



05/15/2018 | **Quote No.: 1051**

Supplier: Knowledge House
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 Reg. No.:
 Tax/VAT No.: 45-3616099
 Phone: 7406499312

Client: Mend
 Address:

Quote valid until: 06/14/2018
Subject:

Product group	Product name & Additional info	Unit	Quantity	Price	Sum
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MONTHLY | Email Marketing **1 800.00**

The below pricing is the proposed month to month contract for Mend Email Marketing.

Email Marketing	Level 3 Email Marketing INCLUDES: 4 Monthly Emails Idea Generation Full-Service Copywriting & Design Proofing Email (On Proofing System Red Pen) Scheduling Email Quarterly Reporting		4	325.00	1 300.00
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TENTATIVE PROPOSED EMAIL
 SCHEDULE:
 Email 1: Article Focused
 Email 2: Re-engagement/Segmentation
 Focused
 Email 3: New Training Focus (Hard Sell)
 Email 4: Letter from Elle / Company
 Updates

The above email schedule will be monitored monthly to ensure campaign results are improving. We will test this method for 3 months, and re-evaluate sending more or less from campaign results. The goal is to improve overall list health, not to bombard customers with unnecessary emails. The above email schedule is a proposed idea and will be completed upon research of the Mend goals.

ADDITIONAL COSTS
 There are no additional costs for email campaigns. These campaigns are fixed rates so you do not incur additional project management, design, copy, or scheduling costs. Our team efficiently crafts your monthly campaigns so there are no hourly overages. The cost does not increase based on received revenue from Mend. These are the Knowledge House rates per individual email for the 2018 calendar year—and will not be increased unless agreed upon by Mend.

Product group	Product name & Additional info	Unit	Quantity	Price	Sum
	<p>Project Management INCLUDES PROJECT MANAGEMENT FOR: (1) 2 Hour Monthly Meeting Weekly Emails Monthly Automation Monthly Sales Emails through MixPanel Setting up Segmentations Updating All Lists in MailChimp</p> <p>This is our agency rate to manage monthly email marketing & chosen automations that Knowledge House is contracted to execute. This ensures Mend has a dedicated project manager at monthly meetings and is available for daily email communication.</p> <p>ADDITIONAL COSTS There are no additional costs for monthly contracted work for our project management rate. We assume any additional hours month to month, and/or will renegotiate the Knowledge House PM rate with Mend if we experience several months of consistent time overage.</p>		1	500.00	500.00

ONE TIME COST | Team Onboarding Costs **5 000.00**

To carry out the established brand requirements of Mend, this cost reflects the internal team training, research, education and planning to onboard Mend into our systems. This includes our team's education of each list within MailChimp, learning MixPanel—and understanding the purpose and sequence of every email—whilst improving the overall process at the same time. Onboarding hours are fixed and will not increase.

	<p>Team Onboarding Dedicated Hourly Team Research For: (20 Hours) – Strategy & List Health (20 Hours) – Project Management (20 Hours) – Copywriting (20 Hours) – Design (20 Hours) – Production Management</p>		100	50.00	5 000.00
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ONE TIME COST | MailChimp Email Templates **2 375.00**

The below pricing is for our team to develop 5 new email templates to be set up and programmed within MailChimp. The team research will aid in guiding the specific templates needed to achieve desired outcomes.

Email Marketing	<p>Email Design 5 New MailChimp Template DESIGNS</p> <p>INCLUDES: Strategy Overview Meeting Wireframes Final Proofs (Unlimited Revisions)</p>		5	275.00	1 375.00
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Product group	Product name & Additional info	Unit	Quantity	Price	Sum
Email Marketing	<p>Email Design INCLUDES: 5 New Campaigns PROGRAMMED in MailChimp</p> <p>Our goal will be to utilize the power of MailChimp design templates paired with Photoshop and to execute a low level of programming to campaign designs because of the benefit MailChimp provides with sophisticated template solutions. However, we will take time to add unique elements that create a memorable customer experience in each Mend email. Hours above will be tracked and if we approach total hours quoted, we will provide a hard estimate of additional hours needed to complete, and Knowledge House will obtain approval before executing additional programming hours.</p> <p>MIXPANEL DESIGN: Upon review of MixPanel functionality and overall strategy of how new trainings will be sold within the MixPanel email system, Knowledge House will provide further estimates for HTML email design. Our current hunch is that we may want to continue selling and sending text only emails through MixPanel and focus on clever copy and not rely upon visual design. Determination will land when Knowledge House upon further research into the MixPanel system.</p>	hour	10	100.00	1 000.00

ONE TIME COST | Automations

975.00

Our pricing on automations is the same as all emails – \$325 per email. Example: If an automation only has 1 email, that automation would be \$325. If an automation has 3 emails, it would be \$975 for that automation. The proposed example below showcases an automation that has 3 emails within that 1 automation.

Product group	Product name & Additional info	Unit	Quantity	Price	Sum
	<p>MailChimp Automation Price listed as 1 Automation with 3 emails within that automation.</p> <p>INCLUDES: Idea Generation Full-Service Copywriting & Design Proofing Email Scheduling Email A/B Testing for Email Headline Only</p> <p>ADDITIONAL COSTS 1: +\$125 P/Email to A/B Test Inner Email Copywriting + Design</p> <p>ADDITIONAL COSTS 2: Once an automation has been approved, scheduled and is in testing, we will only charge for future updates made to that automation with our agency rate of \$100 p/hour. Most automations see minimal photo updates + text updates over a span of 24 months.</p> <p>MAILCHIMP STRATEGY: Take your current top performing automation, redesign, A/B test with current design + new design and monitor results for 4 weeks. Upon comparison, we'd determine the need to redesign all automations, slightly enhance all automations or keep them the same. The goal is not to redesign all current automations, rather to revisit the intention behind each individual automation and to ensure that the content successfully executes that intention—and that the intention can be measured through open rate, click rate, sales and human response to each given automation.</p> <p>MIXPANEL STRATEGY: Upon review of the MixPanel email system, we will review all current automations and suggest the same plan for an A/B test of the most popular automation.</p>		1	975.00	975.00

ONE TIME COST | Travel

1 500.00

Per agreeing to work together and scheduling, my preference would be to spend 2 full work days at the Mend office in L.A. to learn more of the Mend mission, conduct interviews + research that will influence marketing direction. The intention of Knowledge House is to partner with Mend over the next coming years and create a long-term relationship as Mend's email marketing experts.

	Price is for 2 Full Work Days Working in L.A. + 50% Flight Reimbursement	day	2	750.00	1 500.00
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Sum: 11 650.00
Tax (0%): 0.00
Total (USD): 11 650.00