



A Change Agency

# AGAMERICA

**PROPOSAL PREPARED BY:**

5by5

**SCOPE OF WORK:**

Website Design & Development





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# ARE YOU A CHANGE MAKER?

**5by5** serves Change Makers — those who work where life change happens. We deliver messages with undeniable clarity, reach and results.

5by5 was born from one simple but heartfelt belief: organizations driven by change deserve access to the best marketing strategies, tools and implementation available anywhere.

When you're doing work that truly matters, you have a story that matters. We take the job of telling that story seriously. After all, clients like you are the reason we do what we do.

**We're ready to get started.**



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# YES YOU ARE.

First, we want to thank you for the opportunity to get better introduced to AgAmerica. As an agency specifically created to serve change makers like you, we would be honored to take part in elevating your mission to be a catalyst for farmers, ranchers and landowners to thrive.

When we started 5by5, we asked ourselves - *does the world really need another digital and marketing agency?* We agreed if the answer was no, we would happily join forces elsewhere. But through many discussions over bad Thai food and in and out of coffee shops around town, we realized our vision for a catalytic agency model could truly change the method and speed of impact. And, it turns out, we were right. Since then, we have had the privilege of championing hundreds of change makers, pioneering in partnership strategies that not only drive clarity and reach, but also yield lasting results.

We get that marketing can be extremely complicated. We get that resources are limited. That technology is constantly shifting and changing. That driving key conversions can literally make or break your opportunity to have impact and create change. We get the challenges you are facing and the hurdles in your way. We get what's at stake. We get you.

We believe in hope, beauty, hard work and big ideas. We believe when you're doing work that truly matters, you have a story that matters, and we take the job of telling that story very seriously. So we lead with strategy first. We immerse ourselves in your business. We partner as a true extension of your organization and brand. We separate what we could do from what we should and must do to not only sustain, but also to rise above and break through the clutter.

We would love nothing more than to have the opportunity to come alongside your team and together, take your impact to new heights. We are equipped and resourced, but most importantly, we are hungry. Because who you are is truly why we exist.

All the best,

Shannon Litton  
CEO / President, 5by5



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# PROJECT OVERVIEW

## TELL STORIES. DRIVE ACTION. TOGETHER.

AgAmerica is seeking a partner to build a new website for the organization to connect and serve your audience and position the business for growth. Our team will put strategy first by architecting a clear, user-friendly and responsive digital experience that takes into account both your organizational and marketing goals as well as your systems.

**You're doing work every day that matters.** You need a website that can tell your story clearly and engage your visitors in a way that drives results. Our strategy-first web design and development process ensures we build the RIGHT website for your business.

### BENEFITS OF OUR APPROACH:

- **Visibility:** Every step is built to keep you in the loop and remove surprises as we move through strategy, wireframes, design, development and training.
- **Audience-centric:** Your customer is the hero of your story and we want the site to reflect that. It will be built to speak to your audience's needs and will facilitate a user flow that converts.
- **Action-oriented:** A clear, beautiful and functional website will give your visitors the information they need to respond to transitional and direct calls to action.
- **Easy to maintain:** You'll be proud to share your site and feel empowered to leverage it to support your dynamic and growing business.



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# OUR PROCESS

## PHASE 1: FOUNDATIONS - IMMERSION

We can get started right away. To kick things off we host a meeting to immerse ourselves in your organization's impact and technical considerations to architect a results-driven website.

- Discuss the organization's double bottom line - *how do you currently make an impact and where does revenue come from?*
- Discuss current organizational and marketing goals for the future
- Discuss analytics, website objectives and audiences
- Discuss specific needs and design considerations

- Define suggested site structure and how content will be created or modified from existing assets
- Define how we will measure success
- Review current technical workflows
- Define agency and client responsibilities in regards to data and content
- Understand all integrations and databases involved, including relationships and directional updates

We will organize our understanding into an Executive Summary.

### Deliverables: Immersion Executive Summary

**Client's role: provide hosting and DNS  
information**



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# OUR PROCESS

## PHASE 1: FOUNDATIONS - USER TESTING

The best way to establish a baseline for crafting an effective user experience on the new site is to test the existing site.

- We will facilitate 10 user tests (five mobile and five desktop) to provide the greatest latitude in understanding the true interactions of current and prospective audience members with the existing site.
- Testers are primed with a user brief explaining the overall tasks and mindset of the user, including how they would have arrived at the site.

- Testers complete 5-7 tasks on the site design. Each test screen will be recorded, along with audio of the user verbalizing the process. Tasks will cover content comprehension, trustworthiness, possible confusion and user flow.
- We will review and aggregate feedback into a summary report of insights into what is working and how we can further improve the user experience.

**Deliverables: User Test Findings & Recommendations Report**

**Client's role: review findings**



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# OUR PROCESS

## PHASE 2: ARCHITECTURE & DESIGN

**Next, we create a site structure, wireframes and design style to guide the development of the site.**

### Site Structure

The site structure is a representative outline of the sections and pages of your new site, informed by the user test results, keyword research, analytics and findings from the immersion. It includes notations for main and supporting navigational structure.

