

Sales & Marketing Software for your website



Price List 2011



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Award winning hosted software used by thousands of businesses.
Six integrated software applications to streamline your online marketing.
Hosted in the Adobe Cloud Servers for flexibility, growth, and peace of mind.

6-in-1 Software / License	BigTurns Basic	BigTurns Advanced	BigTurns Professional
1. Website Content Management System (CMS) Easily create and add content to your website or blog. The CMS comes with all the modules pre-programmed into the platform.	✓	✓	✓
2. Customer CRM Database Manage all your customers in one database. Schedule calls, meetings, tasks. Manage opportunities and forecast sales. All the tools you expect from a CRM.	✓	✓	✓
3. Search Engine Optimization (SEO) Tools Be found on Google using the search friendly tools. Optimize your webpages, announcements, products, and blog posts easily. Google loves BigTurns.	✓	✓	✓
4. Integrated Analytics A 360 degree view of your website every time you open your dashboard. All the modules are integrated. Measure your results from one location.	✓	✓	✓
5. Email Marketing Platform A professional platform, fully integrated with the CRM, makes it easy to create, send & track campaigns. 10,000 email sends are included each month.		✓	✓
6. eCommerce Platform Sell online, process payments, and accept credit cards. A feature rich shopping cart, fully integrated with the payment processing engine. Secure hosting & SSL encryption is included - no programming necessary.			✓
Platform Pricing Software License, Website Hosting, Multiple Domains, 10,000 Emails No Contracts, No Minimums, Pay as you go.	\$59 /month	\$79 /month	\$99 /month
Extras Each license includes (1) user . Additional users are charged monthly	\$20 /month	\$20 /month	\$20 /month
Hosting includes 1TB of bandwidth . Additional traffic charged monthly	\$1.20 /GB	\$1.20 /GB	\$1.20 /GB
Server includes 1GB of Disk Space. Additional space is charged annually	\$12 /GB	\$12 /GB	\$12 /GB





BigTurns employs a group of internet marketing consultants, front end programmers and project managers. Setting up your website with BigTurns is seamless. The Vancouver, BC support team will tailor the software to your needs. Training and support is included every step of the way.

Website Design (optional)

\$ 780

BigTurns will source your new design from the **Professional Network of Freelance Designers**. Your new design to be created from a detailed brief describing your current business, existing designs, brand architecture, and corporate identity. Target market, competitor analysis, and owner preferences will be taken into account. Design includes: website home page and an inside variation of the home page; 3 designs and 2 revisions of your chosen design.

Website / Blog Import (required)

\$ 395 + \$10 /page

Import your existing website or new web design into the **ADOBE Cloud Servers**. Program the website into the Content Management System (CMS) and add all the functionality needed for your website to display and work properly. Integrate the contact webforms to populate the Customer CRM Database and customize Email Autoresponders. Website CMS will be ready for client to create, edit, and manage additional content without the need of a programmer. Software modules to be integrated include:

- Website CMS
- Database CRM Software
- Analytics & Reporting

The import process takes no more than a week to complete. Once complete you will have access to Create & Edit your site as you choose. All edits are saved and archived for future reference. You will have complete control of your website.

Search Engine Optimization Setup

\$ 290 + \$10 /page

Setup webpages to be search engine friendly. Label, tag, and position webpages to target specific key words. Create account with Google and **submit website for indexing**. Create a sitemap feed to notify search engines of all new content every 24 hours.

Email Marketing Setup

\$ 290

Setup the Email Marketing Platform for sending newsletters. Build a Newsletter template to match your website. **Send first email newsletter** to existing list of contacts. Report on opens, clicks, bounces, and unsubscribes. Train client how to send subsequent email campaigns. Include "Best Practices" and CAN-SPAM regulations.

eCommerce Setup / New Online Store

\$ 1800 + \$10 /product

Setup the shopping cart to **sell products, services, events, and more online**. Integrate your website design with the (6) page views of the shopping cart including: Catalog view, Product List View, Product Detail View, Shopping Cart Summary, Check Out Form, and Invoice. Integrate taxes, shipping, volume discounts, wholesale pricing, eProducts, and drop shipping (if required). Include payment gateway setup, payment processing testing, SSL certificate, & secure hosting.

