Proposal for Bulk-SMS and Email Marketing

E-Franky Global Services Limited

...Reaching 120,000,000+ customers online

E-Franky, Registered with CAC, is a Marketing Communication driven Company with specialty on Branding, Website Development, Custom Software Development, Digital Marketing and Business Development

with over 120 million latest emails and phone numbers of Nigerians in the database and sending more than 120 client ads nationwide per month.

***CONTACT US: www.efranky.com;* 08061379390 (WhatsApp) or 09097290276**
facebook.com/efrankyglobal; www.estarsms.com (for Bulk SMS); www.exchange4naira.com
E-Franky... Innovating Brand Experience.

THE QUESTIONS YOU MAY WANT TO ASK US

1. Why Email marketing?
2. What packages/offers are available?
3. I don't have the contacts, how much can I buy it from you?
4. How much do you charge for the email marketing?
5. How much do you charge for the Bulk-SMS?
6. Can you design the ad for us?
7. How can the payments be made?
8. Can you come to further discuss/collect the payment?
9. I am ready to advertise with you, what do I need to do now?
10. I already paid and booked to a time slot. I want to cancel the booking now?
11. How do we know whether you really send our mails to entire base?
12. What is the response rate of a typical email ad we do?
13. Last but not the least...!!!

WHY EMAIL MARKETING?

Email is the currency of the web, and anybody who is online has an active email address. So when it comes to connecting with your prospects and customers, there's no channel with a wider reach than email. Email marketing is the fastest way to increase your brand awareness. It has larger reach. it's the most cost-effective and efficient ways to advertise. It delivers your message. It drives conversions. It has a higher ROI. It's the most preferred communication channel. It's an open platform and it will be around forever.

WHAT PACKAGES AND OFFERS ARE AVAILABLE?

FOR EMAILS:

1. Over 600,000 Active Emails addresses of online shoppers in Nigeria (those who buy stuffs regularly on JUMIA, KONGA, KAYMU, DEALDEY, YUDALA, etc)

2. 10,000 Online Shoppers Phone numbers and email

3. Individual emails

4. Top corporate business organizations emails

5. Nigerian businesses and their emails

6. Nigerian Churches emails

7. Nigeria Internet users Email

8. Events planners' email

9. Nigeria Job Seekers emails

10. Nigerian Facebook Users Emails

11. 160,000 High net worth Individuals emails Database and HR managers

12. 53,000 Nigerian Companies/Business Database with full details (Name, Address, Phone No, Email address, etc)

13. 80,000 Medium to large scale businesses e-Mail Database-of SMEs

14. Over 100,000 emails classified according to sectors and areas of specialization

15. Real Estate Emails & Its GSM Database (0ver 50,000 entries)

16. Engineers eMails & Its GSM Database (2,215 Entries)

17. 17,000 GSM Business Owners In Surulere, Ikeja, Island & Amumo Odofin, Lagos State.

18. 880,000 active Working Class email addresses in Nigeria

19. 500,000 active General Internet users' emails addresses in Nigeria

20. Over 600,000 active Business details in Nigeria (Names, Phone Nos. & Emails)

21. B2B (Business to Business) and B2C (Business to Customer) Nigerian emails

22. Nigerian Hotels email addresses

23. 50,000 active emails of top senior and co-operate executives in Nigeria

24. 39,009 Lagos Students Active Emails address

25. 65, 536 Nigeria active emails nationwide

26. 52,140 (Business School Alumni in Nigeria)

27. 20,000 active classified contacts of Co-operate Executives in Nigeria.

28. And much more

FOR PHONE NUMBERS:

1. we have over 120 million active phone numbers of everyone in all the 36 states of Nigeria inculuding FCT. The phone numbers are classified according to states, local government area, town and gender.

Furthermore, we also have the following:

2. 50,000 active phone numbers of top senior and co-operate executives/Directors in Nigeria.

3. Over 60,000 active phone numbers of business owners in Nigeria (properly arranged according to sectors and area of specialisation such as construction, engineering, education, manufacturing, HR, real estate, printing & publishing, shopping, hospitality, retails & trade, advertising, oil and gas, technology, travel & tours, hotels, healthcare, energy, clothing and fashion, consumer products, customer services, auto trade, financial services, wholesale & distribution, etc).

4. Over 50,000 phone numbers of Nigerians' Job seekers

5. Over 53,000 phone numbers of Job Recruiters in Nigeria.

6. And much more.

I DONT HAVE THE CONTACTS, HOW MUCH CAN I BUY IT FROM YOU?

