



PRESENTED BY UPWELL COMPANIES

# **BRAND PARTNERSHIP PROPOSAL**

**Upwell Companies is a sophisticated e-commerce firm leveraging over a decade of experience in digital marketing and sales to establish relationships with qualified brands and suppliers. We are interested in reselling your products and have provided our company details in this proposal document.**

[WWW.UPWELLCOMPANIES.COM](http://WWW.UPWELLCOMPANIES.COM)



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## SECTION 1: INTRODUCTION

Upwell Companies is an e-commerce firm focused on creating sales and digital marketing campaigns for the products of top brands. We provide brands with access to expert marketing and sales professionals and sell your products for you through creating a dynamic e-commerce platform and omnichannel digital marketing campaign. We are sending you this proposal because we desire to become dealers or resellers of your products.

Our team has over a decade of experience and has been involved in digital marketing and e-commerce since 2010. After successfully managing online revenues of \$XM, we decided to establish Upwell Companies to become independent dealers and distributors in order to achieve the highest possible increase in sales volume and growth for our partners.

Along with being adept in digital marketing and sales, the Upwell Companies team has been involved with A.I. for over a decade. Our team has multiple computer programmers on staff, and we have already developed a stack of custom A.I. marketing programs which we will discreetly employ to sell your products. While we adhere to normal best practices in digital marketing, we also employ more advanced methods in parallel.

Overall, Upwell Companies will leverage over a decade of high-level experience to increase sales and enhance your overall web presence. We have prepared a comprehensive plan detailing how we intend to deploy websites to market your products, provide outstanding customer service to customers, while adding value to and protecting your brand.

We enthusiastically ask you to review this proposal and consider working with us.

## SECTION 2: ABOUT UPWELL COMPANIES

Upwell Companies has three expert skillsets, merged into one whole package:

First and foremost, we are e-commerce experts. Upwell employs the top e-commerce strategies to leverage omnichannel digital marketing campaigns to drive sales and increase brand awareness. We focus on investing in growing high conversion organic traffic, expert SEO, and creating new traffic you wouldn't otherwise receive.

Next, we are very experienced in design, branding, and creating all forms of multimedia content. Our team has mastered all functions of the various programs in the Adobe Cloud Suite, which includes custom graphics, videography, and world class design work. You can expect all of our work to look like a \$MM project, and we will work hard to communicate the value of your brand in our content.

Finally, we have a secret sauce. Along with being highly skilled in e-commerce and content creation, we are also computer programmers. We have the ability to develop custom code to improve customer experience and customer service and improve our marketing stack. We have also developed a stack of private A.I. tools that we use to collect market data, automate marketing campaign decisions in real time, and increase conversion rates.

We believe we represent a potential million-dollar opportunity, and strongly feel we can become your ideal distributing / reselling partners.



## SECTION 3: OMNICHANNEL DIGITAL MARKETING ROADMAP

Upwell Companies thrives in digital marketing. We first started working in digital marketing and with search engines in 2011. Over the years we developed a systematic formula on how to build a winning e-commerce platform through advanced digital marketing. You can think of this as a roadmap for how we linearly build successful marketing platforms in e-commerce. This system is very detailed and as such we have spent a considerable amount of time preparing a separate PDF document for you to review the aspects of this plan titled, 'OmniChannel Digital Marketing Roadmap'.

The OmniChannel Digital Marketing Roadmap should be included in your initial outreach email; however we are happy to send this again, or FWD it to any member of your team. To request another copy, please contact our team.

### **The OmniChannel Digital Marketing Roadmap outlines the following:**

Technical SEO, Content Marketing and On-Page SEO, Link Building and Off-Page SEO, Social Media Marketing, Email Marketing, Conversion Rate Optimization, Online Reputation Management (ORM), 365 Day Marketing Automation, Performance Tracking and Analytics, and Niche Relevant Influencer Marketing.

## SECTION 4: CUSTOM STACK OF AI TOOLS

The A.I. revolution is unfolding as we speak. If you don't already know, this needs to be taken seriously. Recently, Elon Musk and over 1,000 world leaders including distinguished executives such as Apple CoFounder Steve Wozniak signed an open letter addressing the global A.I. community to plead with them to slow down the development of A.I. They are concerned the public and governments are not taking the disruptive potential of A.I. seriously and stated that it presents "profound risks to society and civilization". As of 2023, it's not a question of if, but when.

