

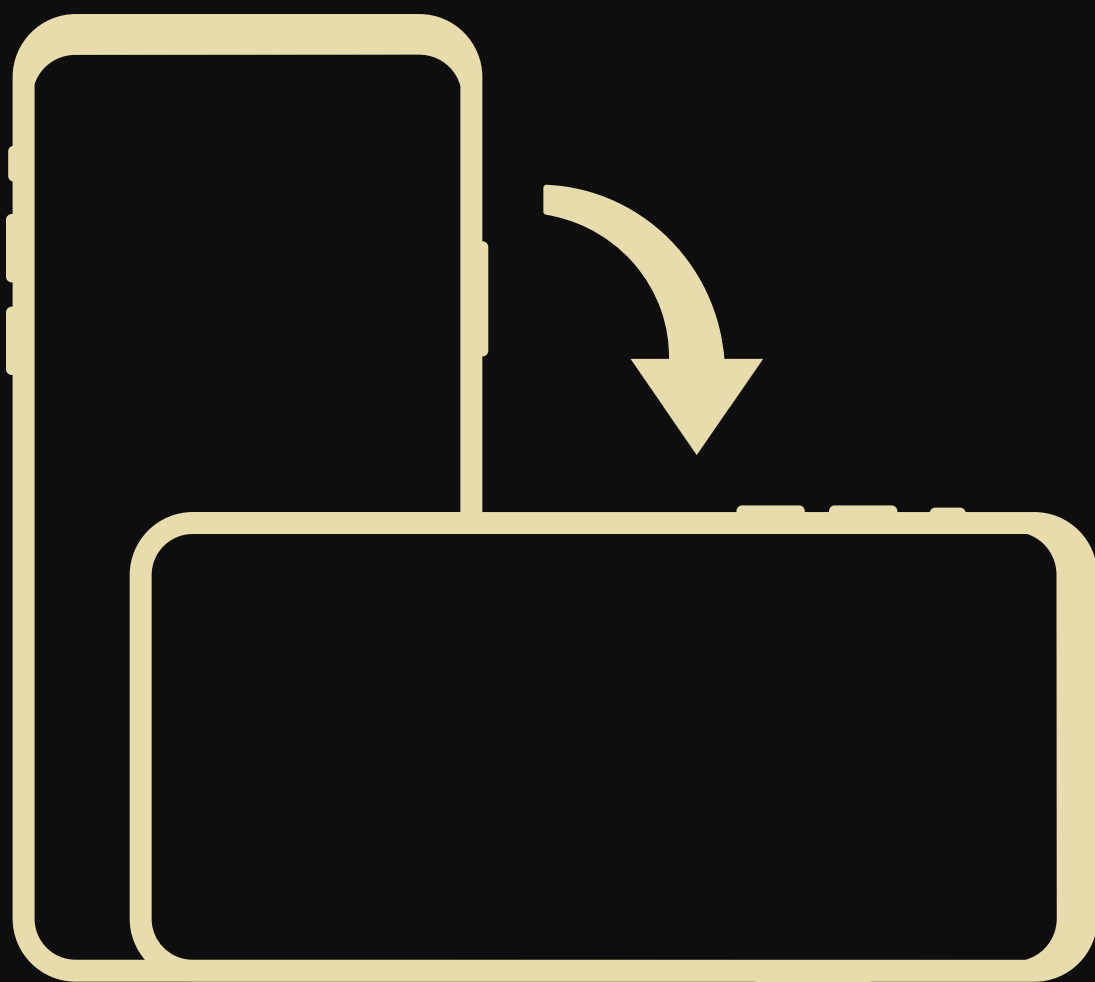


# BEYOND THE WEBSITE: A FULL-SPECTRUM DIGITAL PRESENCE REVAMP

Prepared by:  
Jedidiah Kolade

Proposal for:  
SAIFAC FACILITY MANAGEMENT

[www.bridgegatehq.com](http://www.bridgegatehq.com)  
[info@bridgegatehq.com](mailto:info@bridgegatehq.com)  
+234 810 718 2005



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"A brand's digital presence is a reflection of the great work being done, already setting a strong foundation. With the right expert touch and data-driven insights, it has the potential to not only reach further but resonate deeper, amplifying impact and driving even greater success."

