



ADVERTISING  
BRANDING  
MARKETING

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SKYAD.COM

SAREEN & ASSOCIATES INC.  
CREATIVE BRAND DEVELOPMENT,  
WEBSITE DESIGN AND  
MARKETING AUTOMATION

# TABLE OF CONTENTS

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- INTRO ..... 3
  
- SKY TEAM
  - Principals..... 4
  - Day to Day Team..... 4
  
- PROJECT OVERVIEW
  - Scope of Services ..... 6
  - Research and Analysis..... 6
  - Creative Brand Development..... 7
  - Website Design..... 7
  - Marketing Automation..... 11
  
- TIMELINE & PRICING
  - Timeline ..... 12
  - Pricing ..... 13

**Sky Advertising** is a full service 32-year-old advertising/marketing firm headquartered in Manhattan with offices in Philadelphia and Westchester County NY. Founded in 1989, Sky was built on the sound principles of offering its clients outstanding creative and all-encompassing multi-channel media strategies coupled with a high level of personalized customer service.

From day one, the focus of the agency and its overriding philosophy has been on doing what is best for its clients.

Today Sky provides excellence in real estate, recruitment and consumer marketing to companies from the Fortune 500 to smaller non-profits.



## SKY TEAM

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### » PRINCIPALS

#### **Bill Steely, President and CEO**

Bill believes there's only one way to treat clients: with a high level of attention and a strong sense of urgency. He's involved in most aspects of creative development at Sky, from conceiving ideas to presenting dynamic campaigns that use just the right mix of interactive and traditional marketing tools. A longstanding member of two primary communications trade groups, he lectures and blogs on various advertising topics including emerging media. Bill's Bachelor of Science degree in Advertising is from Syracuse University's Newhouse School of Public Communications.

#### **Janine Jones, Executive Vice President**

A veteran of the agency since 1991, Janine assumes a high level role in managing and understanding the general trends in marketing. Her No. 1 priority is being accessible to clients, whether developing a customized marketing program or explaining new media options and resources. Janine graduated magna cum laude from New York University.

### » DAY TO DAY TEAM

Sky Advertising employs an account management team to handle all aspects of service, from creative design and execution and marketing and media strategy to day to day interactions.

#### **Michael Tedesco, Executive Vice President/Chief Operating Officer**

Mike is a veteran of several ad agencies dating back to his start in the industry in 1982. Mike works with several marketing, real estate and recruitment accounts with the goal to grow their sales or talent acquisition strategies and burnish their brands. A jack of all trades, he handles account management, creative direction, sales, and operations. Mike earned his Bachelor of Arts degree in Journalism from Temple University.

**Carolyn Brown Okay, Senior Marketing and Sales Director**

Carolyn is an accomplished sales and marketing specialist with a lifelong career in media, ad agencies, and MarTech technologies. Her multifaceted experience informs her collaborative and consultative approach to working with clients from small businesses to Fortune 100 clients to implement strategic multi-channel marketing and promotional campaigns. Her agency experience includes media buying, account management, integrated digital marketing campaigns, and multi-media production including website design and development, promotional event design, project management, and implementation. Carolyn studied marketing at UCSD, interactive multi-media campaigns at UC San Francisco, and Laredo Group and Design at Parsons and New York School of Interior Design.

**Paula Davidson, Senior Account Manager**

With over 18 years' experience in account service, Paula is an essential part of helping clients implement their advertising strategies. Paula specializes in finding the best options to meet her clients' print and online advertising needs. Her responsibilities include collaborating with clients, scheduling production, and generating and placing ads. She earned her bachelor's in business management from Baruch College.

**Giovanni Escot, Senior Interactive Art Director**

Gio designs many of Sky's largest and most visible creative campaigns including many with interactive components such as web design and digital marketing. His experience in advertising and marketing includes two years at the BBDO ad agency in Guatemala City. Gio earned his Bachelor's degree in Systems Engineering from Mariano Galvez University and his Master's degree in Graphic Design from Rafael Landivar University.

**Sara Heleni, Senior Account Executive**

With over 17 years' experience in account service, Sara is an integral part of the Real Estate team. Sara specializes in finding the best options to meet her clients' online advertising needs. Her responsibilities include collaborating with clients, scheduling production, and generating and placing ads. She earned her bachelor's in English at Hunter College.

**Jimmy Cintron, Account Executive**

Jimmy manages a staff that provides client services including print and digital advertising, branding, and marketing. He also personally oversees national flagship accounts and local accounts. Formerly in the Merchant Marine, he is a graduate of the State University of New York Maritime College.

## PROJECT OVERVIEW

### » SCOPE OF SERVICES

At Sky Advertising we define branding as: A promise of a distinct, memorable experience. It's about creating an expectation and delivering it consistently every time anyone comes into contact with your brand.