While we are not necessarily A.I. enthusiasts, we acknowledge that technology and the internet are at the brink of what will be the biggest innovation in computers and undoubtedly e-commerce in history. Whether we like it or not, the internet is poised to go through profound changes. There are very few digital marketing firms that also house computer programmers, and certainly even fewer that employ A.I. developers. Along with being approved by OpenA.I. development partners, the Upwell team has been working on A.I. in the areas of Natural Language Processing and Learning Algorithmic Search Engines for over a decade. While it is not the heart of our skillset, integrating A.I. has the realistic potential to change the world just like computers did. Rather than viewing this as an abysmal negative, we hope and plan to turn this into a window of opportunity.

Upwell Companies has currently developed three A.I. programs that provide marketing data and help run e-commerce campaigns. To our knowledge, there are no other companies doing what we do yet, and as such we believe we represent a significant opportunity for our partner brands to hedge their position and rankings online when A.I. dramatically impacts e-commerce. We are confident that we can help your brand navigate the chaotic waters of the pending A.I. revolution.



## SECTION 5: CUSTOMER SERVICE SUCCESS PLAN

We will strive at all times to ensure that the shopping experience customers have when purchasing your products is a good one. In fact, we are committed to providing the best customer service possible. Due to our nature, we have relied on friendly and knowledgeable customer service to serve as a major differentiating factor when online shoppers are browsing for brands. This factor has sadly been neglected in e-commerce in recent years. We fundamentally believe that creating customer loyalty through customer service increases organic marketing reach and while increasing overall customer lifetime value and decreasing customer acquisition costs. The way we see it, it is a win-win for the customers and the brand.

This is another area of significant importance to us and as such have prepared a final additional PDF document that outlines our plan to regulate and ensure consistently successful customer service titled, 'Customer Service Success Plan'.

The Customer Service Success Plan PDF should be included in your initial outreach email; however we are happy to send this again, or FWD it to any member of your team. To request another copy, please contact our team.

### **Customer Service Success Plan outlines the following:**

Seamless Customer Journey, Pre-Sales Support, Order Tracking and Communication, and Proactive Post-Sales Support

## SECTION 6: ADDING VALUE AND PROTECTING YOUR BRAND

If we were in your position, one of our primary concerns about new dealers / resellers would be the quality of customer service, as well as the quality of marketing and content produced around your products and brand. As seasoned veterans in sales, design, and digital marketing, we understand how brand image, seamless shopping experiences, and strong customer support can strongly impact company longevity. You know better than us on how partnering with 'low quality dealers' can adversely affect your online presence. We want to be clear about our commitment to take care of your brand and add value to your existing online presence. We are confident that we are 'high quality dealers' that will add value to and protect your brand. As such, we have prepared a separate PDF document detailing our systematic plan on how we intend to do this titled, 'Adding Value and Protecting Your Brand'.

The Adding Value and Protecting Your Brand PDF should be included in your initial outreach email; however we are happy to send this again, or FWD it to any member of your team. To request another copy, please contact our team.

**Adding Value and Protecting Your Brand outlines the following:**

Brand Presentation, Positive Customer Experience, Organic Traffic Generation, Reputation Management, and Continuous Improvement



