

PROJECT PROPOSAL

Website Development, Social Media Management, and Video Production



FRACKLE LLC

872-201-7522

FrackleThings.com

News@Frackle.com



INTRODUCTION

a. Welcome to Frackle Media Group (FMG)

At FMG we bring a wealth of experience in film production, marketing, sales, and social media to our clients.

b. Our People

Our team is comprised of a diverse group of talented people, each with his or her unique strength and experience.

c. Our Value

We focus on clearly defining the goals and activities which will get measurable results for you. Whether it's a video production, live stream TV show, marketing campaign or a social media strategy, we know that we have to help you achieve your business goals.

d. Our Tools

Just like no artist or builder can work without tools, we constantly evaluate and select tools to help us manage efficiently and effectively. In this proposal, we've chosen to include a few examples from a social media management tool named Rignite to demonstrate our activities and potential results.

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THE FRACKLE PHILOSOPHY

Our Philosophy is one of teamwork. We move beyond the concept of clients, customers, readers, and writers, moving beyond those relationships into partnerships. We look forward to becoming more acquainted with you and developing that close relationship. We approach each interaction with the highest level of professionalism, with trust as our guiding principle and accountability and performance our hallmark. At the apex, our relationships are the cultivation of communication.

AWARDS AND ACHIEVEMENTS

FMG has been recognized as having one of the most creative website development teams in Chicago. Gone are the days where the system would forgo content in favor of a dynamic, exciting design. Today, FMG is known for its incredibly robust website designs, video productions, and content strategies which comes together in a seamlessly stunning film, and webdesign.



From 2013-2014 Frackle Media Group (FMG) became one of the fastest growing digital news sites in the US. According to records provided by Google Analytics, FMG's Guardianlv.com site averaged more than 5 million monthly visitors for 24 consecutive months.



In June of 2013, FMG's Guardian Liberty Voice (GLV) website was recognized for its investigation efforts into the controversial death of Nelson Mandela. GLV hit a real nerve as their reports exposed the fact that Mandela was deceased. GLV's report triggered a series of Denial of Service (DDOS) attempts by the South African Government.



In 2016 FMG launched The News School (TNS). Over the past 4 years, this digital communications platform has trained, credentialed and employed youth Citizen Journalists. TNS prepares students and interns for careers as investigative reporters, publicists, editors, copywriters, social media strategist and enterprising bloggers.



In 2016 FMG was hired to create a social media campaign for Nevada Assemblyman Jim Marchant. FMG was helped Marchant win his primary and general election.



WE BELIEVE IN BUSINESS

Our ultimate goal is to achieve results from Social Media activities. However, in order to achieve these goals, we'll make sure that our activities are efficient and focused on specific goals.

We'll make sure that our activities are efficient and focused on specific goals.

a. Save time/be efficient

Social media management can consume a huge amount of time, and people can get easily distracted by 'feel good' engagement which does NOT drive business. Our team will use best practices and tools to make sure no time is wasted. Tools we use help us to quickly create and curate content and schedule it to make sure our social networks are filled with compelling posts.

b. Gain visibility into key business metrics

As we manage social media activity and experiment with different strategies and promotions, we'll be able to see which tactics work. For example, what types of posts are generating the most engagement? Or which Facebook 'Comment to Enter' give-away campaign has the most entries? Analytics and metrics are core to developing an understanding of which activities are driving your business forward best.

c. Specific Social Media Goals

While these are not the only social media goals, here are ones that we commonly target during engagements.



ABOUT US

Frackle Media Group (FMG) is a video production/ web design, and performance-based, social media marketing, advertising, and sales organization. FMG has gathered together solution minded professionals across multiple platforms, disciplines, and media to create a Boldly Inclusive team.