### Wireframes

Wireframes are skeletal frameworks of website pages that illustrate a page's space allocation, hierarchy and prioritization of content, key functionalities and calls to action. Wireframes typically do not include any styling, color or graphics. This scope includes:

- A homepage wireframe for review
- Six (6) interior wireframes representing interior layouts and additional site layouts

### Design

During this phase, our team creates a custom design that supports the strategy and architecture while providing a beautiful, easy-to-navigate user experience for your visitors. We will create a design for up to four (4) of the wireframes, along with a digital style guide to support the design for the rest of the site.

This phase is also the time in which your team will provide the content for the site. Content is submitted by your team through a gathering tool. All content must be submitted, finalized and approved before moving into the development phase.

**Deliverables: site structure, homepage + interior wireframes and designs**

**Client's role: submit content and approval (Scope of work includes two rounds of revisions.)**



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# OUR PROCESS

## PHASE 3: DEVELOPMENT & LAUNCH

Our team of experts build your site and prepare for launch.

- 5by5 employs an agile development approach.
- Once the design is approved and content is final, we provide a final timeline to include training sessions, beta review and acceptance review.
- Each checkpoint will have defined deliverables, which have been tested by our team.
- Content entry can be included for up to 60 pages of content if your team selects that option on the project investment page. If not, your team will be responsible for adding content to the site through the CMS in preparation for launch.

- At the beginning of Beta, we'll have an in-person or virtual training session for your staff members, showing them how to use each part of the site.
- From there, your team will be able to start editing content and reporting any quality assurance (QA) issues 5by5 should address.
- Once the final release is completed, we can schedule one last training session as needed.
- At this point, the site is ready to launch.

**Deliverables: site development, content migration, training, QA**

**Client's role: editing content, QA reporting, approval AND CELEBRATION!**



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# FEATURES & FUNCTIONALITY

## **New Design**

5by5 will design a clean, visually compelling site that quickly conveys to your audience the mission and purpose of AgAmerica. This will include dynamic “calls to action” and an attractive mix of text, images, audio and video. This also includes the incorporation of micro-animations throughout, when valuable, to encourage user interaction.

## **Responsive Web Design**

The site will be responsive, meaning it will expand and contract to fit the browser or device the visitor is using. This will provide a positive user experience site-wide.

## **Navigation**

The site will be easy to navigate. Information will be grouped and presented in a logical manner and require no more than three levels of “drill down” for the user to find the desired information, creating a clean, clear, easy and satisfying user experience. This will include drop-down menus, so the visitor can easily find what they are looking for with a few clicks.

While the site will be built to help visitors locate content quickly, there will also be several ways to move through the site within the content. This will help with SEO and will also be key to increasing exposure and time spent on the site.

## **Content Management System & Future Growth**

The site will be built on a WordPress content management system (CMS) to which your team will have full access for updates. The CMS will allow staff to easily create, edit and modify content on the site and will include multiple user profiles, as well as different levels of access and administrative approval. Editing history can be housed on the backend with the ability to access deleted items and recover them. WordPress is also a platform that can grow with your business. If in the future you decide to add a user portal, it can support that feature, and our team has experience building customer portal experiences for our clients.

## **General Content**

The site will be set up to handle general content (copy and images) represented by the site map.



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# FEATURES & FUNCTIONALITY

## **Resources / Sales Collateral**

The site will include the ability to add specific resources or documents to specific pages for direct download, which can include PDFs, sales collateral, etc.

## **Blog**

The site will include sections for a blog to educate and inform, increase awareness and provide resources for the general public and agricultural community. This will include a listing and detail page as well as the ability to filter/sort by location and type of content.

## **News**

The site will include a section specifically for pertinent news articles that can serve as a central information hub for things like commodity pricing, local weather, trade updates, etc. This will include a listing and detail page as well as the ability to filter/sort by location and type of article.

## **Search Tool**

The site will include a search tool that utilizes keywords or phrasing to provide access to relevant content that exists in the CMS.

## **Social Media Feeds & Video**

Throughout the site will be the ability to connect and bring in feeds from your social channels such as Facebook, Twitter, Instagram and YouTube. We will also link off to your social sites. The site will feature media in an engaging and seamless way to ensure traffic stays on the site. This includes embed codes from the video hosting platforms Vimeo and/or YouTube.

## **Search Engine Considerations & Consulting**

There will be permanent redirects for the top 100 visited pages on the current site. We will add description and keywords for the homepage and up to 20 top-level pages. All code will be efficient, semantic, valid HTML & CSS to ensure ease of use for search engine indexing. Upon launch, we will submit an updated sitemap to Google.

## **Analytics & SSL Requirements**

The site will include behavioral Google Analytics. This will allow us the ability to monitor the site's progress relative to the goals we set in our initial meeting. The site will meet all SSL requirements for a secure website.



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# FEATURES & FUNCTIONALITY

## AGAMERICA SPECIAL FEATURES

When considering your specific business goals, audience personas and competitors, we recommend including the following special features to optimize the user experience, differentiate and drive key conversions:

### Success Stories

The site will include the ability to add success stories and integrate them throughout. The stories would appear in a list and an interactive map view so visitors could see success stories close to them.

