

WELCOME

TO

CUSTOMER REFERRAL
MARKETING

(CRM)
HANDBOOK

ABOUT US

CUSTOMER REFERRAL MARKETING

Customer Referral Marketing is a Scheme under Mo Eva's World Limited whereby individuals get paid to refer clients/customers to make use of any of our services. The CRM member then get a 10% commission of the amount paid by the Customer/Client which will be transferred to the CRM member's bank account either weekly or monthly.

CRM is not limited to Mo Eva's World's services, other companies interested in partnering with us can also make use of our CRM members to run their businesses, products, brands or services. Added companies will be passed across via newsletter to CRM member's email.

CRM MEMBERS GET PAID IN 3 EASY STEPS

- **REGISTER-** Become an official CRM member by registering in the online portal which has been provided then get a unique code which you will use so that clients/customers from you can mention the code when they contact us
- **REFER-** Refer a Customer/Client to us till they make use of our services
- **RECEIVE-** After Customer has paid for the services, you will receive a Bank Credit Alert.

SKILLS REQUIRED TO BE A SUCCESSFUL CRM MEMBER

- Strong Communication Skill
- Strong Marketing Skill
- Excellent Networking Skill
- Excellent Online/Social Media Skill
- Strong Negotiation skill
- Outgoing personality
- Large network of friends, families and colleagues.

ABOUT THE COMPANY 'MO EVA'S WORLD LIMITED'

Mo Eva's World Limited is a company with 3 basic brands:

1. Mo Eva's World Productions (A film and TV Production company)
2. On Point Naija Media (A news update website for advertorial platforms)
3. 4Better4Best Weddings & Events (A production coverage services such as for Weddings and Events)

***CRM members are expected to get Customers/Clients to make use of our services ***

SERVICES OF 4BETER4BEST WEDDINGS & EVENTS

- Pre- Wedding Photoshoot
- Court, Traditional and White Wedding Videography
- Court, Traditional and White Wedding Photography
- Photo book and Photo Album
- Wedding Red Carpet
- FRAMES
- Publicity
- Event Videography and Photography

SERVICES OF ON POINT NAIJA MEDIA

- Advertorial platforms for companies, businesses, brands , products and services such as blog post, side bars, header, footer, etc
- Bulk SMS and Email Marketing campaign for advertisers
- Online/Social Network Promotion for advertisers
- News updates

SERVICES OF MO EVA'S WORLD PRODUCTIONS

- Film and TV Productions
- Production of Television Commercials
- Production of Documentaries
- Production of Music Videos
- Post Production services
- Crew Hiring
- Equipment Rental services
- Consultancy
- Project Management

CURRENT PROMO SERVICES FOR CRM MEMBERS (4BETTER4BEST WEDDINGS&EVENTS PRICES)

4BETTER4BEST WEDDINGS & EVENTS

50% DISCOUNT PRICES

- VIDEOGRAPHY- #100,000
- PHOTOGRAPHY- #75,000
- PHOTO ALBUM- #50,000
- PRE WEDDING PHOTOSHOOT- #75,000
- WEDDING RED CARPET- #75,000
- 3 BIG FRAMES- #50,000
- PUBLICITY- #30,000
- LOGISTICS- 30,000
- TOTAL= #480,000

EVENT COVERAGE

50% DISCOUNT PRICE

- VIDEOGRAPHY- #50,000
- PHOTOGRAPHY- #40,000
- LOGISTICS- #20,000
- TOTAL= #110,000

CURRENT SERVICES FROM CRM MEMBERS (ON POINT NAIJA MEDIA)

ON POINT NAIJA MEDIA

ADVERTISING

STARTUP PROMO PRICE

BASIC

- BI-WEEKLY BLOG POST
- 1 SIDE BAR ADVERT
- 2 TIMES DAILY ONLINE/SOCIAL NETWORK PROMOTION
- TOTAL= #7,000

SILVER

- THREE TIMES A WEEK BLOG POST
- 2 SIDE BAR ADVERT
- 6 TIMES DAILY ONLINE/SOCIAL NETWORK PROMOTION
- 3 TIMES A WEEK HYPERLINK
- BULK SMS TO 2,000 PEOPLE
- EMAIL MARKETING TO 2,000 PEOPLE
- TOTAL= #30,000

GOLD

1. FIVE TIMES A WEEK BLOG POST
 2. 2 SIDE BAR ADVERT + HEADER
 3. 12TIMES DAILY ONLINE/SOCIAL NETWORK PROMOTION
 4. FIVE TIMES A WEEK HYPERLINKS
 5. BULK SMS TO 5,000 TARGET MARKET
 6. EMAIL MARKETING TO 5,000 TARGET MARKET
 7. ADVERTS ON 3 OTHER TOP BLOGS
- TOTAL= #70,000

PREMIUM

1. 7TIMES A WEEK BLOG POST
 2. 4 SIDE BAR ADVERT + HEADER + FOOTER
 3. 20TIMES DAILY ONLINE/SOCIAL NETWORK PROMOTION
 4. 7TIMES A WEEK HYPERLINK
 5. BULK SMS TO 10,000 TARGET MARKET
 6. EMAIL MARKETING TO 10,000 TARGET MARKET
 7. ADVERT ON 5 OTHER TOP BLOGS
 8. ADVERT ON 2 NIGERIAN NEWSPAPER
- TOTAL= #180,000

CONTACT US

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