Web Design



Marketing



Social Accounts and Profiles



Video/Film Production



TEAM PLAYERS

Graphic Designer, Social Media Management and development

Suyog Goraksh



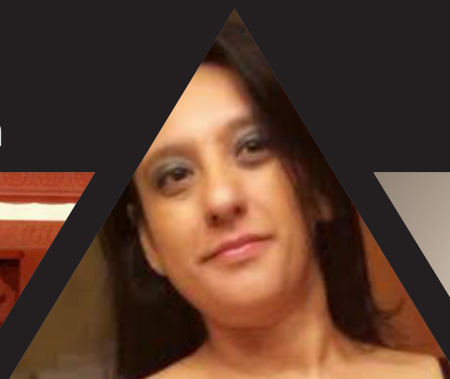
Developer

Rahul Yadav



PPC Ads, Google Ads, Facebook/Instagram Ads, YouTube Optimization, SEO, SMM, Amazon Account Set-up & Marketing

Gricelda Chandler



TEAM MEMBERS



DIGITAL MARKETING DIRECTOR

DIMARKCO CHANDLER

Build, plan and implement the overall digital marketing strategy. Manage the strategy

Phone: 872-201-7522

Email: News@Frackle.com



EDITOR

CHRISTINE HOUSTON

Verify content produced before submissions. Determine if the content is in accordance with quality standards. Approve submissions when appropriate. Notify writers of the publication timeline



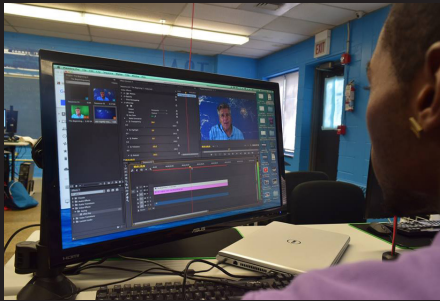
EDITOR-IN-CHIEF, INSTRUCTOR, CONTENT MANAGEMENT TEAM, FRACKLE MEDIA

CATHY MILNE-WARE

Cathy Milne-Ware is a married Christian woman with three grown daughters and two grandsons. Her love for God and journalism motivate her to excel in teaching and writing news. Cathy trains up-and-coming journalists for the publication. Also, she oversees a growing cadre of citizen journalists. She contributes to Frackle Media Group sites and writes Health, Entertainment, and U.S. News articles. All aspects of Politics fascinate her.

OUR EXPERTISE

ABOUT OUR SERVICES



A combination of web marketing services, like the following, can help your business achieve extraordinary growth:

- SEO
- Graphic Design (Adobe)
- Media Broadcasting
- Web Design & Development
- Social Media & Email Marketing

WEB DESIGN

FRACKLE LLC

Nearly 90 percent of users shop with a competitor after a poor website experience. Stop your business from losing valuable clients, leads, and revenue to the competition with a professional web design.



Step 1:

We thrive to work on implementing your goals at its best through wireframes and website design.

Step 2:

The chosen design will be converted to HTML - website with fabulous UI (User Interface)/UX (User Experience), followed by CMS Integration. Our amazing UX & coding standards ensure easy navigation and a secure website is delivered.

Step 3:

The perfectly designed & developed website will be tested and then moved to the production on your approval.



OUR PORTFOLIO



Home Blog Gallery Contact Us Gift Card **Book Appointment**

Bella Noche Salon

Wellness inspired nail, hair and skin care for a beautiful life!

Book An Appointment

Contact Us

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The Journey of the People
A New Musical

YOU CAN'T GIVE PEOPLE



Hope

I am a person of eternal hope. So, I am always saddened by those who have little hope or have lost it altogether. I have witnessed it way too often in my neighborhood of North Lawndale and all too often among those who are young and should have every opportunity to hope and dream about a future for themselves.

I came across this reflection just the other day, written by a woman of color in a poor neighborhood. It's very sad and carries a sad truth lived by many in poor communities of color and in some blighted white communities as well.

