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Creativity Justified

February 24, 2023

**Response to RFP 2223-0186 for Marketing and
Advertisement Services**

Executive Summary



Our team has thought about this fantastic project quite extensively, and we are pleased to present this proposal with solutions to all of the marketing obstacles faced by Regal Nails and steps for growth.

Project Goals and Solutions

The solutions we have drafted here address each of the project goals we have collected from you and give us the flexibility and inspiration to create an excellent experience for your franchisees, potential customers, a strong sales strategy, and a brand-aligned modern design for your online presence.

1. Lead Generation Campaign:

- a. **Goal:** Generate a consistent flow of high-quality leads for each franchisee's location.
- b. **Solution:** Implement a targeted lead generation campaign incorporating memberships, loyalty programs, influencer marketing (macro and micro), and self-care packages to attract and retain customers.

2. Franchisee Attraction and Expansion:

- a. **Goal:** Attract potential franchisees for Regal Nails' international expansion.
- b. **Solution:** Execute a comprehensive marketing strategy, combining digital marketing, localized approaches, and networking events to communicate the value of joining the franchise.

3. Enhanced Digital Presence:

- a. **Goal:** Improve online visibility and engagement for Regal Nails.
- b. **Solution:** Utilize social media campaigns, content marketing, and search engine optimization (SEO) to enhance Regal Nails' digital presence, showcasing success stories, industry insights, and franchise opportunities.

4. Customer and Franchisee Engagement:

- a. **Goal:** Foster a sense of community and success within the Regal Nails franchising network.
- b. **Solution:** Conduct franchise discovery days, webinars, and workshops to facilitate direct interaction with the team, existing franchisees, and potential investors. Emphasize the support structure and continuous professional development provided to franchisees.

5. Localized Marketing and Cultural Adaptation:

- a. **Goal:** Tailor marketing materials to specific regions, respecting cultural nuances.
- b. **Solution:** Conduct thorough research and develop a localization strategy to showcase how Regal Nails adapts to and respects local customs while maintaining global brand standards.

6. Efficient Project Management:

- a. **Goal:** Ensure the successful planning, execution, and management of the lead generation project.
- b. **Solution:** Implement a structured project management approach, including on-site assessments, standing and milestone meetings, communication through Basecamp, and clear deliverables such as communication guidelines, platform training, milestones/task listing, roles/responsibilities, and asset collection.

These goals and solutions collectively aim to drive Regal Nails' growth by not only attracting new customers and franchisees but also fostering a strong sense of community and success within the existing network. Creativity Justified is committed to delivering a comprehensive and effective strategy for Regal Nails' continued success and expansion.

Timeline

Twelve (12) months from the time of the kickoff meeting.

Investment

- \$142,590 for the completion of the **project's six goals**.
- \$5,850 monthly **starting at site launch** for Customer Value Optimization, Web Presence Optimization, and WebCare (maintenance/hosting support).
- **\$177,690 total investment for YEAR** given we launch on schedule (not including ad spend).

Focus on Results, Not on Scope

Your goals are now our goals. Achieving what we set out to do here is our priority and pleasure. We will continue to focus on the big picture while ensuring that all the details are in order.

We greatly look forward to continuing our collaborative success!

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Project Management

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This project will begin with a thorough up-front process of discovery. Planning and discovery will continue through interviews and surveys. We will also establish a system to allow us to work efficiently throughout the duration of the project.

Your project's success depends on solid planning and management; this work is crucial. Resource re-allocation, misplanned tasks, and milestones are the top causes of delays for such a project. The beginning of the project will be entirely dedicated to planning and structuring our interactions.

On-site Assessment

An on-site visit of a few of the Regal Nails locations is beyond valuable for data collection, as well as for relationship building. Because a project of this scope requires amplified levels of commitment, a strong partnership will facilitate that cooperation. We envision spending between two to three days for the on-site assessment.

Meetings Structure

Standing Meetings

We will begin with a project kickoff meeting. After that, we will schedule 30-minute bi-weekly meetings to cover the following four points: **victories** (what we achieved in the last two weeks), **issues** (where we fell short in the last two weeks), **priorities** (what is getting done in the next two weeks), and **metrics** (how is the project progressing).

Milestone Meetings

Once a month, the standing meeting will become a milestone meeting that lasts for one hour. The agenda is similar, but with a deeper approval/feedback process and a 10,000-foot view of the project. A document with the updated timeline will be delivered during the milestone meetings.

Communications

For massive projects, emails tend to decrease productivity. We prefer to utilize a project management tool to communicate when possible. We will be using Basecamp as a tool to manage our progress and correspondence. This communication guideline helps eliminate gaps in understanding which might lead to duplicate work, misunderstanding, and team frustration.



Deliverables

- Communication Convention
- Project Management Platform Training (if necessary)
- Milestones and Task Listing
- Roles and Responsibilities Listing
- 2-3 day On-site Assessment
- Asset Collection and Discovery

Strategy Development

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Creativity Justified is committed to developing a comprehensive strategy for Regal Nails that aligns with the outlined goals and solutions. Our approach encompasses a multi-faceted strategy to address lead generation, franchisee attraction and expansion, enhanced digital presence, customer and franchisee engagement, localized marketing, and efficient project management. This integrated strategy aims to propel Regal Nails toward achieving its objectives and fostering continued success.

The User, Always the User

The overall referral point of this project is centered around the user. The user, both potential franchisees and customers of Regal Nails, serves as the guiding anchor for all aspects of the project. Every strategy, action, and development is directed towards understanding, engaging, and satisfying the needs of the user. The focus includes refining buyer personas, implementing Return on Attention strategies, developing a targeted lead generation campaign, and enhancing digital presence to resonate with the user. Additionally, customer and franchisee engagement initiatives, storytelling, and cultural adaptation strategies all revolve around creating a positive and meaningful experience for the user. Ultimately, the success of the project hinges on how well it aligns with and caters to the expectations and preferences of the user.

Note: We do not have an upper limit regarding persona development for our projects.

