



RAILROAD STREET STORAGE

Chief Technology Officer Proposal

Prepared For:

Mr. Ben Kjar

This proposal presentation is a result of the partnering of Railroad Street Storage (the "COMPANY") and Corelight Solutions (the "CTO").

January 2020

Project Overview

COMPANY NEEDS: Online Presence/Social Media/Website Management, Marketing & Ads Management

PROJECT TITLE: RRSS Chief Technology Officer Management

PROJECT DESCRIPTION: This is a project to assist the COMPANY with a variety of technical and digital tasks and aspects with regards to the COMPANY. The CTO will also develop and manage the entities' websites and online presence, in accordance with COMPANY standards. The CTO will also work with the COMPANY on online branding, marketing, promotional collateral, content publication, email marketing, digital marketing campaign strategy creation and implementation, website and online presence management. CTO will provide technical support and consulting throughout the entire project.

PROJECT START: January 1, 2020 - **PROJECT END:** January 1, 2021

Project can be extended after proposed date, contingent on agreement by both parties.

WHAT THE PROJECT COVERS:

- **Cohesive Branding and a Rich, Optimized Online Presence Management**
 - For: Railroad Street Storage
- **Ongoing Development, Optimization and Traffic Data Analysis**
 - For: Railroad Street Storage
 - Website is used to track visitor behavior
 - Website is used to host rental documents (for download)
 - Website is used to collect user data (forms)
 - Continuous optimizing aimed at increasing organic traffic to website
- **Marketing Strategies and Campaign Development Assistance**
 - **Display Marketing**
 - Video (*provided by COMPANY*)
 - Search Engine Marketing (*Google*)
 - Paid Ads (*image + text or video*) – Used for YouTube, Facebook, Instagram
 - **Email Marketing**
 - Email subscriber capture
 - Email marketing campaign ideation
 - Weekly, Bi-weekly, or Monthly Email Newsletter Updates
 - **Social Media Marketing**

- Posting and platform engaging
 - Paid Ad Campaign Management
 - Contests, Giveaways, and Surveys
- **Account Creation, Set up, Optimization, and Management**
 - To increase the marketing channels available
 - To spread the COMPANY across high-traffic platforms
 - To increase touchpoints available for online inquiries and engagements
 - To ensure online platform name ownership
 - **Content Creation**
 - Social Media Feed and Story Graphics/Videos
 - Online Account Collateral

CTO will also set up some automation tools.

CTO agrees to share stats and data and compile reports of all activity associated with the COMPANY.

Ongoing Duties (the COMPANY): COMPANY agrees to furnish the CTO with all requested and/or necessary content and information needed to perform the aforementioned duties by CTO. The COMPANY agrees to inform the CTO of any changes or updates, to the COMPANY, its content, and/or its platforms that could affect the duties performed by the CTO.

Time and Availability: CTO will devote 28 days per month in performing the services for the COMPANIES as stated herein. CTO shall have discretion in selecting the dates and times it performs such services throughout the month. CTO agrees to use its best judgement when selecting said days in order to not interfere with the needs of the COMPANIES. CTO will remain on-call throughout each month of the project

COMPENSATION QUOTE:

\$250 / Monthly Management Fee

*The monthly price will be inclusive and cover all aspects of online presence and website daily maintenance, digital marketing campaign creation and implementation, and ongoing tech support and consulting.

Fee does not include cost of print, advertising, marketing materials, and CTO travel

Project Termination: Either party may terminate this project, for any reason or for no reason, upon not less than 30 days prior written notice to the other party delivered by certified mail.

Cancellation Fees: In the event of Cancellation, the CTO shall be compensated for services performed through the date of cancelation in the amount of a prorated fee. Upon cancellation all content and information will revert to the COMPANY.

Property Ownership: CTO agrees that all designs, and specific materials developed by the CTO on behalf of the COMPANY in connection with services rendered under this Agreement, are and shall remain the exclusive property of the COMPANY.

Credits and Promotion: CTO shall reserve the right to include copies/screen shots of the completed work in his portfolio.