### Dark Mode Toggle

The site will be built with a toggle that allows visitors to switch between a light and dark mode. This allows visitors to choose a more energy-efficient experience.

### Accessibility

The site will be built to comply with WCAG 2.0 standards for ADA compliance. This will ensure all people have a positive user experience with the site while also protecting AgAmerica from possible litigation.

## Form Integration

The site will include the ability to add custom forms that will integrate with Pardot and Salesforce. This includes up to 30 hours of development.

## Third-Party Links

The site will link off to the AgAmerica Shopify store.

## AgAmerica Foundation Microsite

As a strategy-first agency, we are excited to learn more about the AgAmerica Foundation and how a site experience can support its mission as part of the immersion process. From there, we can architect the subdomain microsite to represent the brand. Based on experience with past projects of similar scope, we have included a line-item option to launch this site alongside the main site, which includes up to 70 hours of work. Should the project exceed this once we better understand the scope requirements, we can look into phasing out an initial launch and adding additional special features as a Phase 2 scoped outside of this agreement or resourced by the ongoing support retainer.



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# FEATURES & FUNCTIONALITY

## AGAMERICA SPECIAL FEATURES, CONT.

### Loan Calculator

The site will include a calculator to help visitors understand AgAmerica's offering and the cost benefits.

### Saved Variables

The site will gather information on repeat visitors through saved variables based on user behavior. This will provide contextual intelligence based on the visitor. This will allow us to reorganize content on the homepage and main section landing pages to deliver more focused content first.

### Location Tracking

The site will include IP-specific information. This may include providing local contacts, information and stories to deliver more relevant information to visitors.



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# ADDITIONAL OPPORTUNITIES

As a strategy-first, full-service digital agency, we see web design and development as the main hub for your online business growth activity. For that reason, we have been thinking about your business outside of just the features of this site and wanted to provide a peek into some of our thoughts that go beyond the web experience. While these are not included in the scope of this project, we hope this is the beginning of a long-term partnership growing your business alongside your team.

## Event Strategy

There is a great opportunity to further establish AgAmerica's unique position in the industry with an event that invites current and potential clients into an experience of innovation, theory and practical application. This event would help you reach your target market of farmers, ranchers and land owners and champion their successes. Our team has experience working with clients to create and market these experiences from small targeted gatherings to large scale tours.

## Research Panel

Your commitment to research has already been evident to us throughout the proposal process. We think ongoing research is a key to understanding your clients and a great next step. 5by5 has established research panels for several clients that allow them to consistently vet ideas and content to make sure it's resonating with the right audience.

## Marketing the AgAmerica Foundation

As the AgAmerica Foundation continues to grow, 5by5 would like to use our deep experience in the nonprofit space to support that growth.

## Owned Content

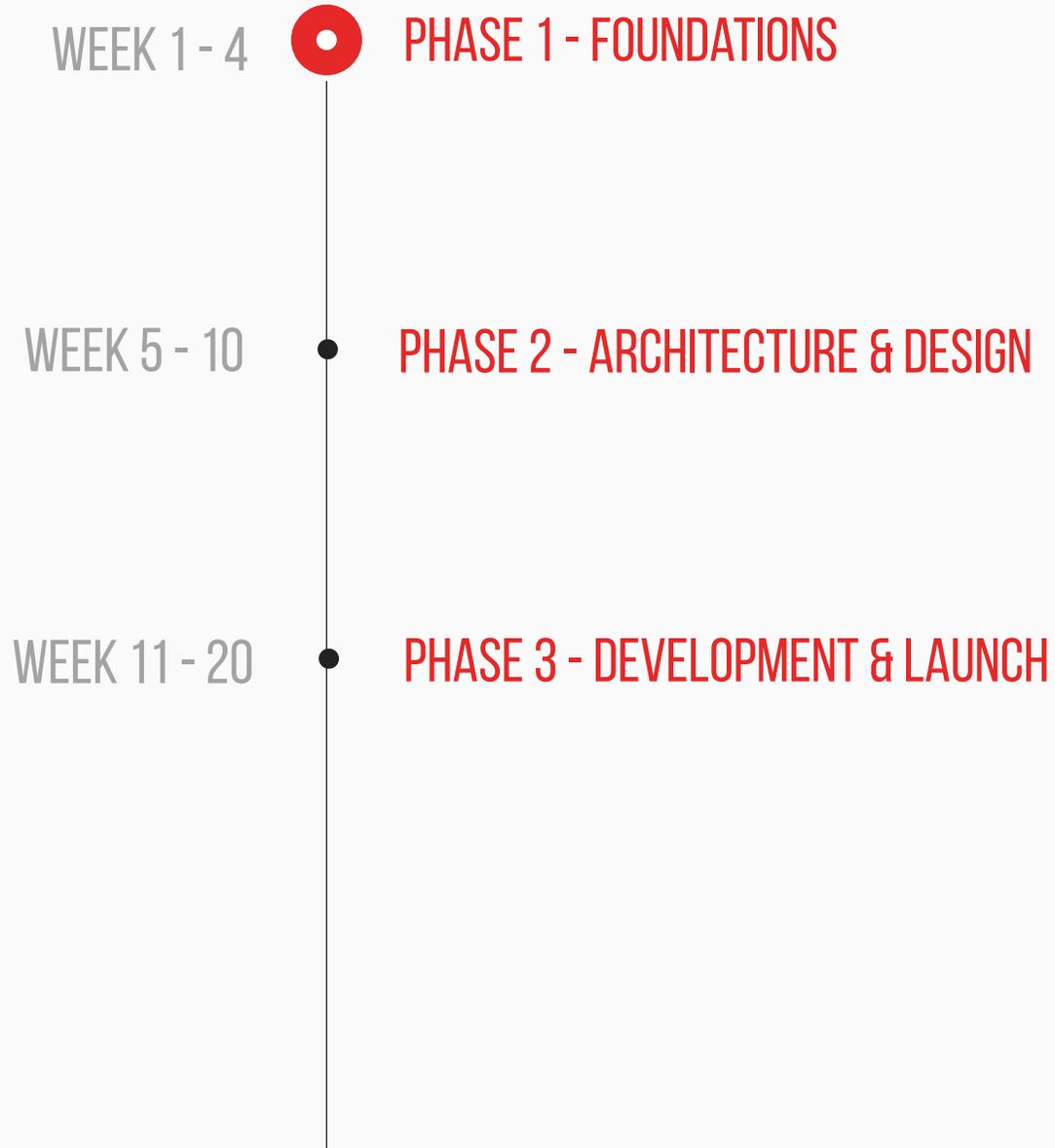
We think there is a great opportunity to own consistent, expected content in your space that focuses in on key pillars differentiating you in the marketplace, i.e. a State of the Farmer/Rancher Quarterly or Annual Review. AgAmerica has untapped data and cache that could be harnessed to further establish thought leadership.