Return on Attention

We need to reward our users according to their attention capital. Online strategists named this Return on Attention (ROA) because attention is an investment as well. The core idea behind it is that the attention capital of the user grows with each stage, and each stage has its own timeframe and format. What would we say if we only had three seconds to present Client to a prospect? Thirty seconds? In other words, although there is only one message to convey, there are different constraints and contexts. The first step for strategic shift is to address this crucial notion of Return on Attention. The Return on Attention (ROA) strategy for the Regal Nails project aims to effectively capture and maximize the attention of both prospective franchisees and customers. The strategy focuses on conveying the value proposition of Regal Nails while supporting franchisees and generating leads.

Lead Generation Strategy Development

There are as many lead generation funnels as there are companies. The sales funnel of Client is a deliverable, yet to be known. Let's set a quick naming convention:

1. *Awareness* (Interest + Education)
2. *Consideration* (Evaluation + Engagement)
3. *Decision* (Commitment + Purchase)
4. *Advocacy* (Loyal Fan + Repeat/Upgrade Client)

Our consultants will develop comprehensive strategies for every phase of lead generation, starting with the Awareness stage. Despite Regal Nails' significant growth in the past 27 years, our observations and research indicate the need for heightened awareness, visibility, and market presence. To capture the interest of both potential franchisees and customers, we will employ engaging marketing tactics focused on education, influence, and the promotion of newly adopted programs.

Achieving success in the *Advocacy* stage demands a strong commitment from Regal Nails' franchisor to innovate, test, implement, and seamlessly integrate new customer programs into their established business model, fostering loyalty and repeat customers. Creativity Justified will predominantly concentrate on the *Consideration* and *Decision* stages of the lead generation strategy. The specific deliverables are yet to be defined, given the uniqueness of each funnel. However, we anticipate them to encompass essential marketing collateral, such as the onboarding of 10-15 micro influencers, engagement with 1-2 macro influencers, affiliate marketing, and other highly impactful marketing tactics.

Franchise Attraction & Expansion Strategy Development

The Franchise Attraction & Expansion Strategy for Regal Nails involves a comprehensive approach to draw in potential franchisees and drive international growth. Creativity Justified will strategically blend digital marketing, localized tactics, and engaging networking events to effectively communicate the unique value proposition of joining the Regal Nails franchise family. Through targeted social media campaigns, compelling content highlighting success stories, and participation in industry conferences, our strategy aims to captivate the interest of entrepreneurs exploring franchise opportunities. The emphasis will be on fostering a sense of community, trust, and showcasing the continuous support provided to franchisees. This multifaceted strategy is designed to position Regal Nails as an attractive and rewarding franchise, thereby facilitating successful expansion on an international scale.

Enhanced Digital Presence Strategy Development

This strategy focuses on elevating the brand's visibility and engagement in the digital realm. Creativity Justified will leverage a combination of social media campaigns, content marketing, and search engine optimization (SEO) techniques to enhance Regal Nails' online presence. Through strategically crafted posts on platforms like Pinterest, Facebook, Tiktok, and Instagram, we aim to showcase success stories, industry insights, and the unique opportunities within the international nail salon franchise. The goal is to optimize the website for search engines, ensuring that potential franchisees and customers can easily access relevant information. By adopting innovative technologies and approaches, the strategy aims to not only improve online visibility but also create a compelling and memorable digital experience for the target audience, ultimately driving engagement and interest in the Regal Nails brand.

Customer and Franchisee Engagement Strategy Development

The Customer and Franchisee Engagement Strategy for Regal Nails is centered around fostering a sense of community, satisfaction, and success within the franchising network. Creativity Justified will implement engaging initiatives such as franchise discovery days, webinars, and workshops to facilitate direct interaction between the team, existing franchisees, and potential investors. Through storytelling sessions, we aim to highlight the achievements of franchisees and the positive impact on customers, creating an emotional connection. Additionally, the strategy includes the introduction of customer programs, loyalty initiatives, and self-care packages to enhance engagement and satisfaction. By prioritizing continuous professional development and support, we seek to not only attract new customers but also ensure the sustained success and fulfillment of the Regal Nails franchising community.

Localized Marketing & Cultural Adaptation Strategy Development

This involves a meticulous approach to tailoring marketing materials to specific regions while respecting cultural nuances. Creativity Justified will conduct in-depth research to understand the preferences and customs of target regions, ensuring that Regal Nails adapts seamlessly while maintaining global brand standards. By showcasing the salon's commitment to respecting and embracing local customs, our strategy aims to resonate more deeply with diverse audiences. This approach not only enhances brand relevance but also demonstrates a genuine understanding and appreciation for the unique cultural contexts in which Regal Nails operates. Through a carefully crafted localized marketing strategy, we intend to establish a connection with local communities, thereby strengthening the global presence of Regal Nails.



Deliverables

- Refined Buyer Personas
- Return on Attention (ROA) Strategic Plan
- Lead Generation Campaign Plan (Customer Acquisition)
- Comprehensive External Marketing Plan (Franchisees)
- Macro and Micro-Influencer Profiles for Consideration
- Marketing Collateral Development Ideation and Mockups

Note: The *Awareness* stage will be quite improved by the Return on Attention pitches and the entire repositioning of the lead generation tactics.

Lead Generation Campaign

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The lead generation plan for Regal Nails is tailored to generate a consistent flow of high-quality leads for individual franchisee locations. Creativity Justified aims to implement targeted strategies that attract and retain customers, focusing on memberships, loyalty programs, and self-care packages. This plan emphasizes engaging marketing tactics to drive foot traffic, enhance customer loyalty, and contribute to the overall success of each Regal Nails location.

Objective

Generate a continuous flow of high-quality leads for each franchisee's location, with a specific focus on attracting and retaining customers through innovative programs.

Lead Generation Stages (Phases)

Membership and Loyalty Program Launch

- **Membership Packages:** Develop enticing membership packages offering exclusive benefits and discounts.
- **Loyalty Programs:** Implement loyalty initiatives to encourage repeat business and customer retention.

