

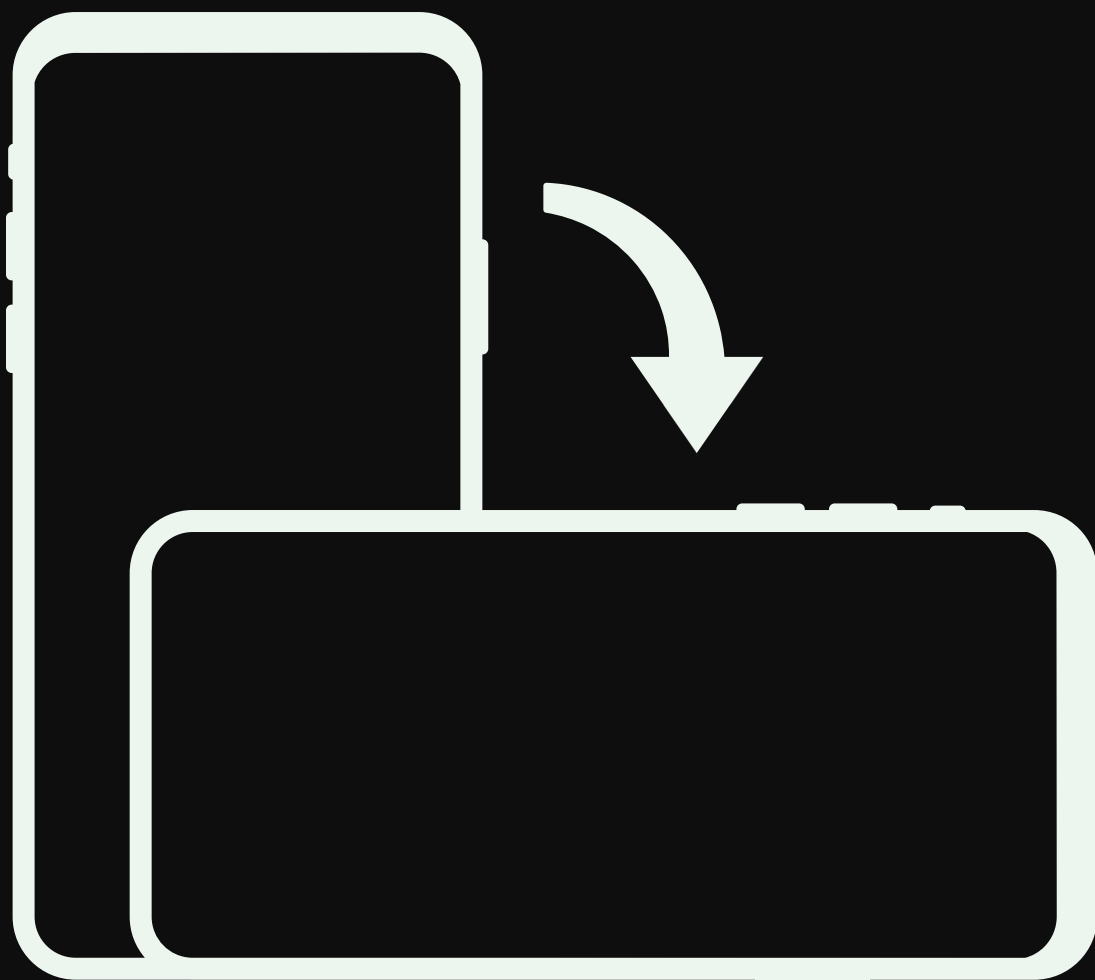


DIGITAL SOLUTIONS PROPOSAL FOR VODI GROUP

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Proposal for:
VODI GROUP

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BridgeGate Creative Hub has long admired your impact in the fashion industry. Your brand's identity, a blend of elegance, confidence, and authentic Nigerian flair, has redefined traditional tailoring and established a powerful presence among style-conscious audiences.

- Vodi Group's sleek, professional website reinforces its premium brand through cohesive visuals and messaging, backed by a loyal following in Nigeria's business and occasion-wear markets. However, some refinements could further elevate the experience.

This is not just about websites or ads; it is about unlocking the next tier of growth for Vodi Group through strategic digital enhancements, security-first thinking, and data-driven marketing, especially as the global fashion audience evolves.