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# TIMELINE

This timeline is provided as a general reference based on past projects of similar scope. A custom timeline will be provided by your client team following kickoff.





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# CHANGE MAKER HOSTING

At 5by5 we've put together two hosting solution packages especially for our change maker clients. Both packages are hosted on a reputable, reliable cloud-based server provider that guarantees 99.99% hardware up-time. 5by5 manages all of our servers directly. We are using the LEMP stack -- Linux, Nginx, MySql, PHP and MariaDB. We host on Ubuntu 16.04, install nightly security updates and have a number of security considerations, which we make to specifically improve and protect the CMS on our servers. For all the sites we host, we have regular automated backups and require the code for that site be stored in a code repository so it's extremely easy to redeploy the site at any time.

## Option 1: Change Maker Hosting SHARED SOLUTION

With a typical shared host, you are sharing server resources with many other strangers — sometimes hundreds or thousands of them — and if one person abuses the system, everyone suffers.

With Change Maker hosting, you are only sharing server resources with other change makers like you. You don't have to worry about the people you share resources with because they share the same values that you do.

We have a strict security policy that keeps everyone's information secure, and we perform regular server maintenance to make sure we are up to date on the latest security fixes and improvements.

Because we manage our Change Maker servers directly, we can adapt to your needs and offer much more functionality and customization than would be available on a typical shared host.

## Option 2: Dedicated Change Maker Hosting ONE CLIENT | ONE SERVER

Should your hosting needs exceed the capability of a shared host, we can offer a dedicated server exclusively for your organization. We will completely manage and maintain the server so you don't have to worry about anything at all. All the data on the server is yours, and you won't share any of the resources with anyone else.

As your hosting needs grow, your dedicated server can grow with you. We are able to scale a dedicated server from serving thousands of page requests per month to millions and beyond. You'll never have to worry about whether or not your server can handle the load.

It is rare that a client's needs would exceed our dedicated solution; however, if this is the case, we will notify you well in advance and agree on any rate increases.



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# 12-MONTH DIGITAL SUPPORT

## WEBSITE & DIGITAL MARKETING SUPPORT RETAINER

5by5 will come alongside you as a partner to strategically oversee your site management for one year and support your site. This includes:

### ONGOING STRATEGY & MANAGEMENT

- Ongoing meetings to address website and digital marketing initiatives in progress and upcoming
- Ongoing client management and support including scheduling, putting together time estimates, status reports and communication
- Priority to expedite fixes and requests
- Conversion optimization to include heat mapping, UX a/b testing, etc.
- Search engine optimization (SEO) consulting and optimization

### WEBSITE SUPPORT

- Content management system (CMS) software updates
- Development and design updates within the framework of the site's functionality including fixes, additional design requests, page additions, etc.
- A monthly analytics report including:
  - Traffic sources
  - Landing page performance
  - External website referrals
  - Social network referrals
  - Website visitor behavior analysis
  - Search optimization and content performance

### DIGITAL MARKETING SUPPORT

- Digital campaign ideation and planning based on priority initiatives and the organization's key conversions



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# PROJECT INVESTMENT

This estimate is based on the scope of work described above and our experience with past projects of similar scope. Any change of scope may incur additional budget.