This proposal goes beyond just rebranding a website or setting up social media; it's about unlocking the next level of growth for **SAIFAC Facility Management** through strategic digital transformation, trust-focused communication, and data-backed visibility, as the facility management industry becomes increasingly competitive and client expectations evolve.

## INTRODUCTION

# Findings

After a thorough review of SAIFAC's current online presence, some key areas of opportunity have been identified.

### Website Optimization

The website of S, A & I Facility Management, currently offers a brief overview of services and company credentials. However, usability, visual appeal, content depth, and engagement tools can be improved upon. Our goal is to transform it into a robust digital platform that drives credibility, leads generation, and brand visibility.

### Social Media Presence

In today's digitally driven landscape, a brand without a social media presence is virtually invisible to a large segment of its potential audience. Establishing a strong, strategic digital presence is no longer optional; it is foundational to credibility, discoverability, and sustained growth for any business/organization.

# Proposed Solutions

## 01

### Website Optimization

Full Website Redesign & Relaunch

Content Expansion & SEO  
Optimization

Lead Generation Features

Branding & Authority Building

Digital Assets & Social Integration

## 02

### Social Media Management

Handle Claiming & Platform Setup

Brand Alignment & Creative  
Storytelling

Content Strategy Development

Initial Launch Campaign

Community Building &  
Engagement

# 01

# Website Optimization

The prototype presents a proposed user interface (UI) and user experience (UX) for a redesigned corporate site, focused on delivering a responsive, user-friendly, and high-converting online platform.

Project Mockup serves as a blueprint by outlining core interactions and concepts before production.

These prototypes do not represent final color, typography, or imagery.

The goal is to answer three questions:

- Who are we and what do we offer?
- Does our digital presence reflect our service quality?
- Are we attracting and converting the right audience?

# Key Goals

The goal is to boost SAIFAC's credibility, improve online visibility, and drive lead generation. We aim to clearly showcase services, engage target audiences, build trust across all digital touchpoints, and position SAIFAC for sustainable digital growth.



01

## Build Trust and Strengthen Brand Credibility

- Modernize the website to reflect professionalism
- Showcase services, team expertise, and past projects
- Establish consistent brand identity across platforms



02

## Increase Visibility and Digital Reach

- Improve search engine discoverability (SEO)
- Launch and grow social media presence
- Position Saifac as a reliable industry leader online



03

## Drive Engagement and Convert Leads

- Add lead capture tools and clear calls-to-action
- Track visitor behavior with analytics
- Use data to optimize performance and support long-term growth

DURATION

28 DAYS

REVIEW SECTIONS

WEEKLY

# Proposed Website Redesign

Agile project plan for website improvement.

SAIFAC WEBSITE PROTOTYPE LINK



<https://shorturl.at/U3dAZ>

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- APPLIED HHN – [www.appliedhhn.com](http://www.appliedhhn.com)
- ROYAL WUNDERKIND – [www.royalwunderkind.com](http://www.royalwunderkind.com)
- BRIDGEGATE HQ – [www.bridgategatehq.com](http://www.bridgategatehq.com)



# 02

## Social Media Management

The content pillars and scheduling for SAIFAC Group are key themes or categories of content strategically designed to guide the creation, organization, and distribution of posts across social media platforms. These pillars help ensure that SAIFAC consistently shares diverse, engaging, and relevant content that aligns with sustainable development goals.

The goal is to address three key objectives:

- How do we reach more of the right audience?
- How do we boost engagement and conversions?
- How do we get more value from our content?

