RAIN ROCKS
WEB DESIGN

CLIENT PROPOSAL / CALGARY + WESTERN CANADA

Integra Partners

2027 growth programme

One connected ecosystem.

Website, marketing, Ruddr sales workflow and Power BI reporting - supported by a clear monthly delivery programme.

Prepared by RainRocks | 10 November 2026

Attract. Connect. Follow up. Improve.

January - December 2027 | All fees shown in CAD unless marked EUR

Executive proposal | Ecosystem, monthly delivery and investment

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01 / THE OPPORTUNITY

One connected growth ecosystem

Turn marketing activity into a clear, accountable route from first enquiry to client project.

RainRocks will build Integra a new website, connect enquiry capture to its existing Ruddr sales workflow, and bring website, advertising, social, email and commercial measures together in Power BI. Our monthly service keeps the content, campaigns, lead handoff and reporting active.

01 ATTRACT

Website, LinkedIn, Google, social and email

02 CAPTURE

Saved enquiry, campaign source and assigned owner

03 PROGRESS

Ruddr qualification, next action and opportunity

04 UNDERSTAND

Power BI acquisition, pipeline and delivery view

For Integra	What the ecosystem enables
Clearer marketing decisions	Compare campaign activity with relevant enquiries and accepted opportunities.
Accountable sales follow-up	Record the source, assign an owner and identify requests without a next action.
A consistent market presence	Publish useful service-led content across the website, email, LinkedIn and Facebook.
One management view	Review acquisition, pipeline and linked project outcomes together, with visible data coverage.

The aim is better visibility and follow-through. Lead volumes and revenue remain measured outcomes, rather than guaranteed returns.

An example enquiry, end to end

A buyer clicks a digitisation ad, reads the matching service page and submits a project brief. The saved request carries its campaign source to an assigned sales owner. Sales confirms fit and maintains the opportunity in Ruddr; Power BI connects the enquiry with later sales progress. This is an illustrative workflow, not a live lead.

02 / IMPLEMENTATION SCOPE

What we build and connect

Workstream	Included delivery
New website	Up to 15 core pages; four reusable service/campaign templates; an editable CMS; mobile layouts; SEO foundations; redirects; two consolidated design revision rounds.
Content and enquiry capture	Migration of up to 20 approved articles or case stories. Four form types: consultation, project brief, resource/webinar and newsletter signup.
Ruddr sales workflow	One workspace and one agreed pipeline with up to eight stages. Company/contact mapping, owner and next-action rules, plus a cleaned import of up to 1,000 supplied records.
Reporting foundation	A connected data model, six Power BI report pages, agreed metric definitions, source reconciliation and restricted sharing.
Handover	End-to-end testing, two recorded training sessions, a concise operating guide and a monitored launch.

A dependable enquiry handoff

Forms save each valid submission before attempting delivery to Ruddr. The workflow retains its campaign source, assigns an owner and makes failed deliveries visible for retry or follow-up. Spam checks and duplicate handling are included.

What lives where
The website presents offers and captures requests. The intake store keeps submissions, attribution and delivery exceptions. Ruddr holds sales and delivery records. Advertising, social and email metrics feed the reporting layer directly; Power BI brings the management view together.

During onboarding, we confirm account permissions, licences and supported automation. Where automatic opportunity creation is unavailable, an assigned sales task and a reconciled opportunity link provide the agreed handoff. Additional bespoke adapters or extra accounts are separately scoped.

03 / REPORTING AND INTEGRATIONS

A clear view in Power BI

Six report pages help leadership see what is happening, what needs attention and what should change next.

Dashboard view	The question it answers
Executive growth	What did we spend, what enquiries arrived and what progressed commercially?
Paid advertising quality	Which LinkedIn and Google campaigns produce relevant enquiries and accepted opportunities?
Website and content	Which pages and traffic sources help visitors take the next step?
Social and email	Which posts and campaigns generate engagement, visits and explicit requests?
Sales pipeline	Which opportunities need action, what is ageing and what is expected to close?
Delivery and finance	How do linked won projects relate to capacity, actual revenue, costs and agreed margin?

Connected sources

Website forms, Ruddr, GA4, Google Search Console, Google Ads, LinkedIn advertising and company-page insights, Facebook Page insights, and one email platform. Scope covers one agreed business account/property per source.

Data you can assess

The initial refresh target is daily, with visible last-refresh dates and data coverage. Reconciliation helps prevent duplicated leads, spend or revenue. Pipeline estimates, contract value and recognised revenue remain distinct. Financial views are restricted to authorised users.

Platform approvals and data availability are confirmed during onboarding. An approved export may be used where direct access is unavailable. Power BI and other third-party licences are additional.