5by5 & AgAmerica		
Website Design & Development (1)		\$66,720
AgAmerica Foundation Microsite (1)		\$12,600
Content Entry (1)		\$4,680
Digital Support Retainer - 12 Month (discounted hourly rate \$165) (2)		\$5,775 per month
Hosting Fees (3)	SHARED	\$20 per month
	DEDICATED	\$50 per month

CHECK ALL THAT APPLY


### TERMS

Fees do not include travel expenses, incidentals, domain registration, art and photograph purchases (i.e. iStock images), shipping expenses, advertising placement fees, hosting, CMS special fees if applicable, etc. These will be billed and due as incurred.

### PAYMENT SCHEDULE:

- (1) 40% of fees due upon initiation of agreement. 30% due in 30 days. Net 30 terms. The final 30% is due upon launch.
- (2) Retainer to be invoiced at the beginning of each month. The signing party agrees to 12 monthly payments of \$5,775 per month upon initiation of agreement. Net 30 terms. This schedule assumes up to 420 hours to be used. Hours can roll over from month to month, but do not extend beyond the contracted 12 month period. Approved overage hours will be billed at our regular hourly rate of \$180.
- (3) If selected, Change Maker Hosting fees will be automatically drafted (either by credit card or ACH bank draft) at the beginning of each month post launch. If the signing party pays annually (12 months) in full, 5by5 will provide one month hosting for free. If selected, please check your preferred option [ ] Pay monthly [ ] Pay 12 months in full

Signed and agreed:

Date:

\_\_\_\_\_

\_\_\_\_\_

Authorized signatory



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# CREDENTIALS, CASE STUDIES & WORK EXPERIENCE



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# WHY WE EXIST

5by5 is a full-service, strategic digital and marketing agency with a market research division and offices in Nashville and Dallas. We are born from one simple but heartfelt belief: organizations and businesses driven by change deserve access to the best research, marketing strategies, tools and implementation available anywhere.

We are a collective group of 40 artists, designers, doers, storytellers and strategic thinkers who deliver exceptional strategy, best-in-class creative and effective execution to provide optimal results.



**TWO GREAT CITIES.**

*One great mission.*



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# WAYS WE GIVE YOU CLARITY

## 01 MARKET RESEARCH

- Primary & Secondary Research
- Qualitative & Quantitative Methodologies
- Project Design
- Execution & Reporting

## 02 STRATEGY

- Organizational Strategy
- Brand Strategy
- Market Analysis
- Stakeholder Research

## 03 CREATIVE DESIGN AND DEVELOPMENT

- Brand Development
- Print Media Design
- Rich Media Development
- Content Strategy
- Content Development

## 04 WEB DESIGN AND DEVELOPMENT

- Custom Web Design
- Content Management System
- E-commerce
- Responsive Web Design
- App Development



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# WAYS WE GET YOU REACH

## 01 AUDIENCE REACH STRATEGY

- Marketing Campaigns
- Platform Development
- Advertising + Media Planning
- Direct Mail

## 02 DIGITAL MARKETING: NEW FOLLOWERS

- Search Optimization
- Search Marketing
- Social Media Marketing
- Influencer Marketing
- Online Advertising

## 03 DIGITAL ENGAGEMENT: FOLLOWER DEVELOPMENT

- Email Marketing
- Mobile Marketing
- Social Media Marketing
- Content Strategy



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# OUR LEADERSHIP

## TEAM EXPERTISE

- Multi-lingual, multi-cultural marketing experience including international rebranding and product rollout for 200+ organizations from start-up to global
- Developing strategy to propel change
- Developing and implementing complex multi-channel plans
- Architecting, designing and building online platforms and digital initiatives
- 25 years of experience conducting market research projects using data to develop key recommendations to make critical business decisions



**SHANNON LITTON**  
CEO / PRESIDENT



**MIKE SCHATZ**  
CRO



**JOSH MILLER**  
CPO



**DERRICK HOOG**  
VP OF STRATEGY



**LESLIE REED**  
VP, DALLAS



**MARK MCPEAK**  
VP OF RESEARCH



**AARON CRUM**  
COO



**GINNY BURTON**  
VP OF TEAM DEV



**JENNY DWYER**  
DIR OF BIZ DEV



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# HONORS & CERTIFICATIONS





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# WHO WE SERVE

**We partner** with clients across five Change Maker industries.



NONPROFIT +  
MINISTRIES



SPORTS



HEALTHCARE



FOR PROFIT  
FOR GOOD



EVENTS +  
ENTERTAINMENT



# FEATURED CLIENTS



## B2B, FOR PROFIT FOR GOOD



The Country Music Hall of Fame and Museum in Nashville, TN, is one of the world's largest museums and research centers dedicated to the preservation and interpretation of American vernacular music.

