



Software Assets and Marketing Strategies for Lister Cartwright - Haddow Group

V 1.0

01.22.2020

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Goal

The purpose of this document is to identify, detail, build and implement Software assets and marketing strategies for the Lister Cartwright brand of products.

Summary of Tasks

1. Responsive eCommerce website design and development
2. Integration of automated marketing software
3. Maintenance services

Website functions/features

1. Products management
 - a. Product listing
 - b. Product details page
 - c. Reviews and ratings
 - d. Promotions and discount software integration
2. Search
3. Customer profile management
4. Easy to use checkout methods
5. Order management
 - a. Current order status
 - b. Past order history
6. Secure payment method integration (One provider)
7. Shipping and delivery management integration (One provider)
8. Customer support ticket integration

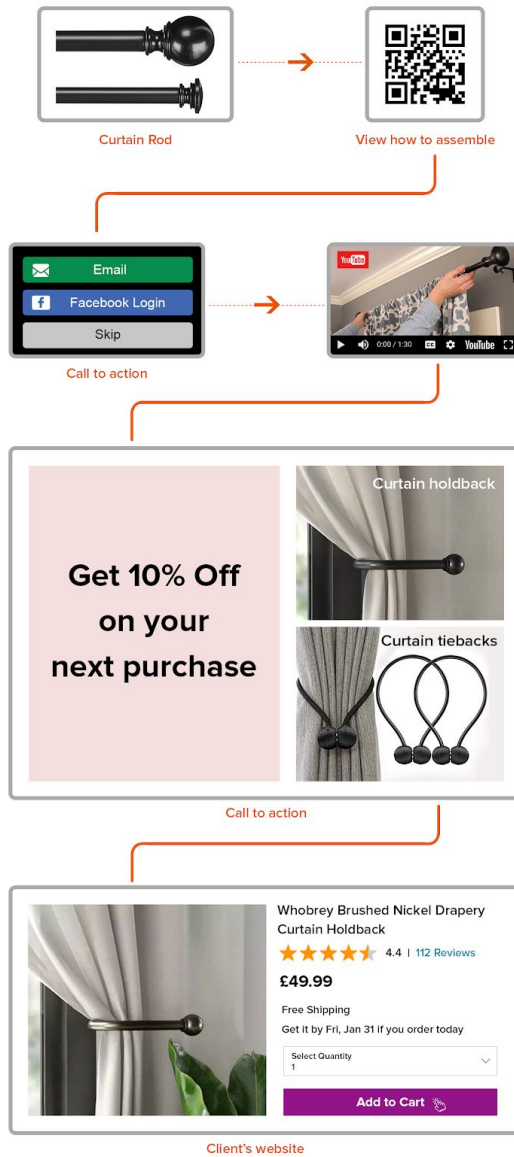


9. Security features -
 - a. SSL certificate integration
 - b. Privacy policy and cookies as per GDPR
10. CRM integration (One provider)
11. SAP integration for Orders (One API)
12. Marketing automation software integration (One provider)
 - a. QR code integration to capture potential customer information/demographics.
 - b. Convert abandoned cart into sales
 - c. Customer followup & retention marketing
 - d. Customer engagement tracking
13. Analytics integration for tracking traffic and customer engagement (One provider)

Automated marketing software sequences:

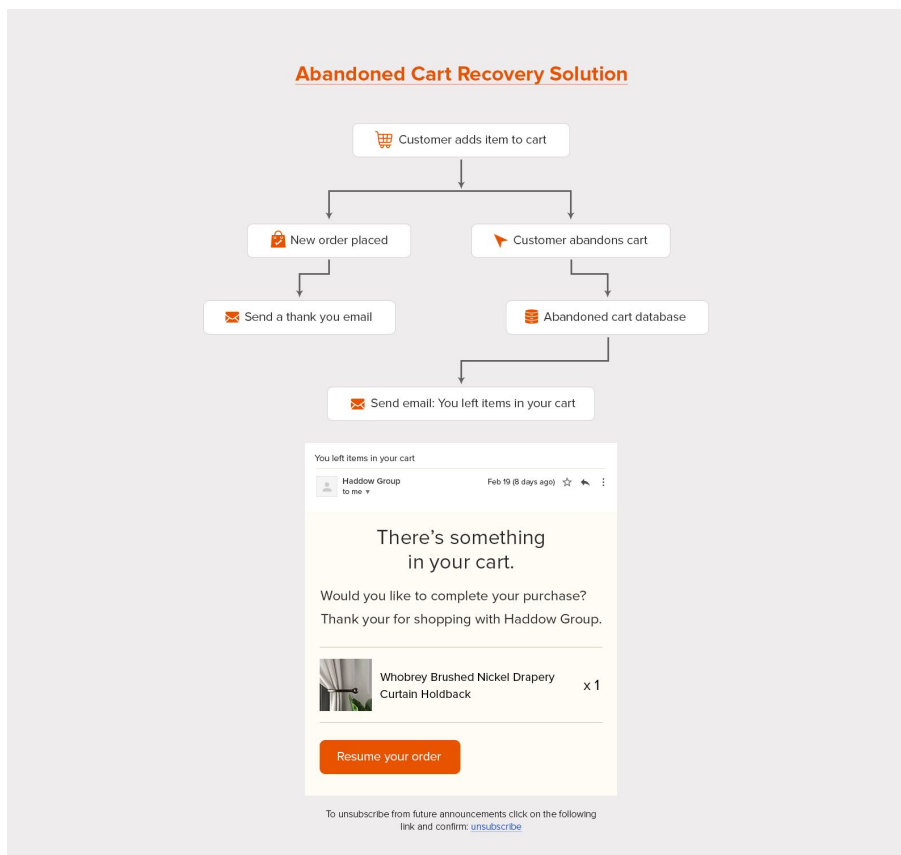
1. Sequence 1 - QR code to customer identification

- a. Customers can scan the QR code printed on the product using the camera on their phone.
- b. This will lead to a webpage where the customer will see the following 3 options:
 - i. Sign up with your email
 - ii. Facebook Login
 - iii. Skip
- c. Then the video will start playing
- d. Within the video or at the end of the video we will input CTA URLs which the customer can click to view promotions/discounts. This can be enabled only if the video is hosted on the website.
- e. If the customer clicks on any promotion they will be redirected to the website product details page where they can complete the purchase.
- f. Once the customer completes the purchase, the system will send a thank you email. If the customer leaves the product in the cart without completing the purchase then Sequence 2 will be followed by the automated marketing software.



2. Sequence 2 - Convert abandoned cart into sales

- The system will automatically add all abandoned cart info into a data table
- Triggers can be set up to send specific emails at specific times.
- The system will then send an email reminding the customer that “You left an item in the cart”, please resume your order and complete it. Related products that could be of customer’s interest can be added to this email.
- The customer can either respond to the email by purchasing the product or may choose to not respond. In that case, the system will follow up with another email that can be set up as per a schedule.
- The marketing automation software will also allow you to track the impressions or customer interactions with the emails.





3. **Sequence 3 - Social Posting and Profiling**

- a. Enable posting of customer photos on Instagram, FB, Twitter.
- b. Introduce your brand to folks who haven't heard of you before.
- c. Distribute customer testimonials and stories automatically through a Social Media Management platform

4. **Sequence 4 - Impressions and Ads**

- a. Display relevant 3rd party Ads to visitors and generate revenue from impressions and clicks.
- b. Show exact examples of products from other suppliers and receive guaranteed revenues from impressions/conversions/referrals

5. **Sequence 5 - Facebook Business front**

- a. Setup a 'Facebook for business' site.
- b. Enable sales on Facebook for lookalike audiences. Convert FB visitors into customers.

Investment cost

Tasks	Cost
<u>Website design & development - 2 Options</u>	
Option 1 - Readymade platform - Shopify (Or Similar) and a readymade design theme/template. All features as provided by the platform - No customization	£6800
OR	
Option 2 - Bespoke custom Design - Using PHP/MySQL/Magento with custom code	£9600
Sequence 1 - QR code to customer identification	£2900
Sequence 2 - Abandoned Cart software integration	£1500
Sequence 3 - Social postings & profiling (Optional)	£1200
Sequence 4 - Impressions and Ads (Optional)	£800
Sequence 5 - Facebook business front (Optional)	£2500
Cloud hosting services - Direct Billing - Approximate cost/month	£50 - £100
Marketing Automation Software - Direct Billing - Approximate cost/month	£50 - £100

Shopify license will be a separate fee based on the chosen plan



Delivery Timelines

Readymade platform website using Shopify (or Similar) - 2 months

Bespoke custom website - 3 months

Sequences - 2 weeks

Payment terms

- 30% Upfront on contract signing
- 30% on completion of designs
- 40% on completion before launch

Note - Payments can be sent to our HSBC UK account:

Name - Software Developers Inc

Account No. - 61742140

Sort - 400410

Thank You,

Sakshi Sharma

VP of Sales

Software Developers, Inc