BANDO CONneSSi 2024

 - CONTRIBUTIONS TO MSMEs FOR THE DEVELOPMENT OF DIGITAL STRATEGIES FOR GLOBAL MARKETS -

ANNEX P

*Cost Estimate*

(to submit, signed by the legal representative of the provider -digital signature or, if not available, handwritten signature - and by the legal representative

 of the applicant company)

The undersigned \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

acting as legal representative of the **provider company**

Company name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Tax ID code\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

VAT \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***DECLARES***

To carry out the following digital development activities for the company (name of applicant company)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_:

|  |  |
| --- | --- |
| DIGITAL MARKETING ACTIVITIES |  |
| PROMOTION CAMPAIGNS ON SEARCH ENGINES, MARKETPLACES AND/OR SOCIAL MEDIA CHANNELS |  |
| SEO (Search Engine Optimisation) and SEM (Search Engine Marketing) ACTIVITIES |  |

For each of the activities selected in the table above

 it is **mandatory to fill in all the detail fields below**.

1. **DIGITAL MARKETING ACTIVITIES**

*Only expenses for the following activities are deemed eligible:
 Content Marketing /Social Media Marketing/Display Advertising /Email Marketing*

Description of activity (mandatory field, max. 100 words)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Amount(mandatory field): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Time schedule for the implementation of the activity (mandatory field):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**B. PROMOTION CAMPAIGNS ON SEARCH ENGINES, MARKETPLACES AND/OR SOCIAL MEDIA PLATFORMS**

**Campaigns totally realised by service providers - Art. 7.1B2 of Bando Connessi 2024**

Promotion channels used (mandatory field)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Target markets (mandatory field)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Time schedule for the implementation of the activity (mandatory field):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Total amount (mandatory field) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

to divide between:

1. Amount dedicated to the purchase of advertising (mandatory field). \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Amount dedicated to campaign planning, management, and monitoring (mandatory field): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(the budget dedicated to the expenses under point b) must be equal to or below 30% of the total amount of the activity. [Value of b) = or < 30% of the sum of a+b].

**Provider-managed campaigns with purchase of ADV by the applicant company - Art. 7.1B3 of Bando Connessi 2024**

(Eligible costs only for campaign creativity, planning, management, implementation and monitoring).

Promotion channels used (mandatory field)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Target markets (mandatory field)

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Amount dedicated to planning, management, and monitoring (mandatory field):

(it should be noted that this value must be equal to or below 30% of the total amount of the ADV campaign activity).

*For the part of ADV expenses borne directly by the company, the latter* ***must send one or more screenshots of the ADV campaigns*** *to be developed during the project, in which are clearly highlighted: the timeframe of the activities, the budget allocated to each channel and the foreign markets on which the promotion campaigns will be focused.*

**C. SEO (Search Engine Optimisation) and SEM (Search Engine Marketing) ACTIVITY**

*Only expenses for the following activities are deemed eligible: Website Analysis, Keyword Research, On-Page Optimisation, Quality Content Creation, Link Building, Mobile Device Optimisation, Site Speed Optimisation, Monitoring and Analysis, Reporting and Communication, Optimisation for Voice Search, Review Management, Long Term Content Strategy, Optimisation for Rich Snippets.*

Website on which the activities will be implemented (mandatory field): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Description of activity (mandatory field, max. 100 words)

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Amount(mandatory field): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Time schedule for the implementation of the activity (mandatory field):

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DIGITALLY SIGNED BY THE LEGAL REPRESENTATIVE OF THE APPLICANT COMPANY

AND BY THE LEGAL REPRESENTATIVE OF THE PROVIDER.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_