SEE THE WEBSITE

LEARN MORE

### STORY

5by5 designed and developed new websites for the Country Music Hall of Fame & Museum family of brands, which includes Hatch Show Print, Historic RCA Studio B and the CMA Theater. Their existing sites built in 2014, did not support the content distributor they had evolved into over the years. They needed new, visually-appealing and engaging sites that would highlight all their great content and a user-friendly portal where all of their various audiences could engage and become a part of the story.

### GOAL

The goals for the project included creating a platform to house a robust and strategic content plan, full integration with the Tessitura CRM and ticketing platform, increase brand reach, improve UX design, ease of use for internal management, increase time and visitors on the family of sites, and empowering visitors to easily engage with content, purchase tickets and plan their visit to CMHOF&M's family of property locations. No small feat.



### RESULTS

5by5 created an innovative design that put the CMHOF&M family of brands on the visual cutting edge, positioning content and upgraded user experience at the forefront of the process. Working closely with the CMHOF&M team, 5by5 successfully integrated the Tessitura CRM and ticketing platform into the over site UX, creating an easily-managed and more cohesive and integrated experience for their wide range of audiences, including local and out of town visitors, members, and Country Music fans, to educators, researchers and scholars.

With a focus on CMHOF&M's desire to prioritize their vast and growing library of content, 5by5 created a visually consistent, yet dynamically diverse family of sites that both complement the iconic brands that they represent and supports their mission to teach its diverse audiences about the enduring beauty and cultural importance of Country Music through exhibits, publications, and educational programs.

**6 months following the launch of the site, CMHOF saw a 10% increase in online ticket sales which they attribute specifically to the seamless user experience of the site and integration with their systems.**

## B2B, FOR PROFIT FOR GOOD



SEE THE WEBSITE

LEARN MORE

**USIO serves technology companies with merchant processing and card issuing solutions under one roof.**

USIO is a company that specializes in payment processing systems, namely, point-of-sale systems and online payment portals. USIO had acquired three other companies and needed to consolidate their brand and website into a single hub that could act as a gateway for new customers as well as a portal for existing ones. USIO was also distinctly aware of the value of SEO and did not want to lose the built up SEO capital that the previous sites had accumulated. USIO was a tight timeline as well, as they were scheduled to ring the opening bell at the New York Stock Exchange and had to have the site ready before the big day.

STORY

Create a site that highlights how USIO's payment processing systems are easy to use and affordable, while not losing any of the SEO value accumulated by the existing properties. All in time for USIO's big moment at the NYSE.

GOAL

Despite the complicated nature of the project, 5by5 delivered a great site on time for the bell ringing on Wall Street. Sleek, informative animations are used throughout the USIO site to showcase exactly how it works and why it is superior to the competition. As promised, 5by5 retained the SEO capital of the acquired properties, maximizing the search-ability of the new site.

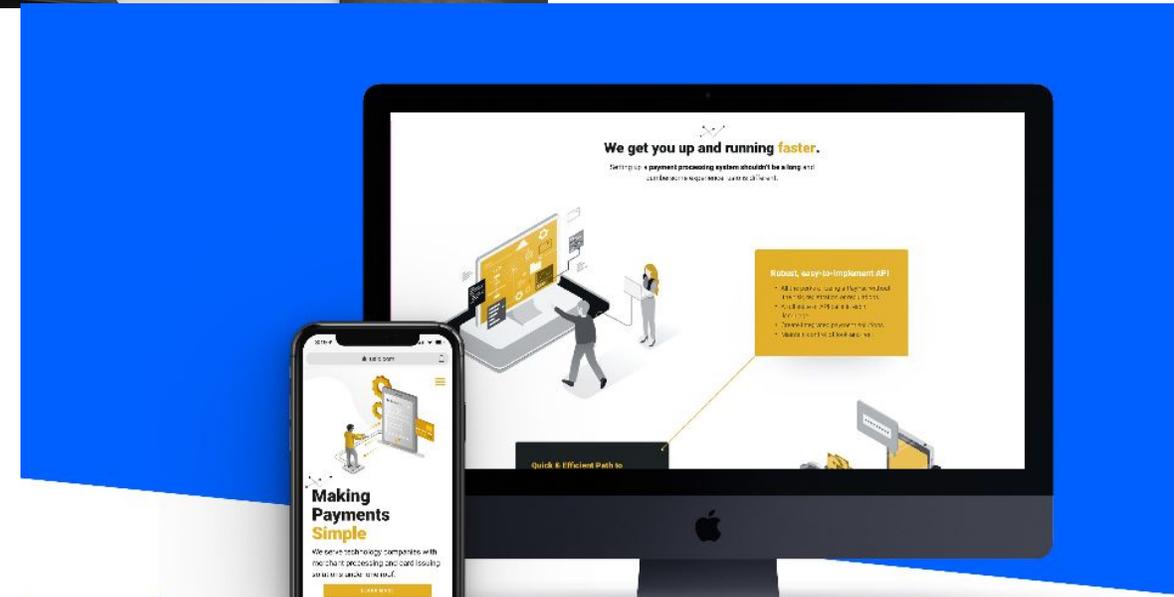
RESULTS



*We came to 5by5 with what would need to be a very quick project. We were going public and ringing the bell at the NYSE on July 1, and had about 6 weeks to launch an MVP website.*