"I make a lot of poor financial decisions. None of them matter. In the long term, I will never not be poor, so what does it matter if I don't pay a thing and a half this week, instead of just one thing? It's not like the sacrifice will result in improved circumstances, the thing holding me back isn't that I blow five bucks at Wendy's. It's that now that I have proven that I am a Poor Person that is all that I am or ever will be. It is not worth it to me to live a bleak life devoid of small pleasures so that one day I can make a single large purchase. I will never have large pleasures to hold on to. There's a certain pull to live what bits of life you can while there's money in your pocket, because no matter how responsible you are you will be broke in three days anyway.

When you never have enough money it ceases to have meaning. I imagine having a lot of it is the same thing." Poverty is bleak and cuts off your long-term brain. It's why you see people

no idea how strong the pull to feel worthwhile. It's more basic than food. You go to these people who make you feel loved for an hour that one time, and that's all you get. You're probably not compatible with them for anything long-term, but right this minute they can make you feel powerful and valuable. It does not matter what will happen in a month. Whatever happens in a month is probably going to be just about as indifferent as whatever happened today or last week. None of it matters. We don't take long-term because if we do we'll just get our hearts broken. It's best not to hope. You just take what you can get as you spot it. "Why I Make Terrible Decisions," a comment published on Cawker's King platform by a person in poverty.

"I am a person of eternal hope. I have said, over and over again, in the face of some significant challenges and setbacks in my life, that I will never ever lose hope. Keep in mind that hope is not the same as optimism. With optimism, you can see signs of progress, signs of a better tomorrow. Hope is different. It is a virtue. It is not a byproduct of something that you do or that happens to you. It is something that develops and grows over time as we hold fast to the pursuit of our dreams and the living of our faith that there is something greater (always) to come. We may be optimistic about something that has happened that affects us or another, but we live into hope. It is like the virtue of joy, which is not the same as happiness, a byproduct of something we do or have done for us. We pursue happiness, we live into joy.

hopeless as they are) need to give them hope. But the reality is that we can't give people hope... what we can do is accompany and encourage them with our own emotional, spiritual and material support buoyed by our own hope. This requires of us the gift of accompaniment, the willingness to give the time, attention, listening ear, compassionate support and the ability to empower those who have little or no hope to claim and create a better life for themselves and their loved ones. It is being willing to work side-by-side with them to move together into a series of better tomorrows. It is accompanying them through the hardships of life created by racism and poverty and its many debilitating manifestations, and celebrating the little and big successes along the way.

I am thankful for our Restorative Justice outreach here at St. Agatha, for our News School Program and Winlow/Reynold Computer Tech Lab, for our M.U.S.I.C. Inc., TechGirls, S.A.F.E. Blessed Sacrament Youth Center and READ! partnerships. I am thankful to my parishioners and other volunteers for working to establish a new free mental health outreach established and overseen by community members, some with professional mental health backgrounds and some who can witness to the power of mental health counseling in their lives. All of the people who run these programs fortify me in my hope and deepen my own resolve to accompany those who deserve the basic right to dream and have hope that life can be a lot better.

Church and a valuable advisor for the Youth Journalist training program

GET REAL!

Taste and feel
THIS difference!



Like us on FaceBook
and enter for a chance
to win a case of
Real Water!

DrinkRealWater.com



TRILLIONAIRE BEAUTY

REAL MIXED MARTIAL ARTS MMA XIX
AMATEUR FEATURING MUAY THAI

HOST TEPHAN BONNAR
FC HALL OF FAMER

CO-HOST FORREST GRIFFIN
UFC HALL OF FAMER

LIAM MASON

AUPUNI PAGAOA

MATHEW BARBER

ANDRE HAER

BROUGHT TO YOU BY: **REAL ALKALIZED WATER**

SAM'S TOWN

APRIL 26TH
FIRST BOUT AT 7:00PM
FIGHT CARD SUBJECT TO CHANGE

TICKETS \$25⁺
STARTING AT
*PRIZE FIGHT APPROXIMATE TICKET VALUE

TICKETS ALSO AVAILABLE ON **ticketmaster®**

REALMIXEDMARTIALARTS.COM

ALL BOYD GAMING TICKET OFFICES

THE PROJECT DETAILS



A mini documentary is a great way to share your story if you don't have the time or budget (or need) for a full length feature documentary.

