THE MIGHTY GUILD

DISCOVER · CREATE · DELIVER

Strategy Proposal Document

The Bomber

Online Proposal: https://goo.gl/n2qfEo

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Introduction

We have identified digital services and tasks based on our meetings, communications, emails, and documents. We've detailed a short fixed budget engagement to fix your current site. We've also provided a one page detailing an example of our different maintenance services. And we'd like an opportunity to brainstorm on future engagement opportunities with The Bomber by providing a follow-up proposal and estimates for new web content and possible promotion.

Objectives

The requirements for the project include:

- Provide maintenance and support budget
- Platform Maintenance quotes

Website Maintenance (fixed budget)

We propose a 4 hour budget to gain access, backup and fix layout, content, and image issues related to the current site. This short engagement will provide an opportunity for The Bomber's management staff to see us in action, as we fix your current Wordpress issues.

This will include the following scope of work:

- Hosting Platform access and systems inspection.
- Source code, database, and media backup.
- Source code inspection.
- Bug review and resolution.
- Deployment strategy and release.
- Client review.

Bugs Identified

- Missing background Graphics.
- Responsive display for Tablet and Mobile need CSS/Javascript fixes.

Estimate: $300

Maintenance Contract

***** Please note the maintenance contract is only for hosted platforms such as Wordpress, Drupal, or Magento. SaaS (Software as a Service) platforms may not require a service contract and is included in the hosting contract.***

They say, “A website or business system is ‘free’ just like a puppy is free”. As with any complex system, not all updates apply perfectly. That is why we offer a time and materials assessment and consulting service.

Maintenance Monitoring

Websites like any business system require ongoing maintenance, monitoring and review. We offer a scalable maintenance support contract that provides slim site spot checks for one ($65) to four ($250) times a month.

** We also offer a monitoring and uptime service to provide reports on stability and performance.

1 hour $65 month ($780 annual)
4 hours $250 month ($3,000 annual)

Monthly System Updates

A hosted system is a platform which is organically updated by community driven efforts. Everyday new improvements and security releases are provided by the community. And in order to keep your site stable and secure, updates need to be managed and integrated into your site.

We provide a monthly monitoring, maintenance and update service for up to 2 to 4 hours a month, based on your site complexity and number of plugins. You are only charged should updates be required.

2 - 4 hours $200 - $400 month ($2,400 - $4,800 annual)

Time and materials Development support

Should an issue occur, we provide optional support and maintenance services. This is provided at $450 per instance to provide updates for plugins, platform and security releases. Actual prices are prorated to at least 1 hour for release and 1 hour for testing.[1]

[1] Development, testing, and release times are for prefered hosting vendors only. Additional costs may occur for non-preferred vendors.

$95/hour and requires quote for each occurance.

Payment Terms

Payment Terms and Schedule.

The Mighty Guild invoices our customer for all fees due monthly. Customer shall pay all invoices within 15 days from the date of receipt thereof. Customer shall have 10 days from the date of receipt to dispute any associated fees. Unpaid Fees shall accrue interest at the rate of 18% annum. Additionally, Company shall be entitled to expenses incurred in its efforts to collect unpaid fees, if necessary, including without limitation, court costs and reasonable attorney's fees.

Additional Services.

Company agrees to provide additional consulting, development and other related services as requested by Customer pursuant to the Customer's needs. These services will be identified through discussion between Company and Customers personnel on a "Time and Materials" basis at a rate no higher than **$150.00 per hour**.

Additional Expenses. In the event that Customer requests work be performed that will require travel, added hardware or software beyond what is supplied by Company consultants, or other expenses that are considered outside of normal operations, Customer shall reimburse Company for Company's actual costs to pay those expenses.

Summary and Next Steps

Review Proposal

Review this proposal and provide amendments and acceptance.

Sign Contracts

Formally sign contracts and schedule project start date.

Preparation

Collaborate to get access to legacy systems and make backups.
The Mighty Guild issues release of fixes.
Schedule stakeholders and set review times.

Discovery

We'd like an opportunity to collaborate and brainstorm on where The Bomber could grow. This may include discussions on marketing, online directory placement, and advertising strategies. We'd first conduct a more formal review your current site for the content and features that are successful, and those that are not. Then use this to determine which content needs to be carried forward, which needs modification, and which needs to be abandoned or rewritten/restructured.

We'd then present proposals and estimates for implementing short and long-term strategies to improve customer engagement and brand promotion.

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תודה
Dankie
Gracias
Спасибо
شكراً
Merci
Takk
Köszönjük
Terima kasih
Grazie
Dziękujemy
Dėkojame
Ďakujeme
Vielen Dank
Paldies
Kiitos
Täname teid
谢谢
Thank You
Tak
感謝您
Obrigado
Teşekkür Ederiz
감사합니다
Σας Ευχαριστούμ
ขอบคุณ
Bedankt
Děkujeme vám
ありがとうございます
Tack

Addendum A: Who we are

THE MIGHTY GUILD

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The Mighty Guild was formed under the basic premise that the quality of its product and services are directly tied to the people. Our clients are our top priority and our clients are you.