Self-Care Packages Promotion

- **Tailored Self-Care Packages:** Create and promote self-care packages, emphasizing the unique and pampering experiences offered.
- **Limited-Time Offers:** Introduce special promotions and discounts to drive immediate interest and engagement.

Digital Marketing Campaigns:

- **Social Media Advertising:** Leverage platforms like Pinterest, Tiktok, Facebook and Instagram for targeted advertising of membership and self-care programs.
- **Email Marketing:** Develop email campaigns to communicate program benefits and special offers.

Engagement Events and Initiatives:

- **In-Store Events:** Host events within franchisee locations to engage with the local community and showcase program offerings.
- **Collaborative Promotions:** Establish partnerships with local businesses for cross-promotional activities (ie. massage parlors, hair salons, etc.)



Deliverables

- Membership Packages Designs and Descriptions
- Loyalty Program Implementation Strategy
- Self-Care Package Promotional Materials
- Digital Marketing Campaign Assets
- Email Marketing Campaigns
- In-Store Event Plans and Materials
- Collaborative Promotional Agreements

Note: This phase will include printed media items and promotional marketing materials. The additional costs associated with printed and promotional materials will vary, however, this is generally a cost that is passed down to the franchisee.



Timeline

- Months 1-2: Membership Loyalty Program Launch
 - Develop membership packages and loyalty program structure.
 - Create promotional materials and launch campaigns.
- Months 3-4: Self-Care Packages Promotion
 - Design and promote tailored self-care packages.
 - Introduce limited-time offers to boost initial interest.
- Months 5-6: Digital Marketing Campaigns
 - Initiate targeted social media advertising campaigns.
 - Launch email marketing campaigns to reach potential customers.
- Months 7-8: Engagement Events and Initiatives
 - Plan and execute in-store events to promote programs.
 - Establish collaborative promotions with local businesses.

This lead generation plan focuses on driving customer engagement and loyalty for individual Regal Nails franchisee locations. The timeline ensures a phased implementation of strategies to maximize impact and sustained results.

Franchisee Attraction & Expansion

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Franchisee attraction and expansion are pivotal for Regal Nails' international growth. Creativity Justified presents a comprehensive plan aimed at attracting potential franchisees, communicating the brand's unique value proposition, and fostering expansion in targeted regions. The plan integrates digital marketing, localized strategies, and networking events to create a compelling narrative that resonates with entrepreneurs exploring franchise opportunities.

Objective

Attract potential franchisees for Regal Nails' international expansion, showcasing the brand's support structure, success stories, and commitment to franchisee success.

Franchisee Attraction & Expansion Phases

Digital Presence Enhancement

- **Social Media Influencer Engagement:** Collaborate with macro and micro influencers to amplify brand visibility.
- **Affiliate Marketing Program:** Launch an affiliate marketing initiative to expand reach and attract potential franchisees.

Customer and Franchise Storytelling

- **Storytelling Initiatives:** Develop and showcase success stories of existing franchisees through various mediums, creating emotional connections.
- **Introduction of Support Programs:** Highlight support programs for franchisees, emphasizing continuous professional development.

Localized Marketing and Cultural Adaptation

- **Localized Marketing Campaigns:** Execute region-specific marketing campaigns tailored to cultural nuances.
- **Cultural Adaptation Strategy:** Develop a strategy showcasing how Regal Nails respects and adapts to local customs while maintaining global brand standards.

Networking Events and Initiatives

- **Industry Conferences and Trade Shows:** Attend key events to connect with potential franchisees and showcase the franchise opportunities.
- **Partnerships with Business Associations:** Establish partnerships with associations promoting entrepreneurship.



Deliverables

- Influencer Collaboration Strategy and Materials
- Success Story Content and Showcase Materials
- Region-Specific Marketing Collateral
- Cultural Adaptation Strategy Document
- Networking Event Plans and Materials
- Partnership Agreements with Business Associations

Note: This phase will include media buying and media planning. We recommend the Client to allocate ~\$25,000 - \$55,000 in ad spend, influencer and affiliate marketing agreements/promotions and print materials for localized marketing materials (some of which may be passed down in cost to the franchisee if they elect to adopt these various marketing strategies and tactics).



Timeline

- Months 1-2: Digital Presence Enhancement
 - Collaborate with social media influencers.
 - Launch the affiliate marketing program.
- Months 3-4: Storytelling and Success Showcase
 - Develop and showcase franchisee success stories.
 - Introduce continuous support programs.
- Months 5-6: Localized Marketing and Cultural Adaptation
 - Create tailored marketing materials for specific regions.
 - Finalize the cultural adaptation strategy.
- Months 7-8: Networking Events and Initiatives
 - Attend industry conferences and trade shows.
 - Establish partnerships with business associations.

This franchisee attraction and expansion plan is designed to create a compelling narrative for potential franchisees, emphasizing the unique aspects of Regal Nails' franchise opportunity and fostering engagement within the franchising community.

Enhanced Digital Presence

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This tailored digital marketing presence plan is designed to enhance Regal Nails' online visibility, engagement, and franchisee attraction. Creativity Justified aims to integrate digital marketing strategies with the website to create a seamless experience for potential franchisees. The focus includes leveraging email marketing and SMS campaigns targeted at entrepreneurs and business owners interested in franchising. The plan also incorporates website optimization to streamline information access, showcase franchisee stories, analytics, and profitability opportunities, and introduces a pre-qualification quiz for a more efficient approval process.

Objective

- Improve online visibility and engagement for Regal Nails.
- Integrate digital marketing efforts with the website.
- Target entrepreneurs and business owners through email and SMS campaigns.
- Streamline the website experience for potential franchisees.

Digital Marketing Presence Phases

Website Integration and Optimization

- **Update User Experience:** Enhance the website to provide a user-friendly and informative experience for potential franchisees.
- **Franchisee Stories Section:** Develop a dedicated section showcasing success stories, analytics, and profitability opportunities.
- **Pre-Qualification Quiz:** Implement an automated quiz to streamline and expedite the franchisee approval process.