The length of a mini documentary might be anywhere from 2-25 minutes. A mini-documentary might also be referred to as a short film or mini-doc. Mini-documentaries are a fantastic way to get a message or story across in a limited amount of time.

A common way that mini documentaries are used is to share the story/mission of a non-profit organization or business.

SHORT DOCUMENTARY FILM: TO THE NEXT LEVEL

1. Research

Any well-produced documentary begins with research. Effective research is the foundation of any documentary, short or long-form. Research allows you to discover plot points, build your narrative, craft your story arch, aary story and shape your film.

2. Outline

While narrative films have a script, documentaries live and die by an outline. While documentary storylines can often be very fluid, an effective outline provides you with essentially a North Star during your production.

3. Find the Deeper Story

First-time documentary filmmakers create a film based upon something that's interesting on the surface; however, a great documentary digs deeper than the superficial story. "People don't care what you do. They care why you do it."

4. Invest in Sound

Sound is important in any film. However, its importance seems to get overlooked in documentary filmmaking. Nevertheless, can immerse the viewer in your story. When creating a film, we think about how sound can help tell a better story.

5. Less is More

The best edit always feels as if filmmaking is easy. It is a smarter choice to make a shorter documentary, with a tighter and more structured story arch, than a longer documentary with less story structure. We tend to trim our documentary down to the most essential parts to tell a story more effectively.

SOCIAL MEDIA MANAGEMENT



Here's what your team and ours will be accomplishing in our initial stages:

- I. Choose where you are going to focus your attention – [Vertical (niche) as opposed to Horizontal]: audience, geography, interest, age (both young and old), veterans, retirement communities, libraries, gun enthusiasts, higher education institutions, churches, business owners, etc.
- II. Choose the social networks you'll use for your promotion, and whether social advertising will be a component of the campaign [i.e. choosing your metrics or Key Performance Indicators (KPIs), as well as the social media management tools you're going to use to track this data]. Note: FMG uses Hootsuite.
- III. Decide on goals for your SMC. These need to be measurable goals, so you can track the progress of your campaign and shift your focus if things aren't going well.
- IV. Fashion a clear campaign timeline (a start and an end date).
- V. Develop a social media schedule for sending each social media message. We need to be very specific with your campaign.

DETAILED COST BREAKDOWN

Serials	Particulars	Amount
01	Design cost	\$ N/A
02	Websites Developed & Hosting/Server cost	\$ N/A
03	Marketing Tools cost	\$ N/A
04	Editorial Team cost	\$ N/A
05	Advertising cost	\$ N/A
06	Project Management Team cost	\$ N/A

HOW TO MAKE A MINI-DOCUMENTARY



The way we go about making a mini documentary is somewhat similar to how full length documentaries are made. However, there are some critical differences to keep in mind if we are creating the documentary for you or ourselves.

A very common use of mini documentaries is to share the story/mission of a business or non-profit -- which means the film will need to go through some kind of approval process.


The key to this entire process is that you are crystal clear of providing us with your expectations for the film.

It is our job as the producer to help you think through exactly what you want the film to do and achieve. For example, how will the film ultimately be used -- at a conference? Facebook page? In private fundraising meetings? What should the viewer feel/do when the film ends? What should be the shelf-life of the film?

With that in mind, we will cover the basic steps to making a mini documentary.

Basic Steps To Make A Mini Documentary:

Define the goal of the film – This stage of the process is perhaps most important of all. We do not move forward until everyone is crystal clear on the objective for the film. Just having the client say, “We need a video about our organization, go make something!” It’s our job to get you to think through exactly why you need a video and what you hope to accomplish.