The client who pays for business, marketing, creative, or technology services. The client who signs on to a contracting project and provides their experience and expertise. The client who is just starting out as a trainee, seeking mentorship and training assistance. All of you are our clients and they in turn are your advocates.

Together we are Mighty, and we can't do it without you.

Our extended team includes numerous partners and consulting members each providing their select skills and experience to the whole that is The Mighty Guild.

Addendum B: Process

Project Phases

Our process is fairly straightforward, and we will guide you through it to ensure that your project goals are met.

Your needs, current situation and goals will determine where within the process wheel we will start your journey. But rest assured, there is a plan to all things and we will do our best to guide your team toward your goals.

Project Phases

Discover
We learn who and where you are and your goals.

Design
We identify why, what, and how.

Develop
Creation is never easy, experience creates results.

Migrate
What is in the past can we new again.

Train
Knowledge is power, your team owns the solution.

Release
Readiness requires testing, review, and preparation.

Monitor
Performance must be measured, vetted, and managed.

Maintain
Everything in moderation, improvement defines growth.

Addendum C: Capabilities

Partnerships Require Trust

The Mighty Guild is your advocate, your guide and your support. Our principle goal is your success and we accomplish this by providing sound guidance in everything we do.

Your trust in us and your success is how we measure the value of our partnership. We accomplish this in part, through the various specialty services detailed below.

Core Capabilities

Business Services

We provide services tailored to your needs with the goal of defining a strategy and providing a answer that solves your problems. The depth and breadth of our analysis will depend on your key focus: time, budget, and level of clarity. We devise a plan based on your individual needs. And we personalize our services and deliverables based on what we understand to be your goals and your budget.

Marketing & Brand

Brand and Marketing strategies require an understanding of your audience, what drives them to action, and how you can service their needs.

Technology

The right tool can make all the difference.
We scale our recommendations based on your goals, your budget, and the complexity required. We and our partner network will deliver solutions that exceed your technical needs.

Staffing

Our membership network is growing! We help you find talent, be it for a single engagement, a project, or permanent positions. Whether you are looking for work or looking for talent. We work with you to find the right opportunity and the right candidates.

Training & Career Guidance

Not everyone can afford an agent, a counselor, or a career coach. That is, until now.
Looking for work or not sure how to get there?
Reach out to us and we will conduct an assessment, define goals, and determine next steps.

Services

Brand Identity
Image, photography, and message combine for form?

Graphic Design
Designing a graphic solution requires context, theory, and a goal.

Interface Design
Defining a solution for who, does what, and how.

Usability
Defining the best approach for users to accomplish their goals.

Marketing
Strategies for promoting your brand and connecting with your customers.

Business Analysis
Goals and plans don't write themselves. We work with you to make your vision a tactical plan.

Website Management
We manage the day to day so you don't have to.

Front-end Development
Providing responsive, JavaScript and CSS frameworks, remoting and GUI services.

Back-end Development
Platforms, multiple languages, vendors, and middleware in between.

Migrations
Providing solutions for media, content, and data from one system to another.

eCommerce
Platform consulting, vendor selection, and integration.

Quality Assurance
Testing requires a plan, a way to measure it, and validation.

Creative Writing
Speaking to an audience requires more than just facts, it requires character.

Analytics/Monitoring
3rd party, client-side, server-side reporting to track performance, stability, or campaign success.

Platform Focus

While our combined team has a diverse background and experience in multiple platforms and development tools. We've streamlined our focus to open source and SaaS vendors which we feel provide the best value and lowest ongoing costs to our clients.

https://www.mightyportals.com

Online SaaS for website building, eCommerce, and hosting platform.

https://www.squarespace.com/

Online SaaS for website building, eCommerce, and hosting platform.

http://www.drupal.org

Open source development platform providing a "out of the box" CMS and allows complex features and database integration.

https://www.wordpress.org

Open source software for creating a beautiful website, blog, or app.

https://www.shopify.com

Online SaaS eCommerce platform which integrates seamlessly into other technologies.

Our extended partner network includes services leveraging .NET, Java, and Ruby.

