



**WIX**

# SITE PROPOSAL

Thank you for considering Midnight Design and Promos LLC (MDP) for your project. We're excited to partner with you to create a cohesive brand identity and provide valuable marketing insights.

You deserve a website that tells your story and encourages action. Our goal is to build a professional, functional site that ranks well on Google and serves as a powerful tool for your organization. Whether you need a simple page or advanced features, we'll create a scalable foundation that offers peace of mind.

We recommend using Wix for its ease of maintenance and top performance. Once your site is ready, managing it will be effortless, though we're here for updates if needed.

***We look forward to bringing your vision to life!***



 410-828-7990

 info@midnightdesign.net

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 [www.midnightdesign.net](http://www.midnightdesign.net) | [www.midnightsocial.media](http://www.midnightsocial.media) | [www.midnightapparel.shop](http://www.midnightapparel.shop) | [www.midnightpromos.net](http://www.midnightpromos.net)

 YT @midnightdesign | FB/IG/LI @MidnightDesignAndPromos | X @MidniteDesign | TT @ladymidniite  
For more visit, Like, Share, Subscribe and Follow: [www.midnightdesign.net/links](http://www.midnightdesign.net/links)



# About Us

## Looking for the Competitive Edge?

Tired of dealing with design, advertising or web site companies that will not work together with you? Struggling with managing your marketing by yourself?

Since 1998, Kristin Kodenski of Midnight Design and Promos works with you, producing creative, quality work, design and marketing guidance to secure a company's competitive edge. We believe in communicating a message -- your message. We provide a collaborative experience where your ideas with our knowledge stimulate fresh, smart and creative design solutions.



## OUR SERVICES INCLUDE

- **Branding, Logo design, Identity Development**
- **Website and Landing Page Design**
- **SEO - Search Engine Optimization**
- **Email Marketing**
- **Social Media Marketing**
- **Digital Online, Geofence Advertising and Omni-Channel Marketing**
- **Direct Mail**
- **Promotional Items and Apparel**
- **Signage**

# Our Team

At Midnight Design and Promos LLC, our diverse and talented team works collaboratively to meet all your needs. We have experts in creative direction, marketing technology, content architecture, and strategic planning to ensure every aspect of your campaign is meticulously crafted and executed. We bring innovative and functional digital solutions to life, capture compelling visuals and ensure your message reaches the right audience effectively. Together, we are dedicated to transforming your vision into a powerful and cohesive brand presence.



**KRISTIN KODENSKI**  
CEO & Creative Director

Has 20+ years producing creative designs and marketing strategies for the following industries: political, retail, health, financial, real estate, and non-profits. She collaborates with the client's ideas along with her fresh, smart, and creative design solutions.



**WILLIAM BRENNAN**  
Marketing Technology Expert

A marketing technology leader since 1993, has driven sales growth for mid-market companies, service providers, non-profits, and retailers. He has developed solutions for brands like Pandora Jewelry and Habitat for Humanity. His strategic approach consistently enhances customer acquisition and financial sustainability.



**ALEXA CASTRO**  
Senior Designer

Brings a wealth of experience and creativity to every project. With a keen eye for detail and a passion for innovative design, she excels in creating visually compelling solutions that enhance brand identity and engage audiences. Alexa's expertise ensures that every project not only meets but exceeds client expectations.

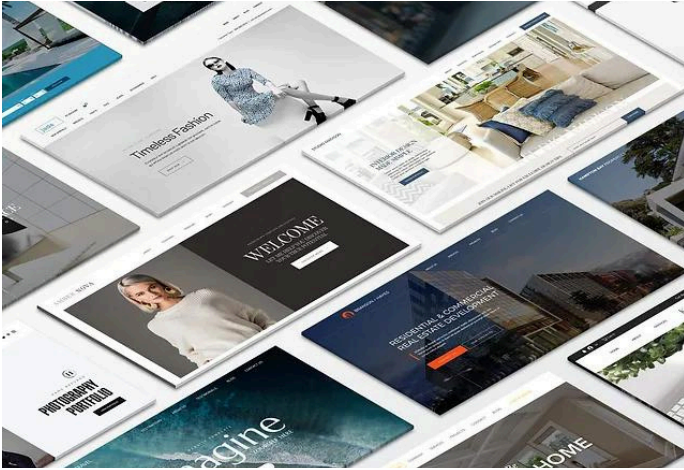


**REBECCA MASINDE**  
Promotional Director

An accomplished Promotional Director with a strong track record in creative consulting and event coordination. With expertise in driving effective marketing campaigns for diverse brands and non-profits, Rebecca excels in crafting impactful strategies that engage and expand audience reach.



