INFLUEX

Essence Evolution - Scope of Services

Proactive Maintenance

(All Plans)

- Website Fixes
- Emergency Issue Resolution
- Proactive Website Maintenance / Updates
- Regular Website Backups
- Malware and Security Checkups
- Basic Website Speed Optimizations
- Redirection Setup

INFLUEX

Essence Evolution - Scope of Services

Design - Small

(Evolve, Expand, Enterprise)

- Individual Display Ads
- Individual Social Media Graphics
- Individual Email Header Graphics
- Individual Blog Header Graphics
- Individual Hero Images for website pages
- Individual Background Images for website pages

- Basic Photo Edits & Manipulation
- Image Background removal
- Individual eCommerce Graphics
- Image Optimization for Web
- Individual Icon Creation
- Trade Show Marketing Materials

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Essence Evolution - Scope of Services

Design - Large

(Expand, Enterprise)

Everything in the Small Graphics Package, plus:

- Display Ad Sets
- Social Media Graphic Sets
- Email Header Graphic Sets
- Blog Header Graphic Sets
- Infographics
- GIF Animations

- Design of Complete Pages - Sales and other informational pages (Design File Only)
- Trade Show & Event Flyers & Marketing Materials
- Sales Sheets
- Print or digital brochures

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Essence Evolution - Scope of Services

Development - Small

(All Plans)

- Small website updates
- Pop-ups
- Add new section to a page
- Small copy updates
- Navigation changes

- Link changes
- Button changes
- Small UI Tweaks
- Website feature / plugin recommendations

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Essence Evolution - Scope of Services

Development - Large

(Expand, Enterprise)

Everything in the Small Development Package, plus:

- Development of Landing Page and Long Form Sales Page Designs
- New Pages for Additional Information, New Programs, Events, and Opt-In Forms
- Implementation of other new Website Features / Plugins

INFLUEX

Landing Pages

(Expand, Enterprise)

- Landing Pages & Sales Pages

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Essence Evolution - Scope of Services

Copywriting
(Expand, Enterprise)

- Sections of a page
- Pop-ups
- Ad copy
- Individual page copywriting (Long Form Sales / Landing Pages will take longer)

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Essence Evolution - Scope of Services

Out of Scope

- Logo design
- Illustrations
- Back-end development
- Any development work not on the WordPress site
  - Form setup
  - Event registration
  - Shopify setup