Email and SMS Marketing

- **Lead Extraction:** Utilize email scraping techniques to extract leads of entrepreneurs and business owners interested in franchising.
- **Segmentation:** Develop targeted email and SMS campaigns based on lead segmentation.
- **Compelling Content:** Create engaging content emphasizing the benefits and opportunities of joining Regal Nails as a franchisee.

Succession Ready

No website is eternal. Nowadays, the life expectancy of a website or any digital development is short. At Creativity Justified, we use the most advanced “future proof” techniques and coding practices. Our code

is well commented, and we use preprocessor techniques to allow other web professionals to interact with the system without any learning curve.

ADA Requirements

Our developers are sensitive to Section 508:1194.22 Rehabilitation Act; however, this act is often at odds with making a site interactive, dynamic, and engaging. Our team will consider the following ADA items during the development process:

- Alternatives to multimedia
- Use of ALT text for images containing text
- Consideration given to color and contrast
- No use of frames
- We reference large code bases in external files to de-clutter the HTML and help screen readers navigate the site
- Text-alternative footer navigation for primary areas

Data Migration

Working with an existing site and content implies several work fields to make sure the actual content is preserved when needed. For the public site, most of its content will be populated/migrated. All users accounts will be migrated.



Deliverables

- Fully Responsive Client and Public Website
- WordPress Content Management System
- Hero Section Development for All Primary Pages
- Dynamic Navigation for All Devices
- Franchisee Story Sections
- Pre-Qualification Quiz Implementation
- Extracted Emails and SMS Leads
- Segmented Email and SMS Campaigns
- Engaging Email and SMS Content

Note: Client will be responsible for any website hosting fees, plugin fees and any ongoing webcare maintenance (not included). All leads generated will be owned by the Client.



Timeline

- Months 1-2: Website Integration and Optimization
 - Enhance the website user experience.
 - Develop and implement the franchisee stories section.
 - Integrate the pre-qualification quiz.
- Months 3-4: Email and SMS Campaigns
 - Utilize email scraping techniques to extract leads.

- Segment the leads for targeted campaigns.
- Create engaging content for email and SMS campaigns.

This digital marketing presence plan aims to create a cohesive and engaging online environment for potential franchisees. By integrating website improvements with targeted email and SMS campaigns, Regal Nails can effectively reach and attract entrepreneurs interested in becoming franchisees.

Customer & Franchise Engagement

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This comprehensive engagement plan is designed to foster a sense of community, satisfaction, and success within the Regal Nails franchising network. Creativity Justified aims to create meaningful interactions through franchise discovery days, webinars, and workshops, facilitating direct engagement between the team, existing franchisees, and potential investors. The focus is on emphasizing the robust support structure and continuous professional development offered to franchisees, creating a positive and enriching experience.

Objective

- Foster a sense of community and success within the Regal Nails franchising network.
- Facilitate direct interaction with the team, existing franchisees, and potential investors.
- Highlight the comprehensive support structure and continuous professional development for franchisees.

Customer & Franchisee Engagement Phases

Franchise Discovery Days

- **Event Planning:** Organize virtual or in-person franchise discovery days to introduce potential franchisees to Regal Nails' business model, support structure, and success stories.
- **Interactive Sessions:** Include interactive sessions allowing direct interaction with the team and existing franchisees.
- **Q&A Opportunities:** Provide dedicated time for questions and answers to address concerns and inquiries.

Webinars and Workshops

- **In-depth Insights:** Conduct webinars and workshops offering in-depth insights into the Regal Nails franchise model, support systems, and profitability.
- **Interactive Formats:** Utilize interactive formats to engage participants, answer questions, and provide valuable information.
- **Address Concerns:** Use these events as platforms to address concerns potential franchisees may have.



Deliverables

- Planned and Executed Franchise Discovery Days
- Conducted Webinars and Workshops
- Interactive Session Materials
- Q&A Documentation
- Support Structure Highlight Materials

Note: Client will be responsible for any costs associated with printed materials, event resources and/or food/beverages made available for webinars, workshops and discovery days.



Timeline

- Months 1-2: Franchise Discovery Days Planning and Execution
 - Plan and organize virtual or in-person franchise discovery days.
 - Develop interactive session materials.
 - Execute the franchise discovery days, ensuring a positive experience.
- Months 3-4: Webinars and Workshops
 - Plan and conduct webinars and workshops on the franchise model, support systems, and profitability.
 - Create interactive formats to engage participants.
 - Address concerns and inquiries during the events.

This engagement plan is designed to create a platform for meaningful interactions, fostering a sense of community, and providing potential franchisees with a clear understanding of the support and development opportunities available within the Regal Nails franchising network.

Localized Marketing & Cultural Adaptation

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This tailored plan focuses on creating a localized marketing strategy for Regal Nails, ensuring a seamless adaptation to specific regions while maintaining global brand standards. Creativity Justified aims to conduct thorough research and develop a localization strategy that showcases how Regal Nails respects and adapts to local customs. This approach enhances brand relevance and fosters a deeper connection with diverse audiences.

Objective

- Tailor marketing materials to specific regions, respecting cultural nuances.
- Showcase Regal Nails' adaptation to and respect for local customs while maintaining global brand standards.
- Strengthen the global presence of Regal Nails through a carefully crafted localized marketing strategy.

Localized Marketing and Adaptation Phases

Thorough Research

- **Market Research:** Conduct in-depth research to understand the preferences, customs, and cultural nuances of target regions.
- **Competitor Analysis:** Analyze competitors in specific regions to identify opportunities and differentiators.
- **Audience Segmentation:** Segment the audience based on cultural preferences and behaviors.

Localization Strategy Development

- **Adaptation Framework:** Develop a framework for adapting marketing materials to specific regions while maintaining brand consistency.
- **Cultural Sensitivity Guidelines:** Create guidelines ensuring cultural sensitivity in marketing communication.
- **Content Customization:** Customize marketing content, visuals, and messaging to align with local customs.