Developing a strong, authentic image and delivering it consistently is the foundation upon which every successful business is built. We'll help uncover what makes you noteworthy, differentiates you from the competition and defines who you are and what you want to be. The



development of your brand will be essential to the development of your website as it will define who Sareen and Associates are in the accounting industry and how you are perceived by both your peers and your target audience.

SKY provides and wants ample opportunity for client input throughout the process - We're all about communication and you'll be engaged throughout the entire process. At any time if you believe the strategy needs to take a different approach, we will work with you to develop a course of action that better fits your needs and business culture. No branding strategy can be effective if it is not a true representation of the client

### » RESEARCH AND ANALYSIS

#### **8-12 Hours**

The first step is to thoroughly understand your business, your business goals, your customers and their expectations and behavior, your competitors, and how your website factors into all of it. This stage will take place with a “kick off” call with all of the shareholders which will give us the foundation for moving forward with just the right recommendations for the design and development of your new website.

## » CREATIVE BRAND DEVELOPMENT

### 20-32 Hours

Once we're armed with our insight from our "kick off" call, we'll set to work on defining the brand with specific copy/tag line, new logo design, image gallery, font families, color palettes

This phase includes creative direction and development, design, copywriting and execution of concept.

We will then share with you the brand reveal which will be used in the website



design and any additional marketing materials that you may need going forward.

## » WEBSITE CREATION

Armed with the research and creative brand development, we are now prepared to develop a new website presence using the style guides and content message positioning. We have outlined the steps we will follow to create your newly branded website for Sarentax.com

## » WEBSITE DESIGN

### Site Map 12-20 Hours

We will create a site map showing how the website will function, what pages will be included and optimize it for SEO and user experience (UX). This includes the use of high-performing "organic" keywords for the researched categories including long and short-tail keywords. PPC is not included and would be a separate option once the primary site is completed.

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The current Sarentax.com website includes the following 17 pages. We will review the content and recommend a new menu and site map.

Home  
Business Consulting  
HR and Payroll  
Tax Preparation & Planning  
Accounting & Bookkeeping w 3 drop downs for:  
Hospitality  
Franchise  
Home Repair-Remodeling  
Locations  
IRS Representation  
Clients  
Why Sareen  
Blog  
Testimonials  
Careers  
Contact  
Sell Your Tax Or Accounting Business To Us

### **Content Development 20-30 hours**

We will review and edit your existing content to align with the strategic positioning, SEO research, and messaging guidelines.

### **Page Design 20-32 Hours**

We will utilize the branding guidelines developed and create engaging pages for all sections of the website. We will also create sub-pages as needed for targeted verticals.

### **Website Development 32-44 Hours**

Once the pages have been designed, we begin the development of a mobile responsive website including coding of pages in HTML, CSS and JavaScript as needed. This includes the installation and configuration of WordPress on a hosting server, the establishment of a wireframe version of the new website (which are simple skeletons of the site that allow us to experiment on solutions quickly so that we have a good sense of how content should be laid out across different screen sizes). We will then skin the design onto the wireframe template from approved layered artwork files and implement Google Analytics.



## Scope of Work to Be Implemented

- Design and create a new WordPress website using your new brand guidelines from Phase 1.
- Refine and edit existing content and optimize on-page content for SEO
- Secure URL- Implement and submit: HTTPS encryption with SSL certificate and verify website through google. The current website is not secure affecting page ranking score and compromised credibility with the user
- Speed and performance monitoring
- Monthly website hosting, maintenance and updating
- Create robust image gallery-combination of existing, original, and stock photos
- Ability to easily upload videos onto website
- Google Analytics: statistical data reports will be available, and we will also provide you full-time access to your data.
- Google Translate- Russian, Chinese, Spanish, other?
- Contact Us page and Contact Us feature on all pages. Leads will be captured in backend of site and can be added to your Salesforce CRM.
- Features will allow user to scroll the site from any device and see both images and descriptions

## Website

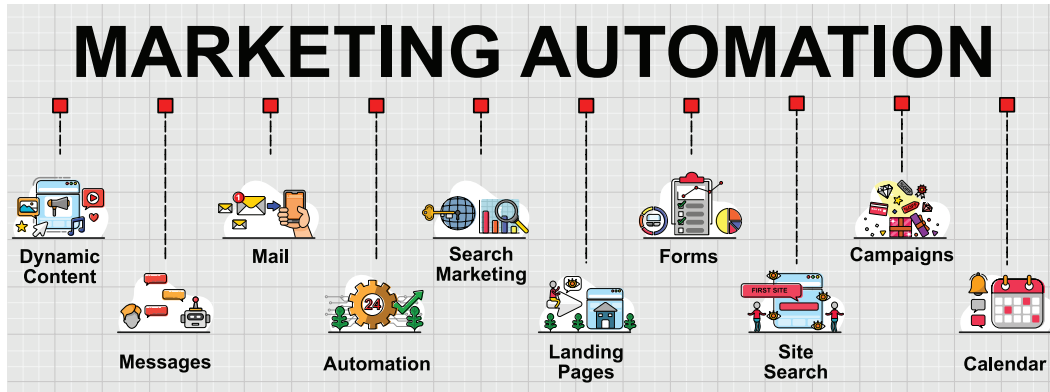
- Built on WordPress, coded for Responsive Design that adapts to all devices.
- Sitemap created to optimize SEO and user experience.
- Search functionality by activity type across all pages, services, and products.
- Each stage of development will be approved by a designated point person/ persons prior to moving to next stage of development.
- Website designed from user point of experience.

