

# Social Media Marketing

A PROPOSAL FOR: Cisco Saudi Arabia

April 5, 2011

WRITE DATA™ Services, LLC



## Social Media Marketing

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### Ms. Shiha:

We are thankful for the opportunity to assist you in your Mr. Wassel project for Cisco Saudi Arabia. We also thank you for the conference call on Monday to clarify the project scope. As a result, we are now able to offer the following details for our service proposal.

WriteData Marketing Services, LLC will offer marketing digital communication support to Cisco Saudi Arabia for the Mr. Wassel project.

1. Provide (1) marketing message in HTML format to be used in an email blast for Cisco's clients. The purpose of this message is a call-to-action to promote the Mr. Wassel input feature on the Cisco Facebook page.
  - a. We will provide a draft copy document within (1) week of the initial project launch for review and comment by the Cisco Saudi Arabia team. Their input and changes will be incorporated into the final HTML piece.
  - b. The Mr. Wassel image will be used in a creative display within the HTML piece to provide prominence and brand recognition.
  - c. We will deliver the final HTML piece no later than (1) week after we receive the draft changes from the Cisco Saudi Arabia team.
2. Final delivery will include the following items:
  - a. The final approved message copy in MS Word format.
  - b. The final email message in PDF form for review.
  - c. The final email message in HTML format.
  - d. All linked graphics and images.
3. The total project cost for materials and development will be \$400.00 U.S.
4. The project timetable is dependent on the approval of this proposal. The initial draft copy will be due within (1) week of this signed agreement.
5. Payment is due in full within (30) days of the close of this project. This project will close after all materials have been delivered to Cisco Saudi Arabia.

It is a pleasure to be of service and we are eager to begin working with you.

Warmest Regards,



Steven A. Wicinski, President & CEO  
WriteData Services, LLC

## THE WRITEDATA DIFFERENCE

### OUR PROFILE

WriteData Services, LLC is a unique information-engineering company that specializes in technical communications, marketing communications, and software-related services for small, medium, and large businesses, civic organizations, and even individuals.

Now more than ever before, today's businesses want to sharply increase profits, cut costs, improve efficiency, and gain market share in their respective industries -- all at the same time! And it's no wonder -- especially in such a volatile economy, companies need to get the most bang for the buck. WriteData can help you get there. With the right communications strategy and sensible outsourcing plan, we can help you boost profits and control costs.

We offer diverse communications, eMarketing, and eCommerce services to any type of company -- large or small. And because we conduct much of our business online, we can provide a virtual staff to meet your needs on time and on budget -- no matter where you're located. So if your business lacks the resources to handle a plethora of information needs such as internal employee communications, technical documentation, marketing collateral, web-content development, or training development and deployment, we can help.

We are celebrating over 70 years experience in the Financial and Retail industries. Our company's leaders treat each new client like they are our first. And we honor that working relationship from one project to the next. Experience the WriteData difference.



### OUR SERVICES

WriteData can provide assistance with all your marketing communications. We work closely with you to engineer a comprehensive information-products plan that meets your needs and those of your customers.

Deliverables can include both print-based or electronic (e.g., web-based, freestanding, or integrated online help).

- Brochures
- Product and Services Data Sheets
- Press Releases
- Proposals
- Newsletters (for employees and/or customers)
- eMarketing campaigns
- Online surveys
- Web page content
- Graphic design

**WriteData Services, LLC**

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