



# CAFII - 2019 Program

## Video & Search Experience

Delivered on: [November 16, 2018](#)

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THEY CAN'T FIND YOU...WE CAN HELP!

# 1) Video Production

Creation of 30 second whiteboard videos in English & French with the goal of introducing CAFII's members insurance products to consumers. The videos will explain how the products work, the benefits and consumer application.

- **Outputs:** 6 outputs, 30 seconds each, 3 English & 3 French
- **Voice Over:** English & French
- **Format:** Vimeo, YouTube or Mp4
- **Custom Animation:** Not Included.

## Process

### Script:

1. Outline of Key Messages (CAFII)
2. Draft (David)
3. Revision
4. Final Approval
5. French Script

### Whiteboard Creation:

1. English
2. Story Board
3. Draft 1
4. Revision 1
5. Draft 2
6. Revision 2
7. English Final Approval
8. French Whiteboard Creation
9. Revision 3
10. French Final Approval

### Voice Over:

1. English
  2. French
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## 2) Consumer Examples

In collaboration with David Moorcroft we will create new consumer examples for the 10 insurance products. The examples will be deployed on the corresponding product pages and in the FAQ section.

- [Travel Insurance](#)
- [Mortgage Disability & Critical Illness Insurance](#)
- [Mortgage Disability Insurance](#)
- [Payment Protection Insurance for Loans](#)
- [Credit Card Insurance](#)
- [Mortgage Critical Illness Insurance](#)
- [Trip Cancellation & Interruption Insurance](#)
- [Critical Illness Insurance for Loans](#)
- [Travel Medical Insurance](#)
- [Other Insurance](#)

## 3) Product Optimization

We will help to continue the positive search performance and consumer engagement with information on the below products.

- [Travel Insurance](#)
- [Job Loss Insurance](#)
- [Mortgage Disability & Critical Illness Insurance](#)
- [Disability Insurance for Loans](#)
- [Mortgage Disability Insurance](#)

## 4) Reports

We will provide insightful reports including prioritized next steps to improve digital performance;

- [Website](#): Analytics, conversions, traffic, trends
- [Search Engine Optimization](#): Keyword rankings, backlink analysis, domain authority
- [Local Optimization](#): Google My Business, impressions, engagement & actions

Reporting will compare year-over-year data, in some cases quarter-over-quarter. Reports are delivered quarterly.

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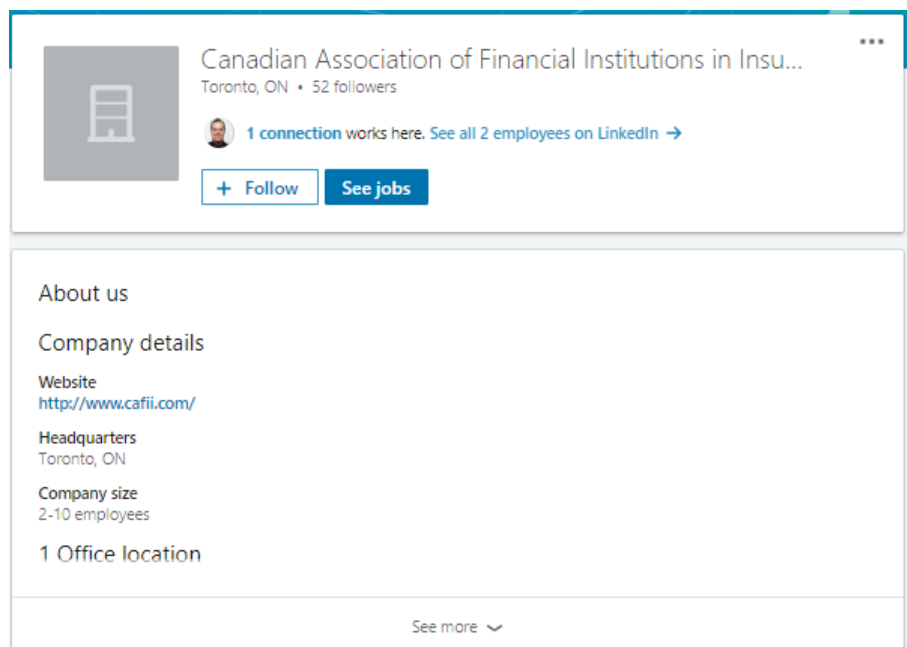
## 5) LinkedIn

We will optimize your profile to better represent the professionalism of the association. We will then collaborate with Cafii to encourage relevant individuals follow the association. Finally, we will post content to the LinkedIn page to grow your presence. This exercise will not only provide value from an awareness perspective but will also support continued Google Search improvement.