## SEO

- We utilize Yoast as a platform for making your website more relevant, thus landing you high in search.
- All content to be edited for SEO based on our research and analytics

## Assumptions

- Client provides all written content for the website
- Sky will provide copy editing of existing content to conform with branding and will recommend new content where needed
- Client will provide existing images for review and editing. We anticipate needing a photo shoot for new images of key staff and headquarters.
- Stock images: Sky will source stock photos if needed and will be reviewed and approved before purchase with client
- Social links and profiles provided
- Video: Client to provide any video that exists and we anticipate creation of new branded video
- Testimonials & Referral programs for authority and lead generation.



» MARKETING AUTOMATION PILOT PROGRAM

» STRATEGIC MARKETING PLAYBOOK INBOUND LEAD GENERATION

**Part 1: Marketing Technology & Sales Process Evaluation:** of current marketing plans, sales processes, and current marketing technology platforms for marketing automation. Upgrades or companion technology may be recommended. Understand core targets, lead management and scoring, account priorities, sales history, market share and goals

**Review sales collateral** for each part of the customer consideration funnel, such as email, social media, videos, blogs, social e-books, webinars, campaigns, promotions, and case studies.

**Create buyer personas** for each existing market vertical for Hospitality, Franchise Owner, Home Repair and Remodeling Contractors. Discuss development of additional verticals if needed

**Part 2: Develop messaging strategy for Inbound Lead Generation:** Create core campaign content per vertical using brand guidelines that align with the unique personas of each vertical. Create and update branded assets for target personas by industry. A specific agreed number of pieces will be included for pilot.

**Strategic Marketing Plan** recommendations by quarter including 3 month posting calendar (Q1-Foundation, Q2-Thought Leadership, Q3-Qualified Leads and Q4-Events) positioning Sareen as as a full-service provider with clear offerings that will increase spending with current customers and open doors to new sales opportunities



**Part 3: Marketing infrastructure:** Marketing DB and automation of lists, analytics, lead nurturing, and sales enablement tools like branded templates and presentations. Position Sareen as a full-service business partner and expand the prospective opted-in database and increase the number of inbound leads and sales calls each week.

**Sales Operations:** Provide day-to-day tactical execution of the marketing strategy including all branded content, email templates, social media, nurturing, tracking of inbound leads, and sales calls using CRM.

## TIMELINE & PRICING

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### » PROJECT TIMELINE

Research and Branding	2-3 Weeks
Website Design	2-3 Weeks
Website Implementation	3-6 Weeks
Marketing Automation Strategy	3 Months

Timeline may adjust based on communication as we move through each stage of the development process.

» PRICING

Research and Branding	\$6,500
Website Design and Implementation	\$17,000 (Includes URL and hosting for 1 year)
SEO Optimization	\$1,200
SEO Maintenance	\$500 Bi-monthly
Copy Editing	\$50/hour
Junior Copywriter	\$100/hour
Senior Copywriter	\$150-\$175 /hour
Photo Research	\$50/hour
Photo Editing/Retouching	\$75/hour
Video Creation and Custom Photo Shoot	TBD
Hosting (after year 1)	\$125
Marketing Automation Pilot Program	\$7,500/month for a three month program

Once the proposal is accepted SKY will contact SAREEN & ASSOCIATES to schedule a project launch meeting to meet the SAREEN & ASSOCIATES team, make introductions and gather information before beginning this exciting project!

We're happy to make changes to project scope at SAREEN & ASSOCIATES's request at any time, but some changes may be subject to additional billing.

This proposal is made on July 18th, 2022, by Sky Advertising, Inc. The agreed fees are our best estimates given the information provided. If additional information is forthcoming, the project specifications change, or the scheduling changes, cost and expense estimates may change. Any modifications of fees due to the change of scope of the project will be submitted in writing and approved by client. This proposal is valid for 30 days. © All costs and ideas submitted in this proposal are intellectual property of Sky Advertising Inc. and are not to be used or altered without the consent of Sky Advertising Inc.



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## LET'S DO GREAT THINGS TOGETHER

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