

SPIN QUESTION

- A. How did the business get started and what is your business
- During Covid the owner's pastor was live streaming church service off his phone on facebook live.
 - Owner saw this as an opportunity to help him out by having multiple cameras and simply improve the production.
 - From that point on it blossomed; he did it every week and they grew it by investments in other equipment that helped solve that issue.
 - The business does live streaming for events, record events like weddings, family photo shoots, professional photo shoots/studio, also has a small event place where people can rent out for events, audio production like record podcast, also does camera, tv and speaker installations
- B. How are you currently marketing & getting in front of the eyes of new customers? Use to do business expositions, paid ad (would pay business to show off their service at different events,
- Currently posting on social media because advertisement was getting to expensive so they had to cut back this year.
 - Social media hasn't worked out great, name is getting out their
 - Most of customers are word 2 mouth
- C. Best customers
- Best customer comes to them frequently for different photo/video events
 - Second best customer is a regular customer who they record weekly podcast for.
- D. What goals do you have for growing your business? How many more customers do you want to have a month do they already have
- Don't have a tangible number or goal in mind. They said the sky's the limit. The business is family owned and its 4 of them so ideally they will have so much each person is involved full time.
 - Has a studio place but only gets to use it a couple times a year but to use it more frequently would be a goal.
 - Growing the use of the studio would be a goal.
 - In the long term future they want a big studio where they can do all things in one building at the same time and have like 100 ppl a month coming to them.
- E. How many ppl come a month already?
- Around 10 ppl come a month for different services.
 - So far they have had 3 customers this month with 3 different services
- F. If gained 15 new customers how much would you pay
- Customers' prices vary because they want different things. So they don't know.

Green Room Entertainment Proposal for Website revamp

By: Kameron Ivy

Date: Nov 9,2024

Project description

A website revamp designed to boost visibility, engagement, and lead generation for Green Room ENT's photography, videography, and studio services. Currently, the website is good, but compared to the local competitors it is moderate. The revamp is needed because it will enhance credibility, improve customer experience, and strengthen brand presence.

Objective

To create a user-friendly website that ranks higher in search engines, thereby attracting more high-internet traffic and potential clients in Huntsville, AL and surrounding areas. (mobile & desktop)

Scope of work

1. Website Revamp

- Redesign the website layout to improve navigation and enhance user experience.
- Optimize the website for mobile responsiveness to cater to on-the-go visitors.
- Integrate a modern website design that showcases Green Room ENT's best work in photography, videography, and related services.
- Develop engaging content, such as service highlights and client testimonials, for targeted landing pages..

Expected Outcomes

- **Increase in Organic Traffic:** Significant growth in website visitors who find Green Room ENT through search engines.
- **Improved User Engagement:** Higher time spent on the site and lower bounce rates.
- **Enhanced Lead Generation:** More calls to the business about quotes and bookings from potential clients.
- **Higher Local Search Rankings:** Placement in the top results for relevant local service queries.

Timeline

- **Initial Planning and Research:** 1 week
- **Website Redesign:** 1 weeks
- **Total Duration:** 2 weeks

Offer: I'm offering to do it for just \$250—only if you're happy with the final result. If it doesn't meet your expectations, there's no obligation to pay. I'll be glad to get paid if it delivers the outcome you're looking for.

Success Metrics & Return on Investment

Website Rebuild ROI Breakdown

Project Description

- **Objective:** Enhance website design and user experience to improve visitor engagement and increase conversion rates.
- **Total Project Cost:** \$250

Assumptions for Calculations

1. **Current Monthly Website Traffic:** 15 visitors
2. **Current Conversion Rate:** 3%
3. **Estimated Conversion Rate Increase Post-Rebuild:** 1-2% due to improved navigation, faster load times, and optimized design.
4. **Average Client Value:** \$500 per booking

Potential Scenarios

Moderate Scenario (1% Conversion Rate Increase)

- **New Conversion Rate:** 4% (up from 3%)
- **New Monthly Conversions:** $15 \text{ visitors} \times 4\% = 0.6$ (approximately 1 booking every 2 months)
- **Monthly Revenue:** $1 \text{ booking every 2 months} \times \$500 \text{ per booking} = \500 (for simplicity, calculated over three months)

ROI Calculation:

- **Revenue Over 3 Months:** \$500 (approximate revenue over three months)
- **Net Revenue Gain:** $\$500 - \$250 = \$250$

ROI Percentage:

- **ROI** = $(\$250 / \$250) \times 100 = 100\%$

Best-Case Scenario (2% Conversion Rate Increase)

- **New Conversion Rate:** 5% (up from 3%)
- **New Monthly Conversions:** 15 visitors \times 5% = 0.75 (leading to approximately 1 booking per month)
- **Monthly Revenue:** 1 booking \times \$500 per booking = \$500

ROI Calculation:

- **Monthly Revenue Post-Project:** \$500
- **Revenue Over 3 Months:** \$500 \times 3 months = \$1,500
- **Net Revenue Gain:** \$1,500 - \$250 = \$1,250

ROI Percentage:

- **ROI** = $(\$1,250 / \$250) \times 100 = \mathbf{500\%}$
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Key Insights

- **Break-even Point:** Only **1 booking** is required to break even on this \$250 investment.
- **Potential Return:** The project offers a strong return with up to **500% ROI** in the best-case scenario over three months.
- **Sustainable Growth:** Improved website design will continue converting visitors at a higher rate over time, yielding returns beyond the initial months.

A call in 2 weeks

Agreement

This proposal outlines the project terms and investment for Green Room ENT. By signing, both parties agree to the scope, conditions, and pricing specified.

Signature: _____

Date: _____

Kameron Ivy