Key Findings

User Experience & Web Responsiveness: To boost user experience and conversions, we recommend clearer navigation, personalized browsing, verified social proof, better product categorization, and richer, benefit-focused descriptions.



Security Risks & Website Maintenance Needs: One of the subdomains appears publicly exposed and unmonitored, posing risks like unauthorized access, brand spoofing, and malware injection, threatening SEO, security, and brand trust.



Marketing & Social Media Revamp: The site currently does not feature marketing pixels or active ads, limiting reach beyond its physical audience. To boost revenue, we recommend AIDA-optimized captions, scarcity tactics, aspirational product naming, and a data-driven, multi-platform strategy.



Key Goal

To develop a secure, data-driven digital solution that elevates Vodi's online presence, safeguards its brand and web infrastructure, expands its reach to the African diaspora and other high-value audiences, and converts digital traffic into sustainable, automated revenue through targeted marketing, optimized eCommerce, and continuous engagement strategies.



01

Digital Presence Enhancement & Security

Enhance Vodi's website performance, user experience, and safeguard its digital assets through continuous monitoring, maintenance, and security upgrades.

02

Audience Expansion & Diaspora Engagement

Target and engage new markets, especially the African diaspora, through strategic, multi-platform campaigns to boost brand visibility.

03

Sales Conversion & Revenue Automation

Convert traffic into consistent sales using optimized eCommerce tools, data-driven marketing, and automated funnels for long-term growth.

Proposed Solutions

01

Website Optimization

- Responsive Display Optimization
- UX Enhancement
- Dark Mode/Light Mode
- On-site personalization: ₦15,000 | \$20 to prevent misuse.
- Geolocation-based Currency Switcher (Auto Detection)

01B

Maintenance & Security

- Real-time security monitoring and firewall enforcement
- Monthly vulnerability patching & plugin updates
- Early warning alerts for exposed or deprecated digital assets
- 24/7 uptime monitoring

02

Marketing

- Social Media Revamp
- SEO Strategy
- Strategic Storytelling
- Data Centric Marketing Solution
- Multi-Platform Marketing
- Email Funnels
- Discounts, Offers, & Sales

01

Website Optimization

The prototype presents a proposed user interface (UI) and user experience (UX) for a redesigned e-commerce website, focusing on delivering a responsive, user-friendly experience and a high-converting online platform.

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

The goal is to answer three questions:

- Does the website enhance Vodi's digital presence while safeguarding the brand and its digital assets?
- Is it effectively reaching new, high-value audiences while strengthening brand credibility and visibility?
- Does it convert online traffic into consistent sales and support automated revenue growth through organic strategies?