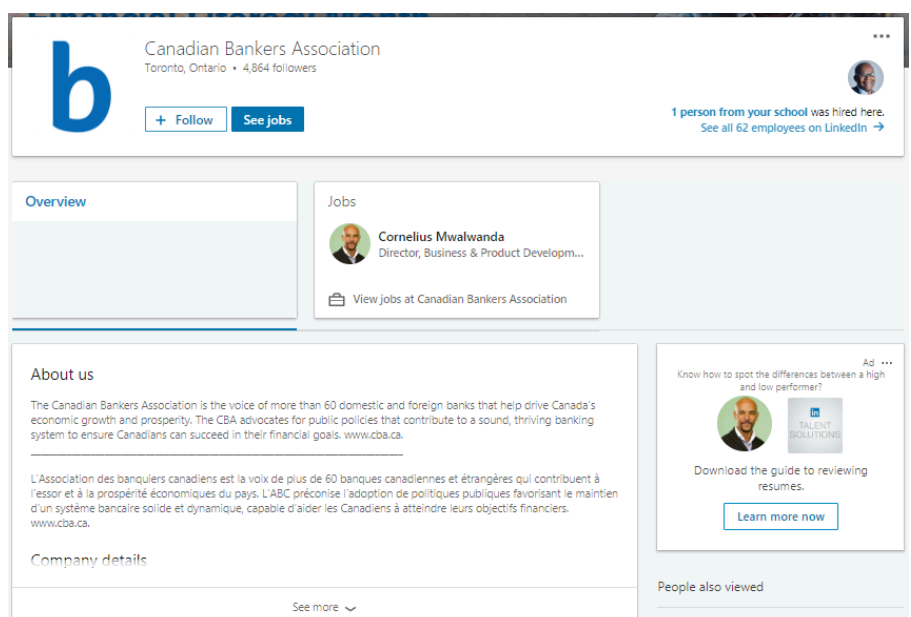
- **Profile Optimization:** Branding, Description & Company Details
- **Content Distribution:** Monthly positing of video, consumer examples, product details, or research. Each post will include Graphic Design, Content, Analytics & Measurement.

### Cafii Profile:

- Issues:
- Branding
- Description
- Followers



### CBA Profile:



## Summary & Investment

Scope of Work	Investment
<b>1) Video Production</b> Creation of three white board videos.	\$18,000
<b>2) Consumer Examples</b> Development & Deployment of 10 examples on product & FAQ pages.	\$7,000
<b>3) Product Optimization</b> Optimization of the products on your website currently trending positively in search.	\$4,000
<b>4) Reporting</b> Quarterly Reporting (4 Total)	\$6,000
<input type="checkbox"/> <b>5) LinkedIn Optimization &amp; Content Distribution</b> <ul style="list-style-type: none"> <li>• Optimization of your Profile</li> <li>• Graphic Design, Content, Analytics &amp; Measurement for posting of Consumer Examples, Video &amp; any relevant research Identified by Cafii. 1 post per month for 12 months.</li> </ul>	\$7,500
Subtotal	\$35,000
HST 13%	\$4,550
Total	\$39,550

### Terms:

- **Whiteboard Video:** 50% deposit upon agreement, 50% on completion.
- **All Other:** Invoiced Monthly, beginning January 2019.

Net 30. Rankhigher.ca reserves the right to charge a late interest fee of 2% per month on invoices past due 30 days.

# NEXT STEPS

1. This quote is good for 30 days.
2. Project will begin once deposit is paid.
3. Please read the contract on the previous page to make sure you understand all the details involved with us working together. It's really important to us that everything is transparent and understood from the beginning so that we lay a solid foundation for a great working relationship.
4. If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items that we can sort out together. We're committed to finding the best way to work together.
5. Once you feel confident about everything and are ready to move forward, please click the 'sign here' button below.
6. Sign in the box that pops up to make the acceptance official.
7. Once we receive notification of your acceptance, we'll contact you shortly to sort out next steps and get the project rolling.
8. We'll email you a separate copy of the signed contract for your records.
9. If you'd like to speak to us by phone, don't hesitate to call 9055164895



SIGNATURE

Cornelius Mwalwanda

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Cornelius Mwalwanda  
Director of Product & Business Development



SIGNATURE

Keith Martin

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Keith Martin

CAFI