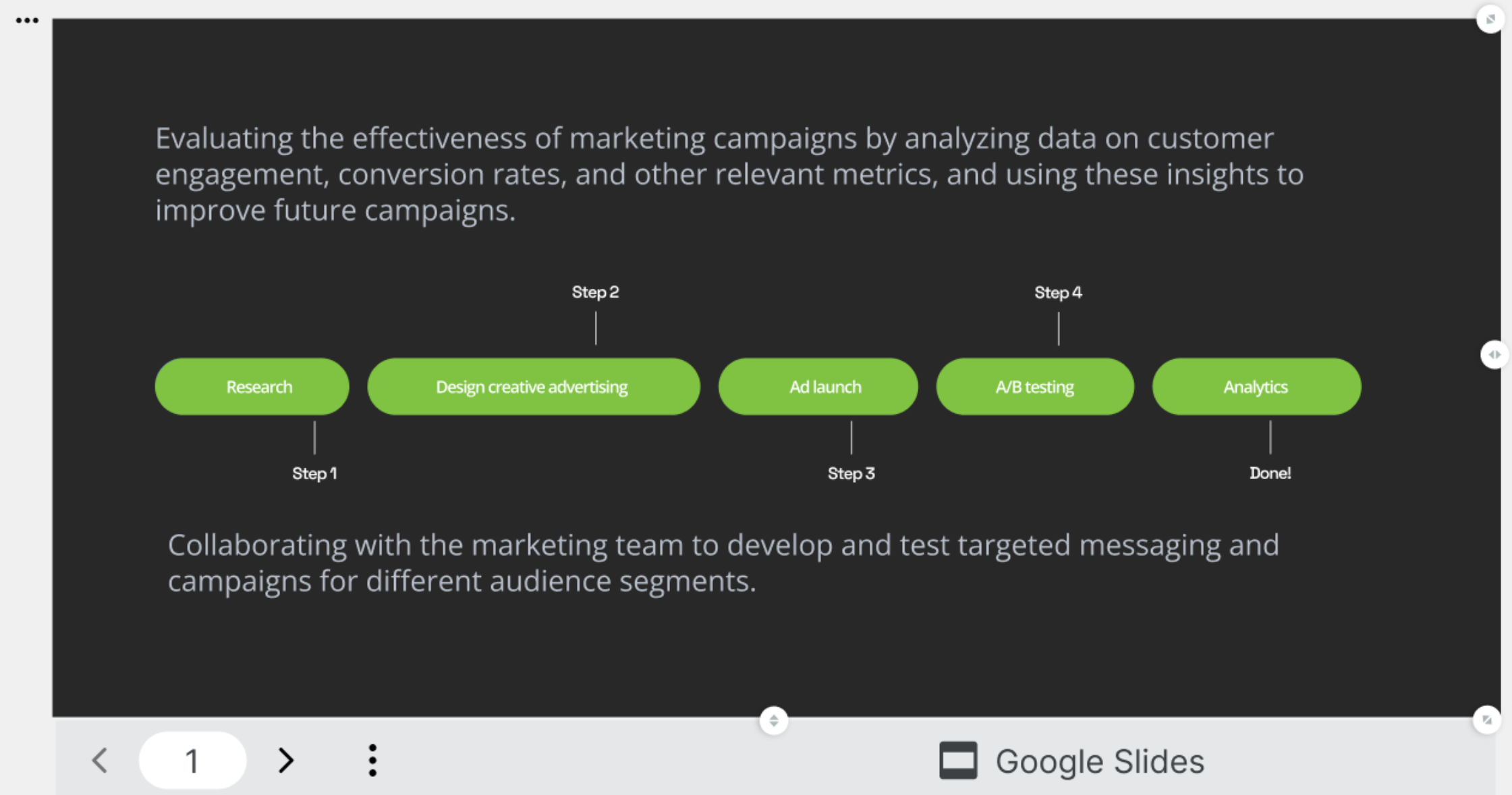
- 📊 Search
- 📊 Search Ads
- 📊 Organic search
- 📊 Social
- 📊 Direct

Conversion

- ✓ Tracking
- ✓ Usability
- ✓ Landing pages
- ✗ Website
- ✗ Facebook page

Proposal

Presentation



Priorities

- ✓ Conduct market research to identify and analyze target audience segments.
- ✓ Develop target audience personas based on demographic, psychographic, and behavioral factors
- ✓ Create and manage customer databases to track and analyze customer behavior and preferences