Google Apps Setup

\$ 290 + \$10 /user

Setup Google Apps for your custom domain. Include Domain Name configuration. Once complete you will be able to send and receive email from any internet connection (Gmail Interface). Email sync to smart phones is included. **Training and support is included for each user**. Google Apps includes: Email, Calendar, Documents, Sites, and access to the Google Marketplace.





Marketing Services to Grow Your Business

All monthly services are designed to maximize company exposure. Results are measured through the analytics software. Reports are generated monthly detailing exact Return on Investment results.

Analytics, Reporting, & Training

\$ 125 /month

More than just a report. Learn how to understand online marketing analytics and make informed decisions based on results. You will receive weekly activity reports and custom monthly trend reports detailing the results of your marketing efforts.

Up to 4 hours of training/support is included with this monthly service.

SEO Monthly Maintenance

\$ 165 /month

A great service for business owners to maintain and increase their awareness through organic search. BigTurns maintains a webmaster account with Google on your behalf and tracks search term results. Website is monitored for site errors, broken links, and malware. We can see your site through Google's eyes.

Email Newsletter Marketing

\$ 290 /month

A great monthly service to stay "top-of-mind" with your existing customer database. BigTurns creates template, programs content, formats images, load contacts, and sends the email newsletter monthly. We test the email design for display compatibility with top 8 email clients (Gmail, Yahoo Mail, Outlook, Hotmail, etc) Report on campaign results to management. For best results integrate the Newsletter Marketing with Blogging

Social Media Marketing / Advertising

\$ 800 /month*

Create advertising account with the Social Media site of choice (Facebook, Linked-in, MySpace, etc). Build a campaign to attract visitors to your site. Write 2 ads for "Split A/B Testing and manage keywords on an active routine. Build the campaign for maximum results. Report on campaign ROI monthly.

* Monthly fee includes \$400 of media spend (click thru) with the Social Media Site.

Google Adwords / Adsense Advertising

\$ 800 /month*

Create account with the Google Adwords to manage your advertising). Build a campaign to attract visitors to your site. Build a campaign to attract visitors to your site. Write 2 ads for "Split A/B Testing and manage keywords on an active routine. Build the campaign for maximum results. Report on campaign ROI monthly.

* Monthly fee includes \$400 of media spend (click thru) with Google Adwords / Adsense.





Additional Design & Template Work

(All 1 design, 1 revision, based on your existing site design)

Blog to match your website design	\$ 195
Forum to match your website design	\$ 120
Webform to capture visitor details	\$ 95
Add Social Media sharing button to website or blog	\$ 65
Embedded Google Maps or other Gadgets	\$ 65

Hourly Services

Admin Services (Offshore services: data entry, internet research, etc)	\$ 14 /hour
Telemarketing (Offshore callers: outbound / inbound)	\$ 19 /hour
Creative Services (graphic design , photography, copywriting)	\$ 59 /hour
Social Media set up and design including Facebook , Linked In, Twitter, and more	\$ 79 /hour
API Integration to a secondary software platform	\$ 79 /hour
Professional Services (programming , & consulting)	\$ 79 /hour

Quality Work and Fast Response Times. We guarantee your work will commence within **24 Hours***

"We are convinced that the integrated system is the only smart way to run and nurture a brimming online business. "

- Steve Behrisch, Onres Systems Inc

"Looking for an all-inclusive business solution we came across BigTurns. The platform has turned out to be extremely easy to learn and very intuitive to work with. Having such versatile business solution for running our online store, business office operations, online marketing and customer management - all in one package - has been extremely time-conserving and beneficial to the growth and success of Keel & Rudder."

- Craig Alward, Keel & Rudder Sailing Inc.

"The time I save doing upgrades and price increases to the products allows me the time to better market my business."

- Martin Peet, Discovery Scientific Inc

* 24 hours from receipt of Brief, materials and initial payment.