# Why wix



We recommend Wix for its innovative web design development platform, offering ease of maintenance and top performance. With Wix, we have total freedom to design any kind of website and manage your entire business online effortlessly. Once your site is ready, we're here for updates if needed and able to market your site as well.

- Top-grade, reliable hosting and security
- Industry leading SEO to make sure you are found on Google and other search platforms
- Unlimited storage. Have as many pages and images as you want.
- Custom domains that you can choose or connect your own.
- Professional business solutions like eCommerce, Ordering, Online booking systems, and more.
- Mobile management – see visitors to your site, chat with customers from your phone, and more.
- Friendly CRM & Marketing tools to help you manage your contacts and send out email campaigns.
- Seamless website hand-off so you can easily make updates to your site going forward.
- World-class support. Wix is there for any and all of your questions, as well as we are.

## Happy Clients

Wix Website we have created:

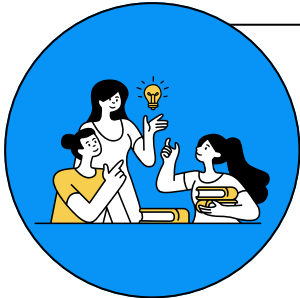
- [www.midnightdesign.net](http://www.midnightdesign.net) - Company Site
- [www.concernedcitizenspac.com](http://www.concernedcitizenspac.com) - Non-Profit Site
- [www.renovemedspa.org](http://www.renovemedspa.org) - Medical Spa
- [www.ronmemorialretreat.com](http://www.ronmemorialretreat.com) - Non-Profit Event Site
- [www.theironsfoundation.com](http://www.theironsfoundation.com) - Non-Profit
- [www.cdaweb.org](http://www.cdaweb.org) - Non-Profit
- [www.southernmarylandroundup.org](http://www.southernmarylandroundup.org) - Non-Profit
- [www.freshfarmsgourmet.com](http://www.freshfarmsgourmet.com) - Retail - Food Site
- [www.lifeofgains.com](http://www.lifeofgains.com) - Fitness
- [www.thefitphysique.info](http://www.thefitphysique.info) - Fitness
- [www.mislak.com](http://www.mislak.com) - Counselor
- [www.hopkinsview.com](http://www.hopkinsview.com) - Property Management Site
- [www.thedoghousefarm.com](http://www.thedoghousefarm.com) - Dog Kennel
- [www.skylineconstructionoc.com](http://www.skylineconstructionoc.com) - Construction Site
- [www.thehiveminds.com](http://www.thehiveminds.com) - Consultant
- [www.sussex.gop](http://www.sussex.gop) - Political Site
- [www.38thdrpc.com](http://www.38thdrpc.com) - Political Site
- [www.degopdistrict39.com](http://www.degopdistrict39.com) - Political Site
- [www.workingforyouin.de](http://www.workingforyouin.de) - Political Site
- [www.jimputabowonit.com](http://www.jimputabowonit.com) - Artist
- [www.carriagehousewoodworks.com](http://www.carriagehousewoodworks.com) - Artist

See full client list at:

<https://www.midnightdesign.net/client-list>



# The Process



## 01. PROJECT PLANNING

We meticulously identify and organize your assets and requirements to achieve your marketing goals, beginning with comprehensive research. Please provide:

- Your business/marketing/campaign plan for our review, if available.
- Examples of websites you like and dislike, along with reasons.
- Images you want on the site, supplemented by our royalty-free stock image options.
- An outline of the site structure, including content examples and links.
- 1-3 articles ready for your blog.
- Links to your social media profiles.

## 02. CONCEPT DESIGN

We begin with the conceptualization phase, defining basic ideas and concepts for your website. This includes developing messaging and strategy, designing graphics, and creating the first draft of your web layout. To expedite the process, we use a template as a starting point, which will be extensively customized to align with your branding. Ultimately, you will have a unique, custom site tailored to your specific needs and vision.



## 03. PROJECT TESTING

Testing and validation are crucial stages in the project development cycle, ensuring that the site meets functional requirements. This includes two rounds of revisions, ensuring mobile-friendliness, and testing all site forms. Upon approval, we proceed to connect your domain and perform basic SEO setup, including Google search indexing, to prepare for launch and going live.