## SECTION 7: HYPER LOCAL ENDPOINT FULFILLMENT

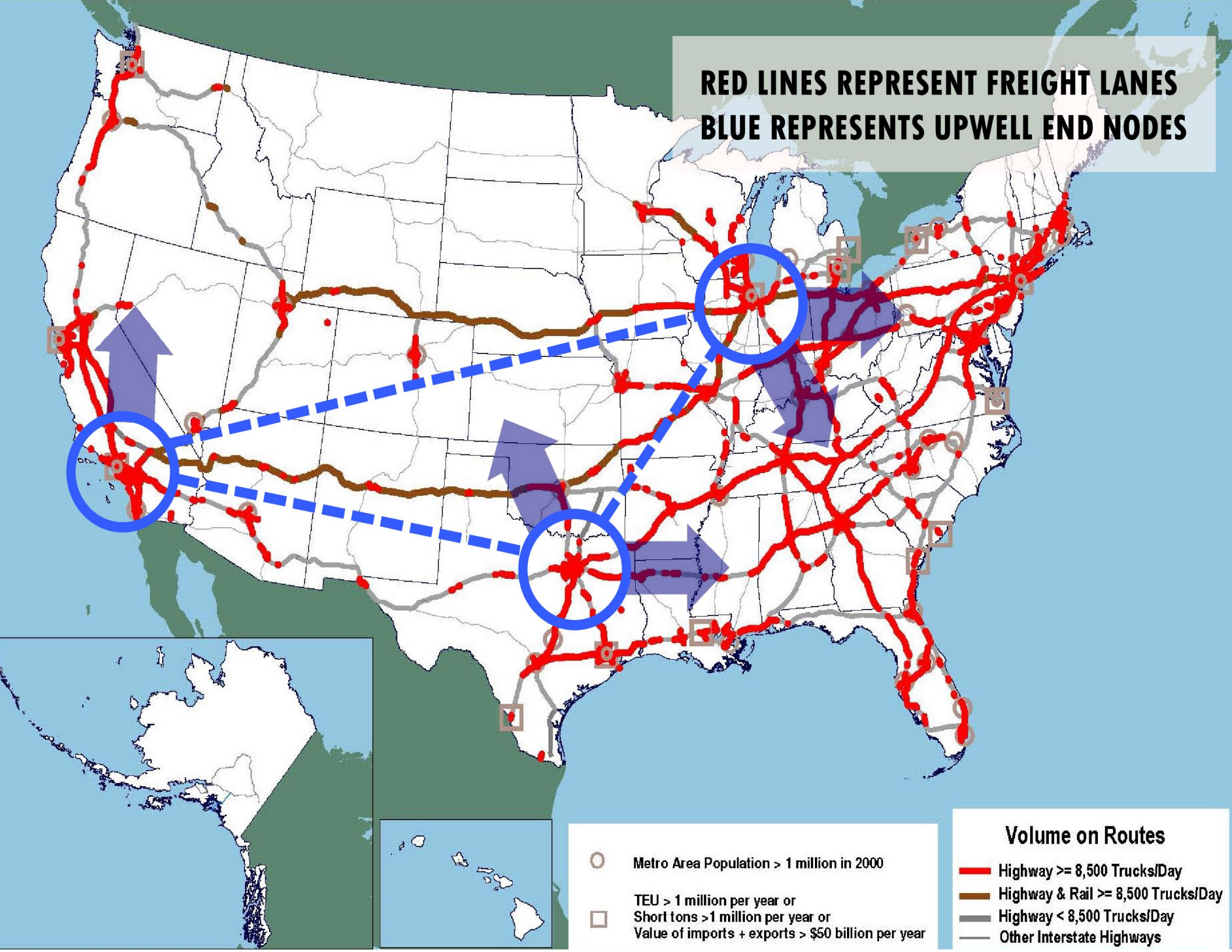
Our intended order fulfillment methodology is informed by the experience our management team has in the logistics industry. As previous owners of a fleet of OTR trucks, we are familiar with how leveraging high traffic freight lanes and LTL carriers can impact shipping costs. Furthermore, we are anticipating identifying major 'freight hub' cities which will ideally serve as the optimal fulfillment endpoint nodes. Rather than establishing ourselves in a single warehouse location, once we have collected sufficient freight data, we intend to sublease a number of decentralized locations across the country. This will enable us to build a strategic order fulfillment pipeline based on order flow and the dynamic costs of freight corridors.

On the following page, we have included a map of the major freight corridor lanes released by the Office of Freight Management and Operations at the US Department of Transportation.

It will be observed that the major freight hub cities include locations such as Dallas, Los Angeles, Atlanta, Chicago, New York, etc. For example, hypothetically, it may be the most logistically beneficial to establish hyper local endpoint fulfillment nodes in Chicago, Dallas, and Los Angeles, since they may be more central to the flow of freight lanes, rather than cities such as New York and Atlanta which might be a more common choice.