We may get some resistance during this process because you might be busy and think that just requesting a video is enough. However, you are assuming that we as filmmakers will just figure it out! However, It is truly in your best interest for us to have clarity as to WHY you need a video and what you are hoping it will accomplish.

Research – Once we clearly understand the goal of the film, we then begin our research on the subject and figure out the best way to tell the story. Who should be interviewed? What footage do we need? How long will it take to shoot?

Script Outline/Project Proposal

Writing a “script” in advance of shooting is one of the things we do to keep the process moving forward smoothly while we manage expectations. Once we have completed the research, we begin to write a treatment or “pretend script” using the types of quotes and/or narration we think might be used. Of course, the script will change after shooting is complete, but at least this is a document that everyone can look at and say yes, that’s the type of video and message we’re going for.

Budget

In combination with writing the script/treatment, we will create a detailed budget. We will make sure to include a contingency line item (usually 8-10% of the budget) to give ourselves a safety net in case we go over budget.

Production

Now it’s time to gather the elements of your story. Whether that’s shooting interviews and new fresh footage or gathering footage/photos from the archives. Buying beautiful stock footage is another option we often take.

Post-Production

Rewrite script based on the new footage and interviews we have gathered and get final script approval before the editing begins. Editing is where it all comes together. In general, we will provide you with three opportunities for revisions as part of the budget.

Final Output

Some of the things we learned during our initial meetings with you was how the mini-documentary will be used. This will determine final output such as whether we will be simply uploading the film to YouTube or producing a DVD.

CORPORATE VIDEO PRODUCTION

A corporate video is simply the smartest investment a business can make in the information age. We have grown to understand how to extract the core culture of your business to create compelling video presentations that truly represent who and what your brand is.

- Corporate meetings
- Conventions
- Film Crews
- Trade Shows
- Green screen shoots
- Brand videos
- Training videos
- Pharmaceutical and Medical
- Marketing Videos

We are also involved with producing documentaries as well as live stream productions. All video products can be steamed on more than 100 channels simultaneously.

TV PRODUCTION

Trusted by top brands worldwide! We pride ourselves in taking your idea and creating a beautiful 30-60 seconds or 2-minute commercial. Our aim is to create something that will hold the attention of the viewer all while creatively translating your brand message. Ultimately we aim to produce a video that will produce results for you.

- 30 second commercials
- 60 second commercials
- 2 minute commercials
- Web commercials
- Promotional video
- Infomercial
- Animated Commercials
- Social media videos
- Web Videos

VIDEO TESTIMONIALS

When filming an effective interview, it is important that all parties involved understand the end goal of the interview. What is this all about? Who are we talking to? Why should they care? We work hard to make sure that all questions are answered.

We offer a variety of quality sound bites and enough top-notch coverage and quality content to complete our interviews successfully.

- Customer Testimonials
- CEO profiles
- Employee training
- Political videos
- Talking head shots
- Interviews and B-roll

RATES

30 second promo video	\$1,000
60 second promo video	\$1,500
2 minute promo video	\$2,000

EQUIPMENT

Visual & Camera Equipment

- 2 Blackmagic Cinematic Pocket 4k Video Cameras
- 2 Nikon Cameras
- PT Camera
- Teleprompter

Video Monitors

- 50" TV
- 3 large monitors

Switcher

- ATEM Switcher

Lighting Equipment

- 8 light stands
- 2 NAN122022 NANLITE Forza 60 LED Monolight
- 3 ProMaster UltraSoft Large 914B LED

- NANLITE Forza 60 Softbox
- 3 x F5 Fluorescent Lamp Heads
- 3 x Softboxes (20 x 28")
- 15 x 32W Daylight Fluorescent Lamps

Miscellaneous

- 1 Podium
- 4 Green screen Kits
- Photo screen black or white
- Product shoot box
- Photography Reflector

Rigging

- 3 Gimbals
- 1 Shoulder Rig
- 1 Astra Compact Camera Jib/Crane
- 1 Hand Stabilizer
- 7 Tripots

COMMERCIAL VIDEOS

There are three basic factors that drive production costs. These factors eventually get reflected in dozens of small budget decisions that impact the quality of the final product.