Deliverables

- Comprehensive Market Research Report
- Competitor Analysis Documentation
- Audience Segmentation Insights
- Localization Framework
- Cultural Sensitivity Guidelines

➤ Customized Marketing Content



Timeline

- Months 1-2: Thorough Research
 - Conduct extensive market research.
 - Analyze competitors in target regions.
 - Segment the audience based on cultural preferences.
- Months 3-4: Localization Strategy Development
 - Develop an adaptation framework for marketing materials.
 - Create guidelines for cultural sensitivity.
 - Customize marketing content based on the localization strategy.

This plan aims to establish a connection with local communities, showcasing Regal Nails' commitment to respecting and embracing local customs. By tailoring marketing materials to specific regions, the strategy enhances brand relevance and demonstrates a genuine understanding of the unique cultural contexts in which Regal Nails operates, ultimately strengthening its global presence.

Completion

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As we conclude our comprehensive marketing initiatives for Regal Nails, this Completion and Offboarding Plan outlines the final steps, deliverables, and action items to ensure a seamless transition and successful implementation of the proposed strategies. Creativity Justified is committed to facilitating a smooth conclusion to the project, providing Regal Nails with the necessary tools and insights for sustained success.

Objective

- Ensure the successful completion and implementation of proposed marketing strategies.
- Provide Regal Nails with all necessary deliverables, documentation, and insights.
- Facilitate an organized offboarding process, ensuring Regal Nails is equipped to maintain and build upon the implemented strategies.

Completion and Offboarding Phases

Delivery of Finalized Strategies

- Provide finalized versions of lead generation, franchisee attraction, digital marketing, customer and franchisee engagement, and localized marketing plans.
- Deliver comprehensive documentation outlining each strategy, including key insights, action items, and recommended tools.

Training and Knowledge Transfer

- Conduct training sessions to ensure Regal Nails' team is proficient in utilizing recommended tools and platforms.
- Share insights on monitoring and measuring the success of implemented strategies.
- Provide access to any training materials, tutorials, or additional resources.

Handover of Marketing Collateral

- Share all developed marketing collateral, including visual assets, presentations, and content.
- Ensure Regal Nails has access to a centralized repository for easy retrieval of marketing materials.

Final Reports and Analytics

- Deliver final reports on the performance of implemented strategies, including key analytics, metrics, and insights.

- Provide recommendations for ongoing optimization and improvement based on the collected data.

Feedback and Evaluation

- Schedule a feedback session to discuss the overall project, addressing any concerns or queries.
- Gather feedback from Regal Nails' team to inform future collaborations and improvements.



Deliverables

- Finalized Versions of All Marketing Strategies
- Training Sessions and Knowledge Transfer Materials
- Marketing Collateral Repository Access
- Comprehensive Final Reports on Strategy Performance
- Feedback and Evaluation Session Documentation

This Completion and Offboarding Plan ensures that Regal Nails is equipped with the knowledge, tools, and materials needed to sustain and build upon the implemented marketing strategies. Creativity Justified remains committed to the success of Regal Nails and is open to future collaborations and support.

Training

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Training is key and the most essential part of our delivery stage. We are very generous on time regarding training. Which means a lot of training and educational material, both on paper and video, will be delivered. Our training also includes live sessions with your staff and a database of assets for future reference.

Video Tutorials

We typically work with short video tutorials on specific topics individually made for your system. It will be combined with live Q&A sessions to go deeper into training. Additional video tutorial training might be delivered to support specific processes included in your website project.

Guide Booklets

We will provide Regal Nails with several training booklets to complement the video training. This material will be delivered in a digital format.

Productivity Oriented

Our training deliverables are always productivity based. The tools we develop for the project provide many different ways to achieve the same task.



Deliverables

- CMS Usability Videos (up to 5 hours)
- Influencer Engagement Video Templates
- Email Marketing Videos (up to 5 hours)
- Imagery Selection and Preparation Guide
- Website Best Practice Guide
- Marketing Collateral Accessibility and Usage Guide

Web Presence Optimization

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[Post Site Launch] Web Presence Optimization is our all-encompassing approach to optimizing an entire web presence for organic and paid search including the website, social channels, blogs, videos, articles, and press releases.

Hierarchy of Web Presence Optimization (WPO)

The concept of building a hierarchy of Web Presence Optimization (WPO) comes from the belief that basic fundamentals are required before organic search success can be achieved. The purpose is to visualize how the execution of SEO and the services required to perform SEO have evolved due to Google's algorithm enhancements and to maximize your SEO efforts and investment.

Note: Creativity Justified realizes that changes in the Google algorithm occur. We will make necessary adjustments and then educate you on the changes.

Technical SEO Fundamentals and Foundation

When it comes to being serious about being found on Google and optimizing your entire web presence, it is important to start with a strong baseline foundation. We call this first tier "Technical SEO Fundamentals and Foundation." A strong base layer will accelerate your efforts in the higher tiers by ensuring your web presence has a strong infrastructure, can be effectively indexed, and is identifiable.

Keyword and Competitive Research

At the core of every organic search strategy are keywords. Coincidentally, at the core of Google's organic search algorithm is relevance for keywords. There will be constant competition for every keyword you are trying to rank for – guaranteed. The Keyword and Competitive Research tier is an ongoing process that will expand and evolve as you venture deeper into your organic search optimization strategy. It is important to understand that the keyword phrases your prospects use will change as they progress through the buying cycle. Approximately 25% of your organic search optimization efforts should be focused on continually understanding the keyword phrases that drive targeted traffic and conversions.

The Optimized Content Marketing

Content marketing is experiencing a lot of buzz lately, and it should be! Content marketing is not new, but "optimized content marketing" is. Optimized content marketing is at the intersection of organic search optimization, social media, all the recent Google algorithm changes, and content/intent marketing. Planning and creating your optimized content accounts for the majority of your SEO efforts, approximately 55%.