It is unknown at this time which freight hub locations will be ideal, and as such we request that as we are building our sales and gathering this data, that you ship products directly from your warehouse or manufacturing facility to the customers.

**RED LINES REPRESENT FREIGHT LANES  
BLUE REPRESENTS UPWELL END NODES**





## SECTION 8: OUTBOUND SALES ENGINE

While we anticipate focusing primarily on digital marketing to generate sales, we would like the option to build a direct sales team in the future. For example, once we identify potential larger B2B accounts such as builders or commercial developers, we would like to assemble a base salary and commission driven sales team. We have experience in the commercial and industrial sales environment and understand the importance of regularly maintaining and 'grooming' larger accounts by assigning a dedicated and tenured sales representative. These relationships are key, and a single 'in' has the potential to generate millions of dollars in sales. Many executive figures are 'old school' and want a firm handshake and a promised word in order to conduct business long term. We are skilled at identifying these industry players and making sales in this way. As we establish our foundational online sales and as our partnership grows, we intend to gather data on key decision makers and executives in large companies that may be ideal B2B customer accounts.

This Outbound Sales Engine will likely be structured by regional territory or product type categories, with a tiered structure for senior sales representatives. Upwell Companies intends to create an incentive-driven customer 'satisfaction' program for direct sales representatives to ensure they are providing best-in-class customer service and building a positive reputation for your brand. We expect that these 'satisfaction KPIs' will be rewarded on a quarterly basis rather than annual to regulate sales rep behavior on a monthly basis.

In conclusion, we are committed to paying extra attention to building a healthy framework for our Outbound Sales Engine in order to protect your brand and scale sales volume.

## SECTION 9: PROPOSAL SUMMARY

In this proposal, we have outlined the major advantages and benefits we believe are achievable through partnering with us. These include:

- 1.) Our experience in digital marketing and e-commerce. We have a sophisticated marketing plan that we intend to watch over closely.
- 2.) Our professional design and branding capabilities, which we will employ to add to the online presence of your brand. Everything we touch will look like a million dollars.
- 3.) Our stack of custom A.I. programs that we will leverage to collect market data, increase sales, and hedge your brand's online position in the emerging A.I disruption.
- 4.) Our Customer Service Success Plan which will regulate the delivery of consistently positive online shopping customer experiences.
- 5.) Our plan to Add Value and Protect Your Brand that is designed to systematically evaluate all points of the customer journey and online sales process.
- 6.) Our Hyper Local Endpoint Fulfillment model that maps out a decentralized fulfillment system of freight hub nodes in order to lower shipping costs and shipping times.
- 7.) And finally, our Outbound Sales Engine that we intend to structure around tenured direct sales representatives in order to reach large industry players and create B2B sales channels.

**We chose to make this proposal technical and comprehensive because we plan to offer a high level of technical expertise. If there are any questions about any aspects of our plan, please do not hesitate to reach out to our team.**



## SECTION 10: PROPOSAL CONCLUSION

We hope that you have found this proposal to be both interesting and affirming. Hopefully, we have demonstrated that Upwell Companies represents a very specialized and experienced team that can become your ideal partner.

We are very committed to working together based on your standard methods of operation and will take care to adhere to any and all expected parameters of the relationship.

Beyond our plans to build a professional platform selling your products, we are very enthusiastic to learn about what your expectations are and what your team is looking for in the ideal partnership.

We are looking forward to the opportunity to work with you and would love to have a follow-up conversation about any specific point you wish to discuss further.

**In conclusion, we would like to request that you consider working with Upwell Companies.**



**UPWELL COMPANIES  
THANKS YOU FOR YOUR  
CONSIDERATION**

*\*Disclaimer: This proposal provided by Upwell Companies outlines our potential strategies and is meant for discussion purposes only. It does not constitute a promise or guarantee of specific results, as outcomes are influenced by numerous factors beyond our control. Any strategy adjustments needed over time will be communicated openly. By partnering with us, you acknowledge that Upwell Companies is not responsible for any losses or damages that might arise. This proposal is not a contractual document and does not impose legal rights or obligations on either party. All aspects of our partnership will be further defined in a comprehensive agreement. If you have any concerns or questions about this proposal, we recommend seeking independent legal advice. This disclaimer is subject to the laws of the United States.*

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