Platform: Instagram, LinkedIn, and X

# Social Media Content Pillars

WEEK	MONDAY	WEDNESDAY
1	A Service	Cleaning Tip
2	Promotional Content	Building Maintenance Tips
3	Interior Decor Inspo	Another Service
4	Energy Management Tips	Circular Economy
5	Another Service	Another Service

# GRID LAYOUT



# The Team



**Blessing Eyinla**  
*Team Lead, Design Partner*



**Jedidiah Kolade**  
*Brand Growth Strategist*



**Fopefoluwa Favor**  
*Fullstack Web Developer*



**Faidat Jimoh**  
*Social Media Consultant*

# Pricing

## SOCIAL MEDIA MANAGEMENT

### PREMIUM PACKAGE;

- 4 posts weekly (2 Basic Motion Graphics Explainer/Animated Video)
- Caption writing
- Strategic Hashtag Research
- Bio/Profile Optimization
- Monthly content calendar
- Content planning and scheduling
- 1-hour daily engagement
- Monitoring and control
- Page revamp
- Full Strategy
- Customer care and Support
- Feed template
- Graphic designs support
- Basic Ads management (Ads account setup) 2 local audience setup + 1 international audience set up
- Monthly analytics

**Platform:**     

**RATE: 350,000 NGN**

## WEB DEVELOPMENT PACKAGE

CATEGORY	DESCRIPTION	PRICE RANGE (NGN)
Portfolio Site	Ideal for small businesses or startups, this package includes a responsive 5-page website with a simple CMS, basic SEO setup, contact form, social media integration, free SSL, 1-year hosting/domain, basic firewall protection, and annual maintenance.	1,000,000 – 2,000,000
Corporate Site	Designed for growing businesses, corporations, and industries, it builds on the Basic Package with up to 10 pages, dynamic CMS, advanced SEO, Google Analytics, blog/live chat integration, WhatsApp chatbot, speed optimization, DDoS protection, automated backups, and year-round maintenance.	2,000,000 – 4,000,000

The total cost is ₦3,500,000, plus a monthly fee of ₦350,000 for social media management across X, Instagram, and LinkedIn. Storytelling elements and pricing will be finalized after the proposal review.

# Terms & Conditions

The Company will grant access to all necessary tools, branding materials, and other essential resources to ensure we can effectively fulfill our responsibilities. Consistent communication regarding the brand's voice, goals, and key performance indicators (KPIs) will be maintained to ensure our work aligns with the Company's expectations.

This digital marketing proposal outlines the provided services, including social media management, website design, and digital marketing strategies, with specific deliverables and timelines mutually agreed upon. Payment terms are set with [percentage] upfront and the remainder upon reaching milestones or project completion. The client commits to providing timely access to required resources, feedback, and approvals to facilitate smooth project execution. Both parties agree to maintain confidentiality concerning sensitive information. The agreement includes provisions for revisions within specified limits, with any additional work outside the scope billed separately.



# About Us



BridgeGate Creative Hub Ltd offers comprehensive digital services in website design, social media management, and digital marketing. We specialize in creating visually stunning, responsive, and SEO-friendly websites tailored to your business needs. Our social media management services enhance your brand's presence through strategic content, community management, and targeted campaigns.

Additionally, our data-driven digital marketing strategies, including SEO, PPC, and email marketing, increase visibility and drive growth. At BridgeGate HQ, we are committed to being your partners in digital success, delivering personalized and innovative solutions for your business.



## Strategic Branding & Digital Marketing Services | About Us

We build your Vision and shape your Brand through optimized marketing strategies, tailored brand growth...

Best Branding and Marketing Agency in Nigeria / May ...




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# Hey!

We are excited to partner with you through any of our services, do not hesitate to reach out to us at any point in time.



   @bridgategatehq

 +2348107182005

 [info@bridgategatehq.com](mailto:info@bridgategatehq.com)