Publishing, Socializing, and Sharing Content

Now that you have effective, optimized content that your prospects want, we need to tell them about it. Distributing your content effectively and frequently should occupy about 5% of our SEO effort. After discovery, and depending on the project scope, we will publish your content where appropriate.

Measurement and Improvement

In order to improve a content marketing campaign for further execution, not only must we master the previous tiers, but we must measure, benchmark, tweak and repeat. This is the final and ultimate tier, the remaining 5% of our SEO effort. We measure the success of an SEO campaign by comparing the following SEO metrics to other marketing campaigns (Google AdWords, email marketing, banner ads).

Web Presence Optimization Campaign

Creativity Justified utilizes the ultimate Web Presence Optimization methods. You will receive access to our exclusive insights through custom reports that follow our proven SEO process. Our WPO campaigns involve five interrelated disciplines.

Strategy Integration

A highly analytical process of buyer persona development, pitch creation, in-depth keyword research, intent marketing concepts, fine-tuning campaigns, employing advanced strategies, and continually measuring results to lower your cost per sale and increase your ROI.

Keyword Research

- Determine optimal keywords and the optimal number of keywords to promote for your campaign.
- Develop optimal keyword strategy necessary to achieve the same goal within the same time period.
- Optimal keywords developed from proprietary internal tools and several commercial tools.

Competitor Analysis

- Determine the strength of links and link sources that can be replicated and improved upon as the competitive strategy of the site is developed.
- Approach competitor links sources for link acquisition opportunities.
- Determine competitor vulnerabilities, and capitalize upon those weaknesses.

Website Optimization Plan

- Develop baseline ranking reports and analytics.
- Google Analytics setup.
- Develop your metrics dashboard, explain functions, and instruct you in reading and usage.
- Provide you with a document outlining the changes needed to be implemented to complete website updates.
- Modify content to include keywords developed from keyword research.

- Ensure the keyword density is optimal for search bots.

Link Building + Social Signals

Once a site is “optimized” for search, we switch our focus to link building. Link building involves building powerful and diverse links that make your site appear more relevant to the search engine. These links are produced the hard way from “white-hat” sources, including social media, directories, blogs, press releases, and other high-quality sources. This is also where social media channels come into play.

- Develop link building and social sharing plans.
- Research and determine link opportunities in social media, blogs, directories, suppliers, business partners, link bait, and other potential link opportunities.
- Link building plan reviewed with you for approval.
- Ongoing monthly link plan implemented.

Conversion Optimization (CO)

Conversion Optimization is a process focused on converting the increased site visitors into solid sales leads. It involves multiple phases of funnel friction reduction involving modifications to landing pages, well-placed testimonials, and educational content, effective calls to action, and testing results.

Conversion Optimization is an ongoing process that is part of WPO, including sale funnel friction reduction and improvement.

Optimized Content Creation

Several stages of the project will require content creation and edition. It is through enhanced, pertinent, and direct content that we engage your client and create/nurture conversation.

- New Website Pages
- Landing Pages Content
- Keyword and Concept Targeted Blog Posts
- Social Signals Content (Social Media)

Paid Advertising

Paid advertising is a powerful tool that produces quick results. Pay Per Click and Pay Per Lead, along with other potential targeted ads, will be employed to kick-start sales and drive revenue. As with all that we do, paid advertising is under constant analysis and adjustment. **The ad spend for paid advertising will be a recommendation that we will deliver**, meaning that we will work backward from your sales and conversion to find the point at which the sale justifies the investment. From there, a constant iteration process will be followed. We will understand the investment made in paid advertising and maximize your ROI with the following focus:

- Behavioral Targeting
- CPC (Cost per Click) vs CTR (Click Through Rates) Comparison
- Day Parting, Geotargeting, Interest-based Targeting

→ Match Types, Quality Scores

Our Process

The goal of our process is always to maximize your return on investment. Paid lead generation is a short-term goal and can quickly become a significant investment. Organic lead generation is the long-term goal of almost every WPO campaign. In the case of Client, we will work on both fronts: paid lead generation to accelerate ROI and organic lead generation for long-term ROI.

Note: At this stage, the advertising channel to maximize ROI is still unknown. Statistically, it is in the third month after the start of the campaign that we deliver both the ideal ad spend and optimized channels.

Setup Month

In terms of workload, the first month of our WPO campaign is higher and requires a heavy setup stage. Including, but not restricted to: advertising goals review, keyword research, and analysis, potential keywords finalization, selecting the keywords type (broad/phrase/exact), adding negative keywords, multiple ad-groups creation, multiple ad copy versions (high call-to-action), campaign settings, bid and budget settings, landing page optimization recommendations, conversion tracking code installation, ad-extension setup (to display business address and phone number with an ad-copy), and adding StatCounter (third party analytics software) tracking code to identify user's exact search query.

Note: The WPO setup month focuses heavily on paid lead generation because the organic lead generation setup is included in the project scope.

Ongoing Execution and Management

After the first month, we start the paid lead generation campaign monitoring which includes: identifying non-performing keywords and ad copy to improve them, trying varied ad copy for better quality score, bid adjustment, and management to reduce overall CPC, conversion ratio and CTR ratio analysis, target audience tweaking to increase impressions, and competition analysis.

Off-site SEO monitoring includes: detailed analysis of existing backlink profile, competitor link analysis, identification of niche-specific websites and forums for backlink building, five high-quality brand mentions and links with industry-relevant content, and building an author profile for a company representative for personal authorship.

In parallel, we will do the organic lead generation growth monitoring and report the following back to Client:

- Review analytics to ensure website keyword traffic is increasing on Google, Yahoo, and Bing.
- Execute actionable site changes based on the hard data from analytics.
- Review keywords to ensure the most relevant words are being optimized and changes if needed.
- Review keyword performance and strategy with Client.

- Upon reaching desired goals for keywords, apply similar SEO techniques to new keywords and begin SEO process again for new keywords.
- Hold pre-scheduled monthly performance reviews with you.
- Monitor analytics and accounts to maximize results.
- Build powerful links from unique social media sites.
- Acquire links from article submissions if relevant.
- Gather directory links and link to internal pages if relevant.
- Share monthly KPI report with you in regularly scheduled meetings.

