



## Scope of Work: Digital Marketing Platform

### Representatives:

Junko.mu

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### 1. Project Overview

Junko.mu will develop and execute a comprehensive digital marketing strategy for Real estate agencies, Car dealerships and other business services. Our approach is designed to increase brand awareness, generate high-quality leads, and drive conversions. This strategy will maximize their business online visibility, optimize lead generation, and enhance engagement with prospective clients in the market.

### 2. Key Objectives

Increase online visibility and brand awareness within targeted geographical areas.

Generate high-quality leads for property listings, cars listings and others.

Boost engagement and conversion rates across digital platforms.

Establish the business as a trusted and knowledgeable resource in the real estate sector Car dealerships and others

### 3. Services Provided

Our Digital Marketing Services are built around a flexible structure. Clients begin with our Basic Visibility Package and can then personalize their plan with a range of add-ons and upgrades based on their goals, budget, and required level of visibility.

#### Basic Visibility Package

Promo Price: Rs 6,990 for 3 months

#### 1 – Business Profile Customization:

Clients can easily add their own business profile including their logo.

#### 2 – Product/Service Management:

Clients can easily upload, organize, and manage their listings, whether it's real estate properties, second-hand cars, reconditioned cars or other services. Clients are allowed only 20 listings.

### 3 – Customer Interaction:

Features like star reviews/comment and contact options.

### 4 – Business Promotion:

A fully integrated marketing approach using various online tools and strategies to maximize visibility and drive traffic to the storefront. Boosting Business once.

### Customisation Options (Add-Ons & Upgrades)

The Basic Visibility Package gives clients a solid foundation. From there, they can **customise their plan** by choosing optional add-ons that run for the same 3-month duration. These upgrades allow businesses to increase visibility, strengthen branding, and drive more targeted results.

Below is a description of every customisation option:

#### 1. Additional Listings Capacity

Businesses can expand beyond the 20 listings included in the Basic Pack. Available listing upgrades may include:

- +10 additional listings ( Rs 2000 )
- +20 additional listings ( Rs 4000 )
- +30 additional listings ( Rs 6000 )
- Unlimited listings ( Rs 7000 )

This allows businesses with larger inventories (e.g., real estate agencies or car dealers) to manage more content and gain more exposure.

#### 2. Extra Boosting

Clients can add more boosts beyond the 1 boost included in the Basic Pack to increase reach and visibility.

- For each extra boost we charge an additional fee of Rs 3500
- Boosts help push specific products/services to a wider audience.
- Useful for highlighting seasonal deals, new arrivals, and fast-moving items.

### 3. Extra Ad Campaigns

Optional ad campaigns for businesses that want deeper marketing support.

- For each extra campaign we charge an additional fee of Rs 6000
- Better lead quality
- Ideal for agencies, dealerships, and service providers wanting faster conversions.

### 4. Banner & Branding Visibility Upgrades

These upgrades help businesses gain maximum exposure on the platform through premium placements and strong visual branding. Each option plays a different role in improving visibility and driving more traffic to the client's storefront.

#### a. Top Banner with Call-to-Action (CTA)

This upgrade places a custom made business banner for the client at the top of the homepage, ensuring maximum visibility for everyone visiting Junko.mu.

What it includes:

- A professionally designed top banner featuring the business name, branding elements, and key details (e.g., slogan or highlight).
- When the image is clicked, users are redirected directly to the business's storefront, increasing traffic and potential conversions.
- This space is highly visible and ideal for businesses wanting to stand out immediately.

Price: Rs 5,000 (per 3-month cycle)

#### b. Logo Placement with Call-to-Action (CTA)

This option places the client's logo in a premium, visible section of the platform, making the business more recognizable.

What it includes:

- Display of the business logo in a dedicated branding area.
- When users click the logo, they are sent directly to the business's storefront.
- Helps reinforce brand recognition and ensures the business is noticeable throughout the platform.

Price: Rs 3,500 (per 3-month cycle)

#### 4. Featured Listings

Clients can highlight a **selected listing**, so they appear in premium positions across the platform.

- Featured spots increase listing visibility and click rate.
- Ideal for top-priority products/services and promotions.

Price: Rs 1,500 (per 3-month cycle)

#### 4. Client Confirmation & Service Agreement

Before Junko.mu initiates any setup or marketing actions, the client will review the full **Scope of Work** and confirm the following:

##### a. Selection of Base Package

The client will confirm that they are opting for the **Basic Visibility Package (3 months)** as the foundational service.

##### b. Selection of Customisation Options (Add-Ons)

Clients may choose any additional upgrades such as:

- Additional listings
- Extra monthly boosting
- Extra ad campaign
- Top banner with CTA
- Logo with CTA
- Featured listings

##### c. Service Selection Confirmation

The client will indicate their chosen base package and add-ons by **signing this Scope of Work document**.

#### d. Acceptance of Terms & Conditions

By signing, the client acknowledges and agrees to all:

- Service details
- Deliverables
- Timelines
- Conditions of use
- Pricing related to the Base Package and selected Add-Ons

#### e. Authorization to Start

Junko.mu will begin project preparation and scheduling **only after**:

- The client signs the Scope of Work and Contract
  - Payment (full or agreed arrangement) has been received
- Once these conditions are met, setup and activation of services will commence.

#### 5. Approval & Acceptance

The Client agrees to carefully review this **Scope of Work**, which will be attached to the main Contract as an annex.

Upon agreement with the defined:

- Deliverables
- Timelines
- Responsibilities
- Selected customisation options

The Client shall sign both the **Contract** and this **Scope of Work** to formalize the service activation.

## 6. Client Agreement & Signature

By signing below, the Client confirms their understanding and acceptance of all terms within this Scope of Work and acknowledges their selected service components:

### Base Package Selected:

✓ Basic Visibility Package (3 Months)

### Add-Ons / Customisations Selected:

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### Client Details

Client Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Total Price: \_\_\_\_\_

Client Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### ⚠ Important Note:

Signing this Scope of Work **alone does not constitute a binding agreement**. The project will only begin after:

1. Full Contract signature
2. Signature of this Scope of Work
3. Receipt of full payment

Only then will service setup and marketing activities be initiated by Junko.mu.