DURATION REVIEW SECTIONS
90 DAYS WEEKLY

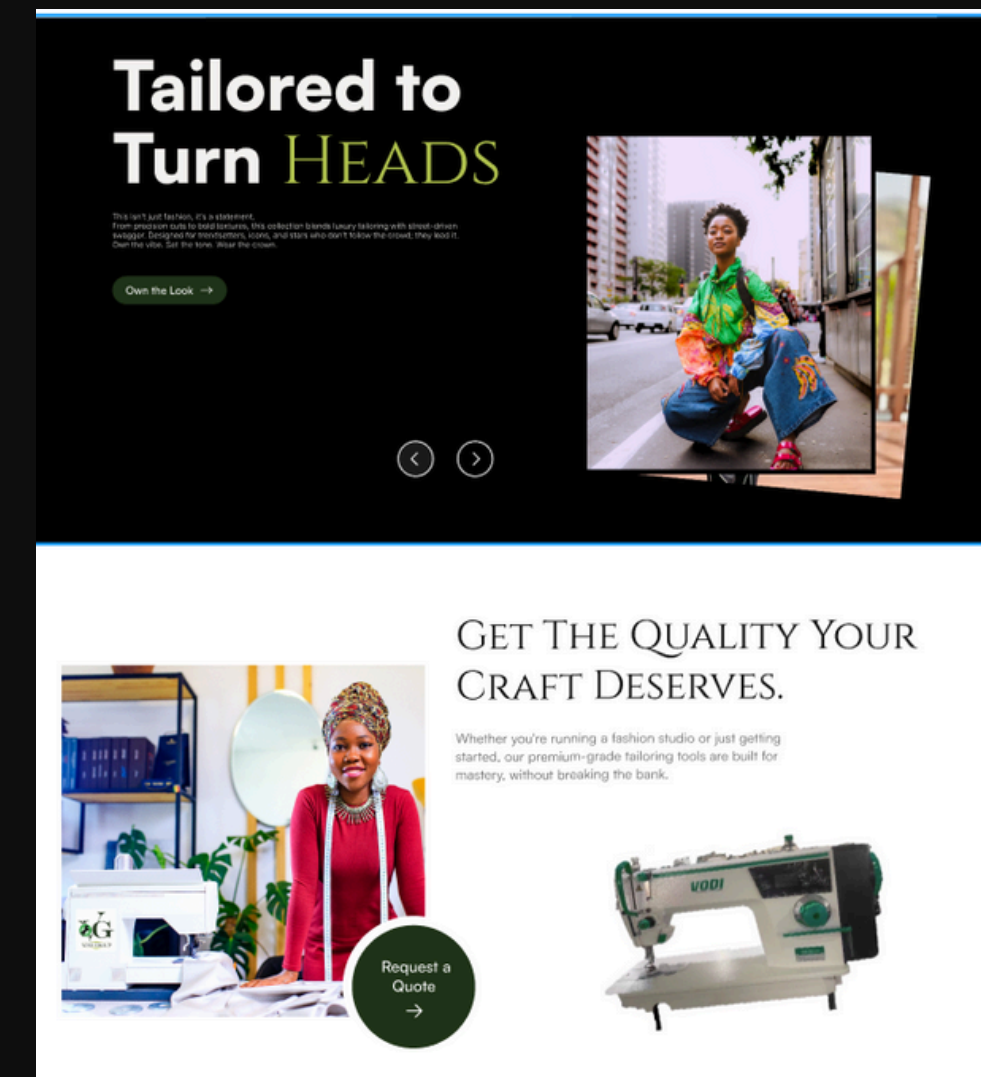
Proposed Website Redesign

Agile project plan for website improvement.

This prototype was developed using a fully human-centered design approach, grounded in intuitive user interaction, critical thinking, and insights from multiple fashion industry case studies. Built entirely through hands-on experience without the use of AI tools, it reflects the unique authenticity and originality that defines the VODI brand.