Addendum D: Project Examples

All told, our members and partners have over 400 projects to reference. Most are from 15 to 20+ years of experience as freelancers and employees at key agencies in the industry. The following are our most recent as a team:

City of Beaverton

http://www.beavertonoregon.gov/eat

Services
- Branded Marketing Materials
- Poster and promotions
- Social Media Ads

Technology
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Facebook Ads
- Instagram Ads
- Pinterest Ads

Sabrina Brazil Travel

https://www.sabrinabraziltravel.com

Services

- Responsive Interface Design
- Creative Writing
- Email marketing integration
- Social media integration
- Online Registration
- Scheduling System
- Online Chat
- Destinations/Itineraries database
- 1000+ Content Migration
- Systems/Hosting Management
- Analytics and Ads Integration
- SaaS Services Integration

Technology

- Adobe Photoshop
- JavaScript
- HTML
- Wix.com
- Send Grid
- Youtube Videos
- Yelp Integration

Graphql Workshop

http://graphql.org/community/upcoming-events

Services

- Branded Identity Design
- Poster and promotions
- Responsive Interface Design
- Social Media Ads

Technology

- Adobe Photoshop
- Adobe Illustrator

Nia Technique - Nia Now

https://www.nianow.com

Services

- WebSite Interface Design
- Integrated streaming Videos and Audio
- Membership management platform
- Event Management
- Map-based Search
- eCommerce Store
- Server Administration and System Design

Technology

- Drupal
- PHP
- MySQL
- Apache

Nia Technique - NiaTv

https://www.niatv.fit

Services

- WebSite Interface Design
- Integrated streaming Videos and Audio
- Membership management platform
- eCommerce Store
- Webmaster Setup and Management

Technology

- SaaS (uScreen)
- Ruby
- MySQL
- Apache

Euphoria's

https://www.euphorias.online

Services

- Identity Design
- WebSite Interface Design
- Creative Writing
- Inventory and product photography management
- Shopify Setup and Administration
- 10 Sales channels integration
- Inventory management and synchronization
- Online social media integration
- Marketing automation and email campaign management
- Ai marketing agent
- Discounts and promotions

Technology

- Saas (Shopify)
- Facebook Store
- Ebay Store
- Amazon Store
- Pinterest Store
- Instagram Store
- Wish Store
- MailChimp

Iron Canvas Studios

http://www.ironcanvasstudios.com

Services

- Identity Design
- WebSite Interface Design
- Creative Writing
- Email marketing integration
- Social media integration

Technology

- Static site (Adobe Muse)

Mighty Portals

https://www.mightyportals.com

Services
- Identity Design
- WebSite Interface Design
- Creative Writing
- Email marketing integration
- Social media integration

Technology
- Sass (Mighty Portals)
- Mailchimp
- Facebook API

https://www.mightyportals.com/solutions
- Existing Content Injection
- Rapid Content Migration

The Mighty Guild

https://www.themightyguild.com

Services
- Identity Design
- WebSite Interface Design
- Creative Writing
- Email marketing integration
- Social media integration

Technology
- Sass (Mighty Portals)
- Mailchimp
- Facebook API

Addendum E: Wordpress Plus Edition

We leverage the open source wordpress source code as a foundation and extend the platform with a recipe of free and paid community plugins and themes to make it supercharged. Same open source platform but extended to improve development, management and responsive page builder. We include all this, while providing a personalized and empowering suite of features not provided by the default wordpress platform but integrates with almost all community and licensed plugins.

- Drag and Drop page layout and reusable elements gallery.
- Custom Post Types and Fields Toolkit.
- Customized Login Page.
- Customized administration interface and features management.
- SEO Metadata Suite
- Media integration and reuse
- Security and Roles-based Admin
- Roles-based Dashboards

Demo of Layout Manager
https://www.eleganttheme sdemo.com/?et_fb=1

Addendum E: Pantheon

https://pantheon.io

Pantheon is The Mighty Guild's recommended hosting provider for Wordpress and Drupal-based websites and business systems. Providing stable, scalable, responsive platform that provides a rock solid response time and scales dynamically as you increase in traffic. The Mighty Guild loves Pantheon because it makes management, team-oriented development, and monitoring possible on a small budget.

The Fastest Hosting on the Planet

A finely tuned, container-based system that gives you unmatched performance.

FAST

Pantheon delivers the fastest page load speeds for Drupal and WordPress sites. We smoke the competition in independent benchmarks.

RELIABLE

You get reliable uptime for your sites, even at high traffic. And for important sites, our Elite plans offer guaranteed uptime backed by an SLA.

AGILE

Our container-based platform is more efficient and reliable than VMs or clusters. Harness the same cutting-edge technology used by companies like Google, Salesforce, and Facebook.

SCALABLE

Scale your site easily without downtime or infrastructure migration, and handle traffic spikes like an enterprise boss without breaking a sweat.

Best-in-class security

Our proactive security measures and built-in defenses keep your site protected in a hostile internet.

- One-click updates allow you to deploy patches faster than with any other provider.
- We keep your site safe with industry-leading denial-of-service and network intrusion protection.
- Pantheon provides immediate response and prevention to announced vulnerabilities.
- Industry-leading security features like SSL, SAML SSO integration, role-based permissions & automated backups keep your site safe.