**Deliverables**

- › All the Deliverables Mentioned
- › Monthly Key Parameter Indicator Report
- › Monthly Meeting
- › Sales Funnel Friction Reduction and Improvement

**Not Included**

- › Ad Spend is Not Included
- › Content Creation for Campaigns

Note: Deliverables of the WPO are subject to change. Depending on the data collected we will determine what are the relevant parameters to measure and associated deliverables. In general, during the third month of WPO, we can deliver a recommendation for ad spend. A proper estimation relies on the sales funnel effectiveness.

WebCare

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[Post Site Launch] At Creativity Justified we don't simply maintain your site, we take care of your project. We know that you need personalized support, that sometimes a phone meeting is the best format for a tutorial, and that relationships matter more than a ticket support system. So we offer WebCare to provide you total peace of mind.

Maintenance

A website is a live entity. Nowadays the digital environment is changing so quickly that an unmaintained site has a very short life expectancy. Maintenance is no longer a choice, it is an obligation. Your website will always be up-to-date.

Note: All sites are open to vulnerabilities. WebCare will cover 99% of code-based occurrences, however, we do defer to our disaster recovery plan when WebCare hours exceed 10 hours a month.

Help-Desk Support

Help desk allows for direct email and live support meetings for your website. To make the most of your site, you will be asking questions and continually learning. We offer training, education, support, and general questions on how to make your site excel. Help desk does not include design and content changes, development labor, marketing, and strategy, just tutorial, assistance, and maintenance.

Help-desk services are offered Monday through Friday from 10AM to 4PM Central Time.

Performance and Security

We will work with your existing host provider. We will collaborate with the Client's security team and advise on optimal configuration for WordPress.

Note: If the Client chooses to maintain their current hosting provider for digital assets (ie. website), it will continue to be managed by Client's service team directly. We can not ensure the proper backup, storage, and encryption. Nor can we be responsible for hosting performance.

Project Investment

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The following estimates are based on our experience providing full-scale marketing solutions and campaigns for franchisors of similar magnitude. During the project, we do our best to stay within the structured time.

Stage	Timeframe	Investment
Project Management	3 Weeks	\$9,700
Strategy Development	4 Weeks	\$17,460
Lead Generation Campaign	7-8 Months	\$19,400
Franchisee Attraction & Expansion	7-8 Months	\$16,975
Enhanced Digital Presence	3-4 Months	\$23,280
Franchisee and Customer Engagement	3-4 Months	\$29,100
Localized Marketing and Cultural Adaptation	3-4 Months	\$9,700
Completion	2 Weeks	\$9,700
Training**	4 Weeks	\$7,275
Project Total	12 - 18 Months*****	\$142,590
Web Presence and Conversion Optimization***	Ongoing Post Site Launch	\$4,700 /m
WebCare (Maintenance, Support, Hosting)	Ongoing Post Site Launch	\$1,150 /m

* These stages can be started concurrently.

** This stage is post-site launch.

*** The amount does not include ad spend which is a deliverable. See Web Presence Optimization.

**** This is a tentative timeline. Several phases will overlap and occur simultaneously.

Our Values

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We are our values. These values are the foundation for everything we do. Our work purpose is clear and in it, we find great joy.

Relationship

Above all we value and care for the people we work with.

Integrity

At the root of all we do, for the people we work we find honesty, honor, and ethics.

Mutual Growth

There is excitement and liveliness in ever improving.

Innovation

On a daily basis, we have the opportunity to create and lead the way.

Project Leads

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We have helped hundreds of companies and enterprises grow since 2016. With advanced degrees and certifications, proven strategic success, and extensive marketing experience, **Carrita** and **Sheryl** will be honored to be your project leads. Our team is filled with a highly-trained staff with multiple areas of crossover.

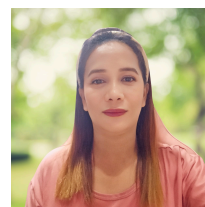


Carrita Tanner-Cloud

President, Founder and CEO

Carrita will maintain oversight and serve as your main point of contact (POC) for this project from inception to completion.

Throughout the project, members of Creativity Justified will assist and participate in meetings, phone calls and creative work.



Sheryl Labiste

Dedicated Project Manager

Sheryl will serve as your dedicated project manager ensuring the project remains on track and all timelines are met. She will assist in communicating with your team to ensure all assets are received, host meetings and engage with our creative and digital teams.

Project Agreement

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VENDOR (us, we, our)
Creativity Justified
2315 Florida St. Bldg. 200, Ste. 279
Mandeville, LA 70448
ATTN: Carrita Tanner-Cloud
Phone: (844) 3-CREATE (27-3283)
Email: carrita@creativityjustified.com

CLIENT (you, your)
Regal Nails
5150 Florida Blvd.
Baton Rouge, LA 70806
ATTN: Loan Nguyen
Phone: (888) 414-NAIL (6245)
Email: loan@regalnails.com

Invoices and Payments

Invoices will be due within 5 days of receipt. After 5 days, on the 6th day, a 5% late fee will be added to the outstanding balance. After 10 days, a 10% late fee will be added to the outstanding balance. If an invoice remains unpaid after 30 days, a 15% late fee will be added and the project will be halted until such payment is made in full. If Client requires services that are outside the scope of work as defined in this agreement, Client agrees to pay Creativity Justified on a time and materials basis as outlined by a Change Order that will be submitted for approval. We reserve the right to hold work or shut down services if payments are egregiously overdue.

Date	Amount	Total
Agreement Signing	20% of Project Total	\$28,518
Day 30	20% of Project Total	\$28,518
Day 60	20% of Project Total	\$28,518
Day 90	20% of Project Total	\$28,518
Day 120	20% of Project Total	\$28,518

Targeted Digital Launch: Day 150

Monthly from Day 150	Web Presence Optimization + WebCare	\$5,850/Monthly
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The Experience

We want this project to be a fantastic experience for everyone. Therefore, we have listed several topics that we have come across over the years that could adversely affect the production process.