VODI GROUP WEBSITE PROTOTYPE LINK

→ <https://vodigroup.framer.website/>

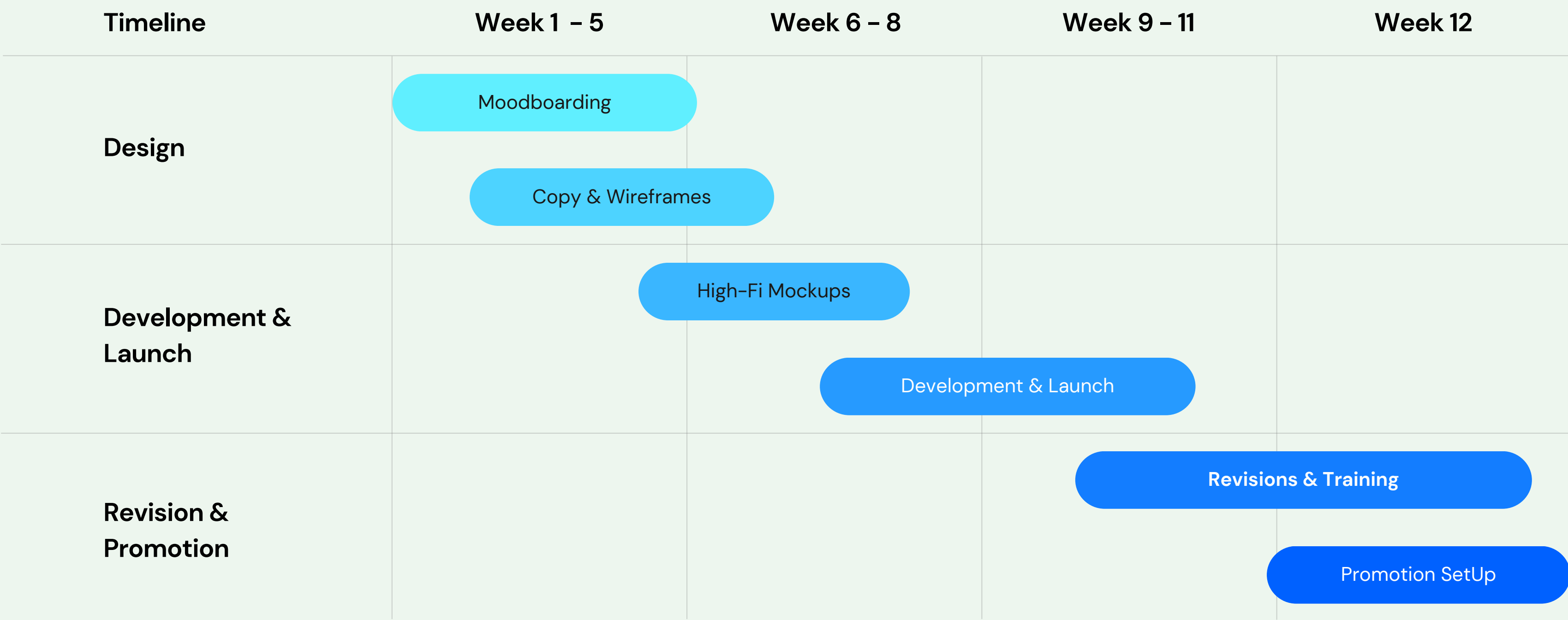


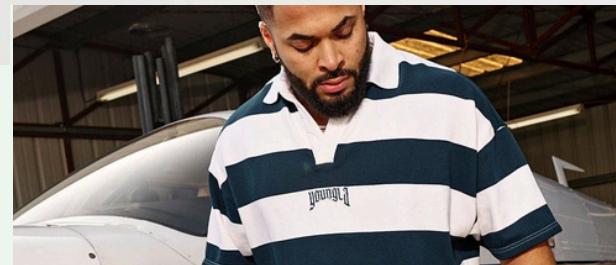
EXPLORE OUR RECENT WORK

- GREENCLIMA HQ – www.greenclimahq.com
- APPLIED HHN – www.appliedhhn.com
- BRIDGEGATE HQ – www.bridgategatehq.com

ACTIVATION

Project Timeline





02

Marketing

The projected outcomes are based on estimates derived from simulation models. Actual results will depend on several factors, including algorithm updates from Meta, Google, TikTok, Snapchat, and Pinterest, the configuration of conversion systems on social platforms and other communication channels by the sales team, as well as the pricing of products and services.

These are projected estimates intended to guide the marketing budget. Actual outcomes may vary.

The focus is to address three key areas:

- Does the strategy leverage data-centric campaign optimization?
- Does it drive sales, incentivize purchases, and keep customers returning?
- Does the strategy increase visibility and identify high-conversion customer segments across digital platforms?

Multi Platform Marketing

28 ADVERT DAYS (1 MONTH)

EMAIL AUTOMATIONS, UPSELL PROMOTIONS

META

Meta (Facebook & Instagram) helps Vodi engage style-conscious professionals and diaspora audiences through visual storytelling and retargeting. With tools like Reels, carousel ads, and the Meta Pixel, it drives brand loyalty, quality leads, and strong ROI.

GOOGLE

Attract motivated buyers actively searching for bespoke fashion. Google Ads typically targets mid-funnel audiences with strong purchase intent, often leading to higher conversion rates and better ROI.

SNAPCHAT | TIKTOK | PINTEREST

Build buzz and connect GAZZABYVODI with a younger, trend-driven audience. Inspire planners and fashion-conscious users. Develop and sustain engagement by creating influencer-generated content, educational content, leveraging social proof and trust-building strategies, and showcasing product reviews and demonstrations.

CAMPAIGN PILLARS

- Immersive Storytelling: Behind the scenes of VODI's design process.
- VODI as the Icon: Positioning him as Nigeria's trusted fashion coach & style leader.
- Cinematic Execution: 360° product reveals, high-resolution visuals, and motion-led scenes.
- Strategic Ambassadorship: Tiwa Savage preferred, or Tems/Arya Star, as brand faces for both launch impact and global reach.