*The speed at which 5by5 was able to accomplish what we wanted, meet our deadlines and ultimately hit our goal was one of the most important aspects of this entire project."*

**Matt Morris, VP of Marketing - USIO**



# ADDITIONAL WEB REFERENCES

CLICK THE LOGO TO ACCESS THE SITE





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## FAQ

### **DESCRIBE YOUR ORGANIZATION'S DIGITAL DESIGN PHILOSOPHY.**

At 5by5 our digital design philosophy in its simplest form is “strategy first.” We employ a combination of analytics and creativity. We start with a review of current web visitors to determine how they are experiencing the site. Based on this review, we decide on the best approach, which in most cases is mobile-first design. This means all areas of the user experience is targeted first at the mobile device. From there, designs are extrapolated for desktop and tablet. This ensures a focused, succinct user experience that yields results.

We think creative is about much more than how something looks. We are collaborative throughout the engagement and as always, lead with strategy. Our role as a creative adviser is to provide the best solutions based on our understanding of your organization's business goals and your audience's needs and expectations.

We work with your team to integrate current best practices with future-friendly user experiences to provide elegant, creative solutions that deliver results.

### **DESCRIBE HOW YOU DESIGN YOUR PRODUCTS FOR EASY MAINTENANCE AND REUSE.**

There is a balance in every development project between providing the client the independence to manage their site and adhering to a development structure that maintains the design integrity. We work very hard on every project to achieve that intentional balance. Every plugin we use on the site is tested for security, stability and necessity. Every template is analyzed for ease of editing, malleability of content and user experience. Every CMS we use is proven by an extensive development community, should you ever need to expand development outside of our relationship. This intentional approach creates a digital solution that achieves the perfect balance of ease of use for administrators, lightweight development and a great user experience for the customer.

### **WHAT IS YOUR APPROACH TO DEVELOPMENT?**

5by5 employs an agile development approach. Once the homepage design is approved, we develop a schedule that divides development into release dates based on the size and functionality of your site.



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## FAQ

### **WHAT IS YOUR TECHNOLOGY VISION (I.E. PREFERRED TOOLSET) CURRENTLY AND HOW DO YOU PROJECT THE LANDSCAPE FOR THE NEXT SEVERAL YEARS?**

WordPress is no longer just a blogging platform. It is now the premier website platform, preferred by almost 60 percent of all CMS users and makes up 27.5 percent of the overall internet [1].

We prefer using WordPress on the sites we build for a number of reasons:

- We have a customized, well-tested set of plugins, which we believe creates the perfect mixture of ease of use and efficiency in development.
- We have established development and hosting practices, which results in a much more secure installation of WordPress than what comes out of the box.
- The community surrounding WordPress is more vibrant than any other CMS on the market.
- We believe WordPress is just going to increase in use in the coming years. The most recent versions of WordPress include some big changes, like an included REST API, which make it a reasonable basis for increasingly complex web apps.

That being said, we don't work exclusively with WordPress. We choose the tool that is the right solution for our clients, and sometimes that means using Drupal, Craft CMS, or building a custom Laravel or Ruby on Rails app.

[1] [https://w3techs.com/technologies/overview/content\\_management/all](https://w3techs.com/technologies/overview/content_management/all)

### **DESCRIBE THE PROGRAMMING LANGUAGES/ FRAMEWORKS IN WHICH YOUR TEAM AUTHORS AND THEIR LEVEL OF PROFICIENCY IN EACH.**

We are extremely comfortable with the PHP language. We have worked with many frameworks/systems in PHP about which we feel very confident in our proficiency, including: WordPress, ExpressionEngine, Craft CMS, Laravel, CodeIgniter, to name a few. We have also built complex projects with Ruby on Rails, and have worked with and feel comfortable using React+Redux and AngularJS. HTML, CSS and Javascript are second nature.



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## FAQ

### **DESCRIBE YOUR ORGANIZATION'S EXPERIENCE DEVELOPING DIGITAL PRODUCTS — ESPECIALLY THOSE THAT INTEGRATED MULTIPLE WEB SERVICES OR PLATFORMS — AND THE CHALLENGES IT HAS SOLVED FOR YOUR CLIENTS.**

5by5 works across five Change Maker industries, and within each of those industries we have partnered with clients that sell digital products. In most cases, generating sales for the client is paramount to their double bottom line™. We have developed processes to work closely with the client to identify the customer / user personas for our digital solutions, integrating with CRM, ESP (email service providers), e-commerce and other content management systems to create a seamless customer experience.

For example: Meg Meeker, M.D. is a speaker, author, pediatrician and a foremost expert on parenting. She has written several books, led discussions on fatherhood with the NFL, spoken on national stages and been an expert guest on several nationally syndicated talk shows. Meg had great things to say, but outside of her books, she didn't have a great way to monetize her content.