The email and phone numbers are for sale. However, they are relatively low and affordable. It varies according to the target location, sector or personalities involved. However, the maximum price we charge per email is N2 (Two Naira) while the maximum price we charge per phone number is N1 (One Naira). We give discounts for quantity/bulk orders. It can be discussed and negotiated further incase of additional or special attached conditions and services. Just contact us now, we will answer all your questions.

HOW MUCH DO YOU CHARGE FOR THE EMAIL MARKETING SERVICES?

HOW MANY CONTACTS?	HOW MUCH? (DOLLAR & NAIRA)	CAMPAIGN PERIOD
0 - 500	$50 (N20, 000)	Unlimited E-mails for 1 Month
501 - 2,500	$75 (N30, 000)	Unlimited E-mails for 1 Month
2,501 - 5,000	$100 (N40, 000)	Unlimited E-mails for 1 Month
5,001 - 10,000	$150 (N60,000)	Unlimited E-mails for 1 Month
10,001 +	$200+ (N80,000+)	Unlimited E-mails for 1 Month

In view of the above number of contacts and its respective subscription amount, you will enjoy our **unlimited free services and promotion** of your campaign, business, products or services via our email marketing and other social media marketing services for one month from the day you made the payment. We also supply you with the track records and reports on the success of your campaign (E-mail Marketing) at your own request. Note that the naira value of the dollar rate is subject to change. The actual rate per time is always determined at the point of every transaction.

HOW MUCH DO YOU CHARGE FOR THE BULK-SMS SERVICES?

The Bulk-SMS delivery price for any MTN network is N3.50K (Three Naira, Fifty Kobo) while the price for other networks outside MTN network is N3.00 (Three Naira). We give discounts for quantity/bulk orders. Note that one SMS should not

be more than 150 alphabets only. Visit our Bulk-SMS website (www.estarsms.com) for more details on this.

CAN YOU DESIGN THE AD FOR US?

Yes we can. There will be additional fee per art work or design and need to be paid in advance.

This is an added service we give a special rate to our clients. Design requirements should be sent to us at least 7 days before the campaign date, as we need enough time to design it and get your feedback.

You need to provide us the extract titles/wordings you wish to have in the ad and if you have any images you wish to include, please provide them in advance.

Once the ad is designed, we will send it for your feedback and if there are any changes needed , please communicate them as soon as possible. Affter the changes, we will send it back to you and have only one more change to request any more change.

HOW CAN THE PAYMENTS BE MADE?

You can make the payments to any of the following account.

Bank: GTBank
Account Name: Eze Franklin
Account Number: 0172133105

or

Bank: Zenith Bank
Account Name: Eze Franklin
Account Number: 2176321277

After making the payment please scan the deposit slip and whatsapp/email us, so that we can verify the payment via internet banking and we will confirm your booking .we will invoice you to arrange the payment. we can send you an invoice before you make the payment . Otherwise an invoice/receipt will be emailed to you after making the payment.

CAN YOU COME TO OUR PLACE

- To discuss how we can move forward
- To brief our requirements
- To collect the payment

For our online marking services, we have been able to charge very attractive low prices mainly because we have minimized our sales & marketing cost, administrative cost and staff cost.
If we are to employ a big staff to visit clients regularly for discussions to collect payments, etc, our overhead cost could be very higher, hence the prices of our services could also be even higher than what we currently charge. Due to this fact, we always prefer to do the communication over the phone and via emails, and also settle the payments via bank payments/deposits.

Notwithstanding, in a situation where its unavoidably required that we must come to your place, it will attract additional fees which is determined in accordance with the location/distance and time implication and its paid before we start making move to your place.

I AM READY TO ADVERTISE WITH YOU. WHAT DO I NEED TO DO NOW?

If your ad/artwork does not meet our specifications and design guidelines [explained in this document], we reserve the right to reject your ad & refund the money. Therefore it is advisable to send your design/artwork for our review in advance [so that you have enough time to do the changes, if any].

Send us the subject line you wish to put in the email. This has to be limited to 8-10 words. If you do not provide a subject line, we will use an appropriate subject line based on your design/artwork or your ad/design.

READ OUR DESIGN GUIDELINES–VERY IMPORTANT

I HAVE ALREADY PAID AND BOOKED A TIME SLOT. I WANT TO CANCEL THE BOOKING NOW?

If you cancel at the last moment (within the last 24 hours of your reserved time slot), no refund will be made, if you are ready to do that campaign again on another future date, you will have to pay again and book the date.

If you cancel within 7 days of your reserved date, only 50% will be refunded. But if you wish to reschedule it again to another date, cancellation fee (50%) will not be charge.