CONTENT ECOSYSTEM

- The Making | Reveal: Cinematic, professional narrative.
- Style Guides & Look books: Forward-thinking fashion references.
- 360° Product Views: Enhancing e-commerce experience.
- Fashion Growth Series: Educational insights by Seyi VODI.
- Maintenance Tips: Trust-building with practical value.
- Cultural Commentary: Rooted in Africanism and trend leadership.
- Native vs Urban Showdowns: Entertaining, visually captivating content.

PRICING STRATEGY

Final Product Price must factor in:

- 25% preorder discount
- 5% limited-time launch discount
- \$75 per purchase (Diaspora) | 80,000 NGN per purchase (NG)
- \$35 per reveal video cost
- Ensuring profitability post-discount and marketing expenses.

SOCIAL MEDIA INTEGRATION

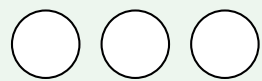
PRODUCT LAUNCH STRATEGY (EXCLUSIVE)

- Preorder Phase: 30% discount on prototypes with unique codes.
- Reveal Phase: 5% discount valid for the first 4 days post-launch.
- Post-Reveal: Regular pricing resumes; after two months, second drop prep begins.
- Dedicated "Exclusive Category" Page: Seamless user navigation for new releases (New Drops, in every 3 months circle)

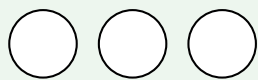
STRATEGIC OUTCOMES

- Establish VODI as a Legacy Brand
- Highlighting craft, character, and creative mastery.
- Drive Emotional Brand Loyalty
- Through educational, cultural, and aspirational storytelling.
- Enable Global Expansion
- Via premium monthly drops, cinematic content, and celebrity-powered campaigns.

RELEVANT CASE STUDY MARKETING CAMPAIGNS



BRIDGEGATE CREATIVE HUB



• GIFTHUBHQ
<https://shorturl.at/ZhGGk>



• WELLNESS BOTANICA
<https://shorturl.at/PIOag>



• MR X.
<https://shorturl.at/vFnS8>



• OLOWOGBON - AWARENESS
<https://shorturl.at/hK17s>



MARKET PENETRATION STRATEGY

Category	Local Market (Nigeria)	International Market (UK, USA, Dubai) Assume ₦ 1600 = \$1	Remark
Product Price	> ₦300,000	> \$300	Refer to Pricing Strategy
Target Platforms	Meta (Facebook, Instagram) Google, TikTok, Snapchat, Pinterest		
Channel Strategy	Identify top 3 performing platforms after 14-week test		
Total Campaign Duration	14 weeks		
Phase Breakdown	2 weeks: Pixel Warm-Up (780,000 NGN) 6 weeks: Phase I (4,080,000 NGN) 6 weeks: Phase II (6,120,000 NGN)	2 weeks: Pixel Warm-Up (940,000 NGN) 6 weeks: Phase I (6,400,000 NGN) 6 weeks: Phase II (9,600,000 NGN)	First 3 months focus on finding a winning, no-loss strategy for scaling. (This will drive Revenue by at least 200%)
Estimated Ad Spend	₦10,980,000	₦16,940,000	Total: ₦27,920,000
Projected Conversions	50 – 75 purchases	50 – 75 purchases	KPI: 120 ≥ X ≥ 200 Purchases
Estimated Revenue Range	₦15,000,000 – ₦22,500,000	₦24,000,000 – ₦36,000,000	KPI: Maintain ROI of at least 105%

PS: The prices above are based on real-life simulations, not arbitrary estimates. To maintain transparency, we’ll provide a monthly report detailing ad spend results, while the stated KPIs serve as minimum performance benchmarks we are committed to working toward and achieving.