- ➔ This is a custom project/experience. I acknowledge that new features, changes, and discoveries may arise and will affect the timeline and scope. This is an inevitable part of creating and implementing marketing campaigns, initiatives and digital amplification.
- ➔ Creativity Justified has made assumptions on turn-around time like meeting assistance and approval delay (one week). Client acknowledges that this project will be given priority attention. Otherwise, Creativity Justified will adjust the remainder of the milestones accordingly and the proposed end date will not be guaranteed because it could adversely affect resource allocation.
- ➔ When Client gives approval on any deliverable, it is considered final. If Client reverses an approval or requests a change on a previously approved deliverable it will affect the time and cost of the project.

Collaboration is Key

This will be a collaborative project and your assistance and involvement are necessary for a successful outcome. Assistance will include but is not limited to delivery of relevant information, meeting participation, project feedback, and approval. If this assistance is not provided in a timely manner, Creativity Justified is not bound to previously agreed upon production schedules.

Mandatory Approvals

Creativity Justified has developed a proven methodology for delivering the scope of this project. During the development process, there are major milestones marked by client approval and sign-off. Our forward movement on this scope is built on these approvals. If Client requests changes that have already gone through the approval process, the changes will be considered out-of-scope and Client may be charged for additional hours incurred.

Additional Billable

Unplanned components, ideas, revisions, and project scope happen on occasion. When an unexpected event will incur a cost, we will notify you ahead of time and will not produce unless we receive clear approval for an increased budget and timeline. Additional time may be purchased at our current hourly rate. However, most additional projects and/or project modifications will be scoped and bid on a fixed price basis.

Additional Cost

The project pricing includes the Creativity Justified team's fee only. Any and all outside costs including, but not limited to, equipment rental, extensions, third parties vendor, photographer's costs and fees, photography and/or artwork license, prototype production costs, influencer rates and fees, travel fees, lodging fees, media buying, ad spend, talent fees, music licenses, and online access or hosting fees, will be billed to Client.

Developed Content

All customer and developed content defined as any and all text, pictures, sound, graphics, video, and other data, search terms, information, and developed materials created by Creativity Justified or provided by or on behalf of Client or its employees, agents, or independent contractors for incorporation into the website will remain under the ownership of Client, provided, however, that the developed content shall not include background technology or third-party products.

Background Technology And Intellectual Property

This includes all of Creativity Justified's proprietary materials, information, and know-how, which Creativity Justified has already developed prior to the effective date including, but not limited to: technical information, plans, software designs, templates, processes, methodologies, procedures, reusable software (such as development tools, programs, routines, subroutines, and libraries that are commonly used by Creativity Justified in connection with and are generic to the development of, Creativity Justified-developed software or content), reusable scripts, and generic features (such as text, graphics, menus, icons and other commonly used elements that are generic to Creativity Justified-developed).

Warranties

Creativity Justified and Client represent and warrant to each other that, to the best of their knowledge, the systems and any content, materials, resources, and background technology do not and will not:

- contain any known viruses, worms, or other computer code the purpose of which is to disable or interrupt the operating of a computer system or destroy, erase or otherwise harm any data, software or hardware,
- contain any false, misleading, libelous or defamatory statements,
- contain any material that is obscene, child pornographic or harmful to minors,
- constitute an invasion of the rights of privacy or publicity of any third party, or
- violate any applicable United States laws, rules or regulations.

Review and Testing

Disclaimers and limitations of liability except for any warranties expressly contained in this proposal, neither party makes, and each party disclaims any and all representations or warranties of any kind or nature, whether express or implied, including, but not limited to, the implied warranties of title, non-infringement, merchantability and fitness for a particular purpose. Third-party products that are obtained for or provided to Client by Creativity Justified under this proposal are subject only to the applicable warranties, if any, of their respective manufacturers. Creativity Justified is not responsible for, and makes no warranties, express or implied, with respect to, the content, suitability, reliability, quality, or performance of any manufacturer's warranty for any third-party product. Without limiting the generality of the previous paragraph, Creativity Justified disclaims any and all warranties of any kind or nature, whether express or implied, including, but not limited to, any implied warranties of merchantability or fitness for a particular purpose, with respect to third-party products. Neither party

shall be liable to the other or its affiliates for any special, indirect, consequential, exemplary, punitive, or incidental damages arising out of or relating to this agreement, however, caused and under any theory of liability (including negligence), including, but not limited to, lost profits, revenues, business opportunities or business advantages, even if such party has been advised of the possibility of such damages.

Permission for Client Listing

It is customary for consulting firms to provide lists of Representative Clients and example work in written descriptions and brochures about the firm, including press releases, internet postings, competition entries, or other communication materials. Creativity Justified may use example work as part of our portfolio, display the Client logo, and list Client as a client.

Early Termination

In the event Client is not satisfied with the work performed by Creativity Justified, then Client may terminate this proposal at any time upon receipt of written notice by Creativity Justified. Client will be charged for the work up to the date of the notice and for additional hours necessary to wrap up the project. For monthly paid agreements (ongoing marketing, maintenance and/or webcare) an early termination fee of four months will be required to exit and/or terminate the contract.

Miscellaneous

In connection with this agreement, each party is an independent contractor. This agreement does not, and shall not be construed to create an employer-employee, agency, joint venture, or partnership relationship between the parties. Client may not assign or transfer this agreement or any rights or obligations hereunder, without the prior written consent of Creativity Justified, whose consent shall not be unreasonably withheld. This agreement shall be construed and interpreted in accordance with and governed by the laws of the State of Louisiana (without regard to its choice of law provisions).

Signature

By signing this document, you represent to us that you are a duly authorized representative of your organization and upon its behalf agree to be legally bound by its terms and conditions. You hereby accept and authorize the commencement and payment for the project described above.

PRINT NAME: _____

TITLE: _____

DATE: _____

SIGNATURE: _____