- Time. The more time that is spent in pre-production planning, scripting, location scouting, shooting, special effects and editing the better the final product will be. Adding more people to the production team also increases the total time spent on the project. More time, from more people, equals more money.
- Talent. The greater the talent of the people working on the project, the better it will be. In online video production, as with most things in life, talented and experienced people tend to cost more.
- Tools. You can produce a video with your cell phone. Or you can use a high-end camera with a professional lighting kit and sophisticated post-production motion graphics and animation. Sophisticated tools and the top-level professionals who know how to use them add cost.

RATES

	Semi-Pro	
30 second promo video		\$1,000
60 second promo video		\$1,500
2 minute promo video		\$2,000
	Professional	
30 second promo video		\$1,500
60 second promo video		\$2,000
2 minute promo video		\$3,000
	Hollywood	
30 second promo video		\$3,500
60 second promo video		\$4,000
2 minute promo video		\$4,500+

ANIMATION VIDEOS

Hand-Crafted Animated Videos

We create interactive, engaging and high-performing videos for brands seeking to get recognition in the market. Our video experts know how to turn your viewers into your loyal customers by intriguing them with tailored animated videos.

RATES

30 second promo video	\$399
60 second promo video	\$499
90 second promo video	\$899

A LA CARTE PRICING

- Director: \$25 to \$250 per hour
- Script-Writing: \$60 to \$150 per hour
- Video editing: \$60 to \$175 per hour
- Camera: \$25 to \$400 per hour
- Actors/Presenters: \$50 to \$500 per hour
- Equipment: \$25 to \$100s per hour
- Studio Shooting: \$100 to \$400 per hour
- Voice-Over Talent: \$100 to \$400
- Audio Files: \$30 to \$1000
- Video Rendering \$30 to \$75 per hour
- B-Roll: 10% to 50% in addition to shooting costs
- Miscellaneous Fees: \$100 to \$1000s per production



PROJECT TIMELINE

DESIGNING

DEVELOPMENT

Week 01

Week 04

Week 08



Launch Boot-camp

Activate Magazine

Google News

MARKETING

LAUNCH

Week 12

Week 16

Week 18



Google Analytics

Project Launch Project Launch

SCOPE OF THE PROJECT



PROCESS GUIDE & RESOURCES

Your project will hit the ground running with a focus on quality. This will be followed by the implementation of a strategic marketing campaign.

Our social media marketing plan will provide immediate content.

In addition, FMG will also make use of the content it regularly produces on a daily basis in order to attract eye balls you your film.

Effective marketing makes use of effective messaging.

SUCCESS CRITERIA

With the help of Google News, social media marketing and Google Analytics, FMG will be able to measure, in real time, the impact their content production strategy will have on the production of traffic and its subsequent monetization. Magazine content will feed a podcast, talk show, and marketing effort.



STRATEGY

PROJECT PLAN



OUR COMPANY PROPOSAL

1st

ANALYTICS

The three dominant types of analytics –Descriptive, Predictive and Prescriptive analytics, are interrelated solutions helping companies make the most out of the big data that they have. Analytics will provide data to stimulate forward progress.

2nd

TRUST

Brand trust reflects a consumer's expectation that a brand's product, service, or more broadly, corporate behaviour, reflects the promises the company has made.

3rd

EMPOWERMENT

It has been proved that social media has found the ability to empower people. To empower people means to get the ability to change other people's opinions and perspectives. ... It changes others people's opinions and it can also threaten yours.