## 04. SITE LAUNCH

Client hand-off and Wix 1-2 hour training. We offer ongoing marketing services, including Digital Online Omni Channel Marketing and Direct Mail campaigns. We specialize in utilizing digital marketing technologies, such as, Social Match, Mail Tracking, Informed Delivery, Call/Text Tracking, Social Media Follow Up, Discovery Ads, YouTube Ads, and Lead Match. Our comprehensive approach integrates Organic Social Media Marketing, Email Marketing, and SEO with traditional methods like Print Advertising, Signage, Promos, and Apparel, making us your go-to for all marketing needs.





Strategy, Design & Programming



Domain  
First Year Free  
or Connect Your  
Domain



Professional  
Email  
Wix offers Google  
Workspace Email



**WIX**  
Webhosting



Upgrade Wix  
Marketing & CRM  
Ascend Tools  
Email Marketing,  
Automations,  
Forms, Chat, Etc



Next Steps  
Training, Site  
Updates, SEO, Social  
Media, Email  
Marketing, Omni  
Channel Marketing,  
Online & Print  
Advertising

# 6 Parts To A Site

# Wix Pricing

Estimate Wix Pricing Subject To Change



Webhosting

50% OFF	50% OFF	50% OFF	
<b>Business Elite</b> Scale your business	<b>Business</b> Grow your brand	<b>Core</b> Engage your audience	<b>Light</b> Get the basics
<b>\$79<sup>50</sup> /mo</b> <del>\$159.00</del>	<b>\$16 /mo</b> <del>\$32.00</del>	<b>\$13<sup>50</sup> /mo</b> <del>\$27.00</del>	<b>\$16 /mo</b>
Select	Select	Select	Select
15 collaborators	10 collaborators	5 collaborators	2 collaborators
Unlimited storage space	100 GB storage space	50 GB storage space	2 GB storage space
Advanced marketing suite	Standard marketing suite	Basic marketing suite	Light marketing suite
Free domain for 1 year	Free domain for 1 year	Free domain for 1 year	Free domain for 1 year
Advanced site analytics	Standard site analytics	Basic site analytics	
Accept payments	Accept payments	Accept payments	
Advanced eCommerce	Standard eCommerce	Basic eCommerce	

Get a Business Email and Online Workspace

Compare plans and select the right one for your business.

	Plus Enhanced security & protection	Standard Advanced collaboration tools	Starter Professional email & business tools
	<b>\$18</b> Per user/month	<b>\$12</b> Per user/month	<b>\$6</b> Per user/month
	Select	Select	Select
<b>Gmail</b>			
Business email	✓	✓	✓
Phishing and spam protection	✓	✓	✓
Ad-free email experience	✓	✓	✓



Professional Email  
Wix offers Google Workspace Email

Upgrade your marketing & CRM tools

Choose the Ascend plan that will help you boost traffic, increase engagement, convert leads and more.

14 Day Money Back Guarantee

Unlimited The ultimate solution for your business or enterprise	Professional Powerful features for business growth	Basic Must-haves to get you started	Limited Limited access to all Ascend marketing tools
<b>\$49</b> /month	<b>\$24</b> /month	<b>\$10</b> /month	<b>Free</b>
Select	Select	Select	- Pre-installed -
<b>Everything in Professional, plus:</b>	<b>Everything in Basic, plus:</b>	<b>Everything in Limited, plus:</b>	Limited access to Forms, Email Marketing, Chat, Automations, Social Posts & more.
<ul style="list-style-type: none"> <li>✓ Unlimited Forms, Email Marketing, Automations &amp; Social Posts</li> <li>✓ Unlimited team members</li> <li>✓ VIP Customer Care</li> </ul>	<ul style="list-style-type: none"> <li>✓ Even more Forms, Email Marketing, Automations &amp; Social Posts</li> <li>✓ Up to 5 team members</li> <li>✓ Branded email campaign URL</li> </ul>	<ul style="list-style-type: none"> <li>✓ More Forms, Email Marketing, Automations &amp; Social Posts</li> <li>✓ Remove Ascend branding</li> <li>✓ Campaign scheduling</li> </ul>	



Upgrade Wix Marketing & CRM Ascend Tools  
Email Marketing, Automations, Forms, Chat, Etc



# Thank you!



Midnight Design's goal is to work with the client and provide a finished product that combines excellent design incorporated with the client's marketing goals. We look forward to becoming an extension of your marketing force. If you have any questions, please do not hesitate to call us.

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