When a connection needs attention
A failed refresh shows the affected source and its last successful update. Failed enquiry delivery remains visible for retry or owner action. Unique enquiries, overlapping platform conversions, assisted touchpoints and recognised revenue remain separate.

04 / CONTENT AND CAMPAIGNS

What we deliver every month

The monthly managed service combines a consistent publishing programme with active campaign management and the operations behind it.

Service	Delivery commitment
Articles and SEO	Two service-led articles each month, with metadata, internal links and enquiry CTAs. Review priority pages, indexing and search queries.
Email campaigns	Two approved campaigns each month, including copy, layout, segmentation, links and test previews. Check suppression and unsubscribe handling.
LinkedIn organic	Three company-page posts each week: consultant insights, service explanations, useful assets and approved proof.
Facebook organic	Two posts each week, adapted for the audience. Review comments/messages twice weekly on working days and escalate relevant enquiries.
Paid campaign management	LinkedIn and Google checks twice weekly; search-term review weekly; monthly targeting and creative improvements, with up to two new copy/creative variants per platform.

CAD $2,000 monthly paid media



LinkedIn $1,200/month Google $800/month Facebook paid $0

The $2,000 advertising budget is separate from the $4,362.47 monthly service fee. Facebook paid activity is paused initially; organic publishing continues. Review enquiry quality monthly and accepted opportunities over 90 days.

Annual publishing plan
24 articles, 24 email campaigns, 156 LinkedIn posts and 104 Facebook posts, aligned to one approved service-led calendar.

05 / MONTHLY OPERATIONAL CHECKLIST

The work behind the ecosystem

Each item has a review cadence and a visible output. RainRocks maintains the checklist and shares the completed work in the monthly review.

Cadence	RainRocks activity	What Integra receives
Weekly health review; monthly test	Test every active form end to end. Check delivery, ownership, duplicate handling, failure queues, backups and priority mobile pages.	Dated test records, a website issue log and backup confirmation.
Weekly; monthly sales review	Review failed syncs, unassigned enquiries, missing source fields and duplicates. Present stale opportunities and overdue next actions to the sales owner.	An exception report and agreed sales follow-up list.
Daily refresh target; weekly review	Check Power BI refresh status, connector errors and permissions. Reconcile spend, unique enquiries and Ruddr opportunities.	Refresh history, reconciliation notes and visible data coverage.
Monthly improvements	Apply up to two hours of minor website/content improvements and one hour of minor report adjustments within the existing implementation.	A completed improvement log and maintained reporting pages.
Monthly performance pack	Explain spend, enquiries, meetings, pipeline and won outcomes, alongside website, social and email engagement.	Dashboard access, a month-end snapshot and three prioritised next actions.

Why this matters

The service keeps attention on working conversion paths, timely follow-up and usable data. It makes operational exceptions visible and gives Integra a repeatable way to decide what to continue, improve or stop.

Integra retains responsibility for prospect calls, proposals, qualification decisions and accurate opportunity updates. Operational checks begin once the relevant connection is live.

06 / PLANNING, REVIEW AND IMPROVEMENT

A practical monthly rhythm

Timing	Activity	Client deliverable
Week 1	Review performance, agree priorities and prepare the next approval pack.	Results summary, content calendar and next actions.
Week 2	Publish approved content, optimise advertising and review pipeline exceptions.	Published assets and a campaign/handoff change log.
Week 3	Publish the second article/email, check forms and review data quality.	Second content release and tested improvements.
Week 4	Reconcile spend and sales progress; close actions and plan ahead.	Dashboard snapshot and completed monthly checklist.
Throughout	Scheduled social posts, twice-weekly ad checks and weekly operational reviews.	An active, maintained acquisition-to-sales process.

One connected annual story

Quarter	Campaign direction
Q1	Information health, Microsoft 365 governance and Copilot readiness.
Q2	Records lifecycle, energy information and useful digitisation.
Q3	SharePoint migration, workflow improvement and engineering handover.
Q4	Practical AI governance, managed information services and annual planning.

Quarterly decisions and webinars

Every three months, review the 90-day opportunity picture, service mix and media allocation. Update the competitor/content watchlist and agree the next quarter’s priorities. Four proposed webinars are promoted through existing email/social slots; Integra supplies the presenter and approved source material.

The detailed annual campaign briefs, weekly social prompts, keyword library and draft emails are available in the full execution plan.

What the monthly review puts in your hands
Published asset links and a completed checklist; reconciled spend and unique enquiries; qualification and opportunity progress; a system-health exception list; and three prioritised next actions with an owner and review date.

07 / DELIVERY ROADMAP

Implementation and launch

Two connected phases: an indicative eight-week implementation, followed by the first 90 campaign days. The editorial calendar covers January-December; activation follows readiness and the agreed start date. Access, approvals and platform permissions affect delivery timing.

