



International Eco Commerce Partnership (IECP)

Eco Commerce Academy (ECA)

'Partners in Learning & Development'



MULTI MEDIA MARKETING SYSTEM (MMMS)

We can create a complete **online presence for your Organization, and your Education and Research offering**, including but not limited to the following items:

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2. Marketing Plan and Material Creation
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1. Design Plan - 'Done for You':

We will design **Your Virtual Classroom/ Showroom** for the Eco Commerce Exchange (ECE) marketplace including:

- Videos
- Pdf of your flyers, donor information etc.
- Logos
- Chat with fundraising area
- Social media connection for prospects
- Electronic business card for download
- Embedded website
- Design your message for donors
- Design a private donor area presentation for the Marketplace – *password protected
- Design a print ad for the Eco Commerce Review (ECR) publications
- Design and position your business listing in the ECR B2B directory

2. Marketing Plan and Material Creation:

We can create a publicity campaign for **your Virtual Classroom/ Showroom** with guaranteed exposure on ABC, CBS, NBC, FOX and CNN. We will:

- Create an ongoing publicity campaign to make **your organization and education/ research offering, mission, vision and value** more appealing to Eco Commerce Prospects

- Create a Marketing Plan to reach highly targeted Prospects
- Create a Presentation of your organization
- Create a follow-up campaign for Prospects
- Create a targeted campaign to maximize **your exposure to our international database of over 1 million highly targeted Eco Commerce contacts**
- Create a specific presentation to appeal to Eco Commerce Prospects
- Create a strategic marketing campaign for Eco Commerce Prospects
- Create marketing materials for your Virtual Classroom/ Showroom presentations
- Create PowerPoint presentations for your personal website presentations
- Create your Webinar presentation to be used with Eco Commerce prospects
- Create video bio of your Expertise
- Create ongoing marketing campaigns for your Virtual Classroom/ Showroom.

3. Consulting and Project Management:

- Research public funding opportunities
- Research Prospect tax benefits of your education/ research offering
- Research benefits for Prospects specific to your offering, field of expertise or region
- Research opportunities for both private and public sources
- Research requirements for your organization and offerings to be qualified
- Create specific messaging for each target market
- Create the proposals based on the results from the research
- Engage ECE contacts with your education/ research offerings
- Engage ECE's contacts for additional resources to be added to your offering for increased participation, job creation and creating new ongoing revenue streams for your organization
- Assist in creating budgets for the proposed programs

- Guide in selection of target markets for maximizing the online tools
- Guide in selection and negotiation of contracts for any additional cost items
- Provide project management over all persons or companies involved in your business case

4. Additional Costs:

- Average cost is \$10,000 per year for design, hosting, posting for social media, website updates, social media campaigns, newsletters email marketing, analytics and advertising creation, (cost of advertising is separate)
- Average cost range for video creation is \$3,000 - \$10,000 (based on content and location shoots when necessary)
- Printing costs, as needed
- Additional advertising costs based on budgets to be pre-determined by Client
- All additional cost items will be approved and signed off by Client prior to proceeding

5. Proposed Ongoing Marketing and Maintenance Program:

- Lead Generation Plan
- Monthly Social Media Campaign
- Monthly Publicity Plan
- Continuous SEO (Search Engine Optimization) Campaign
- Monthly Email Marketing Campaign (Newsletter, promotions, etc.)
- Information Capture Forms and Landing Pages
- Auto Responders for Client Inquiries
- Online Comment and Feedback Cards
- Monthly Blog Campaign
- Lead Conversion follow-up Campaigns
- Research and post news items of interest to business and people interested in your educational/ research offerings
- Rollout plan
- Rollout of the marketing is done with a staged approach



North America



South America



Europe



Asia



Near East



Africa



South West Pacific



Small Islands



Sustainable Development



Climate Change



Energy



Water and Sanitation



Biodiversity



Forests



Land



Chemicals and Wastes

Proposed Steps

- Create YOUR marketing message
- Create YOUR Virtual Classroom/ Showroom (to aid in presentation to prospects)
- Create YOUR publicity plan and gain visibility in all major media
- Present YOUR Organization and your Education/ Research offering to ECE's highly targeted audience
- Present YOUR Organization to contacts that may have interest in your offering
- Presentation to Prospects
- Presentation to ECE's international database

6. Status Reports

After proposal is accepted, contracts will be issued for the proposed annual (12-months) Virtual Classroom/ Showroom Lease and Marketing Program. Monthly progress and status reports will be done during the 4th week of each month of the project.

7. Engagement Term and Termination

The initial engagement fee to create the Virtual Classroom/ Showroom, research and marketing creative are due in advance and is non-refundable. The Virtual Classroom/ Showroom will remain online for 12 months from the launch date.

Ongoing consulting for the project

Each party will have the right to terminate the contract with 30 days written notice. Any contracts in place will remain in place and any monies owed up until termination of the contract will be paid according to contract. All contracts with subcontractors and vendors will be paid in advance by Client.

8. Terms of Agreement

The projected time for creating the Virtual Classroom/ Showroom and social media and marketing program is 120 days, (reference proposed rollout plan above) depending on complexity of the design. The client will need to provide initial consults to get project parameters and requirements, purchase domains, and approve initial design and

program proposals, prior to starting the project. Prior to starting the email marketing campaigns, client must provide the database in the format required by the email provider. A non-disclosure and non-compete agreement will be requested of all contractors.



Engagement Fees

Cost for YOUR private-branded **VIRTUAL CLASSROOM/ SHOWROOM** (12-months) and project management to oversee **YOUR ANNUAL MARKETING PROGRAM** is: **MEDIA KIT**. After the first year, you have the option to continue the retainer as a management fee to continue to create and support **your Marketing Program**, and keep **your Virtual Classroom/ Showroom** online.

All additional costs for design, hosting, printing, advertising or other fee based items will be billed to client and payable separate from this agreement. All costs will be disclosed and approved in writing prior to commitment of additional cost items.

This proposal is for marketing consultation, creation, design support and project management only. No guarantees of success are given or implied.

***The engagement fee is payable in advance before any creation of marketing resources, research or engagement with ECE contacts.** The monthly retainer will be billed in advance and payable on a monthly basis. Upon acceptance of the agreement, contracts and non-disclosure agreements will be executed by both parties, and the initial engagement fee will be paid, prior to commencement of work.

Regional MARKETING PARTNER (MP)

Regional MARKETING AGENT (MA)