Social Media Content Pillars

WEEK	ANYDAY	ANYDAY
1	'The Making Reveal' -- (From concept to sketch, cutting to stitching, all the way to the final reveal — executed with exceptional professionalism.) FOR DROPS ONLY	Style Guide Lookbook
2	Free Branding & Growth Series for Fashion Enthusiasts, hosted by Seyi VODI.	PRODUCT REVEAL (360 & PHOTOS FROM ANGLES)
3	Cloth Maintenance Tips by Top Sharp (Fe)Male Exec in VODI	Style Shows, News, Fashion Magazine, Pointing towards Africanism type of style and trend.
4	PRODUCT REVEAL (360 & PHOTOS FROM ANGLES)	Tailoring Equipment Maintenance Tips by Top Sharp (Fe)Male Exec in VODI
5	'The Making Reveal' – Highly Professional	Native Trend VS Urban Trend

The Team



Blessing Eyinla

Team Lead



Jedidiah Kolade

Brand Growth Strategist



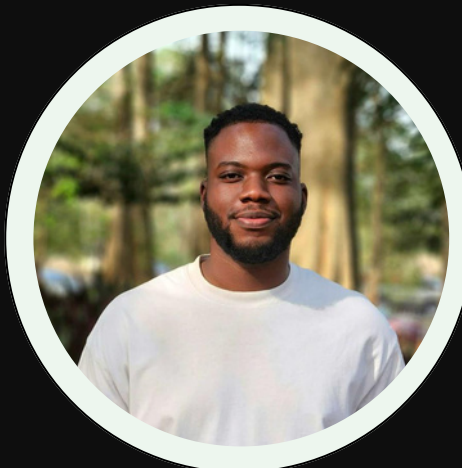
Michael Mololuwa

Design Partner



Sheriff Adewale

FullStack Web Developer



Fagbayibo Dunsin

Head of Marketing



Faidat Jimoh

Social Media Auditor



RATE CARD

NEW

SOCIAL MEDIA MANAGEMENT

STANDARD PACKAGE;

- 3 posts weekly (1 Basic Motion Graphics Explainer/Animated Video)
- Caption writing
- Strategic Hashtag Research
- Bio/Profile Optimization
- Monthly content calendar
- Content planning and scheduling
- 45 minutes of daily engagement
- Monitoring and control
- Page revamp
- Customer Care and Support
- Full Strategy
- Feed template
- Graphic designs support
- Basic Ad management (Ad account setup)
- 2 local audience setups
- Monthly Analytics

PLATFORM:   

RATE - 250,000 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
E-Commerce Sites	Includes fully responsive interface, Secure Payment Integration, Seamless Product Management, SEO & Marketing Tools, Scalable Hosting to handle Traffic, Advanced Security, Shipping & Tracking, Email Automations, and AI Powered Features	3,500,000 – 10,000,000
Web App or SaaS Dashboard	Tailored for large enterprises, it features React.js (single-page app), AWS cloud hosting, AI-powered security/SEO, bulk SMS/email systems, QR code tools, custom APIs, real-time analytics, multi-admin access, mobile app API readiness, 24/7 priority support, and comprehensive maintenance.s	4,500,000 – 50,000,000

PRICING

SOLUTION	PRICE	PAYMENT SCOPE
Web Development [Tailors Gazza Equipment]	Total Package - 9,000,000 NGN	50% to commence, 50% upon completion, before staff training.
Social Media Audit (Six Months)	150,000 NGN / Month	Social media auditing on TikTok, Meta, and Pinterest, aimed at organic growth, consistent engagement, and trust-building with minimal ad spend. Monthly reports provided; payment due at the start of each month.
Marketing	No agency fees will be charged during the initial advertising phase.	70% upfront at month start, 30% by week three — or 100% full payment upfront. No agency fee for the first 3 months; afterward, a 20% fee applies on the total ad budget if you choose to continue.

BONUS OFFER [FREE]

BONUS	SCOPE	BENEFIT
Basic Email Marketing & Automations	Email platform setup with lead form, welcome automation, 3 branded emails, website/social integration, and segmentation for up to 250 contacts.	Captures leads, builds relationships, and automates follow-ups to save time and boost conversions.
Personal Site	Get a custom, responsive portfolio website with core sections and an integrated training platform, basic SEO, free domain & hosting for 1 year, plus lifetime maintenance (excl. heavy tasks). Renewal: \$120 every 2 years.	Gives you a professional online presence, boosts international credibility and visibility.

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 optimization, 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 ...



www.bridgategatehq.com



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.



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