In partnership with 5by5, we created and iterated a content platform that integrated digital marketing, email, e-commerce and membership courses with her website to sell e-books, toolkits and online courses. Not only has this opened up a significant revenue-generating component for her sustainable business model, it has given her a way to generate income while testing content with her customer base. She has also kept her blog active and free to her followers, which has always been very important to her.



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## FAQ

### WHAT IS YOUR PHILOSOPHY ON QUALITY ASSURANCE?

We believe quality assurance happens throughout the whole process. Each step of our web development process has been carefully honed over a decade of web development experience to remove surprises and deliver the best digital solutions and, ultimately, results. As we begin the development phase of the project, we will set up checkpoints that align with the development schedule. Each checkpoint will have defined deliverables that have been tested by our team.

During the meeting, we will review the deliverables and provide you access to test as well. We ask that any additional bugs you find be entered into our QA solution for us to address. The QA solution is form-based for ease of use. We have proven this system of checkpoints spreads the quality assurance process throughout the project and alleviates the pressure of end-of-project testing. This allows both our team and your team to ease into launch with confidence, as opposed to the typical high-stress launch environment.

### WHAT DIFFERENTIATES YOU FROM YOUR COMPETITORS?

It may seem strange, but we believe that what sets us apart is our commitment to foundational business strategy. In a world of ever-changing digital solutions, it's easy to attempt to pattern your site after what is currently trending or what worked for someone else. We believe that while being on the edge of technology is important, it's more important that your web strategy be driven by your business goals rather than cool new technologies. This is why we ask questions about everything from your sales strategy to how you market to abandoned carts. It could be that setting up an abandoned cart email sells more brownies than a new design alone ever will. Putting your business goals number one allows for this holistic approach. Since we are a full-service digital partner, we also have the ability to implement all of our recommendations, which means we can back up what we recommend.

We are also driven by results and include extensive event and conversion tracking on all of our sites. These goals are decided on at the beginning of the project and are real indicators of success because they're born out of your business goals. We want the website to be great, but we want your business to succeed even more.



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## FAQ

### WHAT HAVE YOU FOUND TO BE THE MOST SIGNIFICANT HIDDEN COSTS OF WEB DEVELOPMENT?

We believe the biggest hidden costs of web development are open-ended scopes of work and maintenance costs. We work hard to write effective, inclusive scopes of work and operate on a project price with no surprises. We never increase the budget unless the scope changes. We also openly recommend 25% of your project price be set aside annually for updates and maintenance. This creates a margin should digital pivot. Ten years ago, no one expected the need for websites to be mobile, but the organizations with a margin in their budget were the ones able to capitalize, pivot and deliver in line with visitor expectations.

### WHAT DO YOU CONSIDER TO BE THE CRITICAL SUCCESS FACTORS FOR A POSITIVE CLIENT RELATIONSHIP?

Critical success factors for both sides are:

- Open and comprehensive communication, transparency and trust
- Clear and communicated expectations
- Collaboration
- Clearly defined approach and deliverables
- Clarity of direction/feedback
- Responsiveness

We pride ourselves on having very strong and highly responsive client relationships. Those that go well include the attributes described above. Our favorite clients are those who aren't afraid to say they don't like something and encourage us to be equally challenging to ensure we are collaborating toward greatness. They also respect deadlines and show an excitement and passion for the project.



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# REFERENCES

## REFERENCES

We encourage you to reach out to these clients to discuss our web and digital partnerships:

**WIN Warehouse** || [www.winwarehouse.org](http://www.winwarehouse.org)

Tony DiFranco - Program Director  
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**USIO** || [www.usio.com](http://www.usio.com)

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**Providence Church** || <https://prov.church/>

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# SUCCESS STORIES



*It is rare indeed that a vendor/client partnership transcends the boundaries of contractual agreements and project scopes. Even so, that has certainly become the evolution of our relationship with 5by5. As a vendor, you have exceeded our expectations with every project we complete. As a firm, you have helped to clarify our own definition of what it means to be who we are. As individuals, each of you have become a treasure in our hearts. We are proud of our progress and accomplishments together and are inspired by your passion and love for the missions and people you serve.*

**TONY DIFRANCO,**  
EXECUTIVE DIRECTOR, WIN WAREHOUSE

*Working with 5by5 has been a wonderful experience for Lincoln Health System. Shannon and her team have a craft for developing strategy that accurately represents the brand of their client while also shaping clear direction to achieve set goals. 5by5 has a dynamic, experienced team who are truly mission-driven.*

**BRIE KING,**  
DIRECTOR OF MARKETING & BUSINESS DEVELOPMENT  
LINCOLN HEALTH SYSTEM

*Optical Lab Software Solutions (OLSS) is a software services technology company serving the prescription eyewear manufacturing industry. We partnered with 5by5 to develop a brand strategy and key messaging for our new software product launch. 5by5 was able to engage our team quickly, focus in on the key elements of our business and deliver a comprehensive plan to market our new system. The 5by5 team provided a broad background of valuable experiences and was solid in their delivery. The entire engagement with 5by5 was a great experience and we fully intend to leverage them again for additional strategy and services!*

**KATHY RISMILLER,**  
PRESIDENT, OLSS