Timing	Focus	Review point
Week 1	Discovery: confirm services, access, licences, data fields and current baseline.	Agreed scope, owners and account inventory.
Weeks 2-3	Approve the sitemap, design direction and priority copy.	Consolidated design/content approval.
Weeks 3-5	Build the website, forms and secure intake workflow.	Working pages and test enquiries.
Weeks 4-6	Configure Ruddr mapping, pipeline and owner rules.	Verified sales handoff and exception handling.
Weeks 5-7	Build the data model and six Power BI report pages.	Reconciled measures and authorised access.
Week 8	Complete QA, training, acceptance and monitored launch.	Handover guide and agreed operating checklist.

What acceptance looks like

Approved pages and redirects; successful form delivery and replay without duplicates; visible recovery from a failed sync; source attribution matched to the sales record; a test opportunity linked to a project where supported; restricted dashboard access; and a tested refresh/failure alert process.

Working together
RainRocks leads the build, integrations, content, campaigns and reporting. Integra supplies account access, a sales owner, subject-matter reviewers, approved proof and one consolidated approval contact.

The managed retainer starts when the marketing and tracking foundation is ready for delivery. API approvals, licence changes, content delays or additional scope can extend the indicative timeline.

The first 90 campaign days

Period	Review and decision
Days 1-30	Launch LinkedIn and Google within the 60/40 cap; verify routing, pacing and qualification feedback.
Days 31-60	Refine creative, search terms and destinations using relevant enquiries and sales feedback.
Days 61-90	Review accepted opportunities and capacity, then agree the next-quarter allocation and priorities.

08 / SERVICE FEES

Your investment, clearly itemised

All amounts are CAD unless marked EUR. Fees include the agreed flat 20% service discount. Conversion: EUR 1 = CAD 1.5852, dated 10 November 2026. Published packages and project-specific scope are distinguished below.

One-time implementation

Service	EUR	CAD before discount
Website	€4,150.00	$6,578.58
CRM and automations	€2,500.00	$3,963.00
Power BI and extended integration delivery [custom scope]	€4,000.00	$6,340.80

Service subtotal	20% saving	Your fee
$16,882.38	$3,376.48	$13,505.90

Monthly managed service

Service	EUR	CAD before discount
Social management	€1,000.00	$1,585.20
Online ads	€500.00	$792.60
SEO	€500.00	$792.60
Email production and automation [custom scope]	€640.00	$1,014.53
Power BI and integration monitoring [custom scope]	€480.00	$760.90
Website maintenance and improvements [custom scope]	€320.00	$507.26

Service subtotal	20% saving	Your fee
$5,453.09	$1,090.62	$4,362.47

The website and CRM components use published service packages; Power BI, extended integration and the identified managed components are project-specific scope. Advertising and third-party charges are outside the service discount.

Separate advertising budget
CAD $2,000 per month: LinkedIn $1,200 and Google Search $800. Media spend is additional to the managed service fee.

09 / AGREEMENT AND ONBOARDING

Commercial summary and next steps

First-year commitment	CAD
Implementation, including 20% service discount	13,505.90
Managed service: 12 x $4,362.47	52,349.64
Paid media: 12 x $2,000	24,000.00
First-year total	89,855.54
Ongoing annual service + media after setup	76,349.64

Payment schedule

Implementation: $5,402.36 on commencement, $5,402.36 at implementation review, and $2,701.18 on acceptance and handover. Managed service is $4,362.47 monthly, plus the separate $2,000 advertising budget: $6,362.47 combined per active month, before software and tax.

The first-year total assumes twelve months of managed service and twelve months of media, in addition to setup. The retainer begins at the agreed readiness date; advertising starts after its destination, enquiry handoff and measurement checks pass. These recurring costs do not all begin during the build.

Included scope and additional costs

The fixed scope covers the pages, templates, forms, source accounts, pipeline and reports described in this proposal. Third-party software, Ruddr plan changes if required, Power BI licensing/capacity, hosting, email tools, storage, connectors and applicable taxes are additional. Any required subscriptions are confirmed before commitment.

New data sources, extra accounts or workspaces, major automations, substantial new development, historical data reconstruction, video shoots, travel and webinar hosting/presentation are separately agreed. Support is provided on working days; a 24/7 response SLA is not included.

To get started

1. Confirm the scope, fees, client owners and approval process.
2. Complete the account, licence and access review.
3. Agree the delivery schedule and first campaign priorities.
4. Begin implementation and approve the launch acceptance checklist.

One accountable partner
RainRocks connects the initial build to the ongoing work: useful content, active campaigns, reliable lead handoffs and a clear monthly view of commercial progress.

Pricing references: RainRocks published rates and the ECB EUR/CAD reference, dated 10 November 2026.