If you cancel before 7 days reserved date, no cancellation fee will be charge and 100% will be refunded. Or else you re-schedule the ad another date.

HOW DO WE KNOW WHETHER YOU REALLY SEND OUR MAILS TO YOUR ENTIRE BASE?

One email transmission may take about 0 – 12 hours to complete. For the purpose of clarity and confirmation, we normally take a screenshot before and after sending the email

After the transmission is completed, our system will tell us how many mails actually got delivered, bounced, clicked and opened; we can compile this information into a report and can send this to you for your information records.

In the area of Bulk-SMS, we also send a comprehensive report with a screenshot of the confirmation page so that you can confirm its successful delivery.

WHAT IS THE RESPONSE RATE OF A TYPICAL EMAIL AD WE DO?

An exact figure cannot be given as the response can depend on many factors such as:

How attractive is your email subject line?

Does it attract people's attention to click and open the email?

How attractive is the offer you promote in the email?

Is your offer appealing to the majority of the people in the data base?

or is it appealing only to one segment in the database, such as female only, high income earners only, etc?

Are you sending this ad at the right time? - for example, sending a hotel package ad during the holiday season can be very effective.

How attractive and creative is your advertisement?

In other words, "have you followed the artwork design requirement explained at the end of this document?"

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ARTWORK – DESIGN GUIDELINES – 1

File Dimension/Size/Format

Dimension – 9' X 12' inches (750 X 1000 pixels)

Size – should be less than 200 KB

Format – JPG

If your artwork does not meet the above requirements, we will have to resize it. if you have provided it in a different format, we have to change the file format. Please note that when resizing or changing the file formats. The quality of your original artwork may slightly drop. Sometimes this drop in quality may not be

noticeable. However it is always recommended for you to stick to the guidelines we have given you.

ARTWORK or DESIGN QUIDELINE-2

Title /Subject:

Use limited number of words (8-10).

Don't make the readers feel that you are trying to sell something.

Make it newsworthy- think about subject lines as headlines in newspapers. Does it catch enough of your attention to read on?

Avoid All CAPITAL LETTERS and exclamation marks. "[ALL CAPS] feel like you are shouting for attention and not being respectful of your readers' time. Specially in the email subject line, try to avoid words such as "Free, Buy, Offers, Discount, Win"etc.

ARTWORK- DESIGN GUIDELINES-3

E-mail Body

Emails are visual media. Make best use of it by having a proper mix of images and text in your ad.

Don't make it look like a "classified ad" in the Sundays news paper.

Maintain at least 40:60 ratio of image and texts in the full space of the ad (important).

If you have attractive images of your product /services, include them in the ad. Images can speak 1000 words for you.

Always stick to 5Bs- Big- Bold- Brilliant- Bright- Beautiful.

ARTWORK - DESIGN GUIDELINES – 4

Call to action

Make your contact details very prominent. Have full details: names, address, contact numbers, email addresses , website links etc.

Email is a "direct response media" so has a clear "call to action (verbs)" in your email.

Examples

1. Call – give the contact numbers
2. Click here to contact – link your ad to an email address
3. Click here for more info –link your ad to a web page where you give more details.
4. Buy/reserve/book – give the details of where and how to buy/reserve

ABOUT US

The increase in growth, revenue, sales volume and profit of every organisation is majorly dependent on the Marketing Communication Strategy employed by that organisation. E-Franky Global Services Limited is a Marketing Communication driven corporate entity incorporated with Corporate Affairs Commission (CAC), with over six (6) years of practical experience in the field.

E-Franky possesses an outstanding track records in excellent timely delivery scheme. Our professionalism and deliverables cannot be over emphasized. We have successfully established new businesses and also rejuvenated collapsing businesses through our world-class wealth of experience in Business Development, Brand Management, Advertising, Media, Technology, Research and Digital Marketing Operations.

Our clients have course to keep patronizing us considering the satisfaction we avail. E-Franky prides in helping its clients understand the best way to deal with issues regarding the success of their ventures. We proffer solutions to failing businesses and give professional advice to starting new businesses. We provide competitive

marketing and advertising solutions using mobile, media, software, web and telecommunication technology to deliver customer satisfaction. We help manage existing brands to boost their images via social media, indoor and outdoor advertising channels. We dwell on helping our customers and clients to start-up new businesses as well as assist existing ventures grow bigger and better with little or no effort from the owner.

SPECIAL NOTE

After receiving this proposal, if you decide to advertise with us, it is deemed that you have read and understood this proposal and this proposal will be considered as the complete set of terms and conditions with regard to your campaigns you do with E-Franky Global Services Limited. Thanks in anticipation for your patronage.