*Proposal for*

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

Client Name

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

## **Marketing Services**

Your Name

123 Smith St Dr

Town, ST 12345

you@you.com

555-555-5555

10-15-21

This proposal contains the following sections: Scope of Work, Pricing and Other Terms.

# Scope of Work

This is the scope of work, as I understand it. Please let me know if there are differences between your expectations and my understanding.

## Summary

### Our Responsibilities are to:

* Build new site in Wordpress -custom theme
* Set Up autoresponder (email service)
* Import current email lists (ongoing)
* Clean up/verify current email database
* Construct email campaign
* Set Up Lead Capture on site for new emails
* Deliver 2 emails per month (ongoing).
* Optimize Youtube videos
* Set up Google adwords account for re-targeting (PPC).
* Deliver creative for re-targeting campaign banners (change every quarter)
* Manage Google adwords account
* SEO for ranking 1 main keyword phrase (kw)
* Minor SEO Maintenance (as needed). Citations, code and plug-in updates
* Run Social Media Campaign (Facebook, Twitter, etc) as needed
* Reputation Management
* Set Up and Run Alexa Marketing

### 

### Timing and Strategy

Once we receive your initial payment the above will begin.

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# Pricing

Options:

\_\_\_\_\_ Mobile Friendly Site Rebuild (~~$1750~~/$1000)

\_\_\_\_\_ Advertising and Retargeting: Facebook Ad set up, banner creation, Ad campaign maintenance + Google Retargeting ($250/month & up)

\_\_\_: Email Marketing: Content creation, collecting and database maintenance ($250 month & up - inclusive)

\_\_\_\_\_Social Media Marketing: across 3 Platforms (suggested Facebook,Twitter, Instagram ($750/month)

\_\_\_\_\_ Reputation Management: Increase positive user reviews, suppress negative reviews across 3 platforms (suggested: Yelp, Google Reviews, Trip Advisor) ($750/month)

\_\_\_SEO: Varies based on competition, keywords, location. ($500/month & up)

\_\_\_\_ Youtube video optimization ($250 month)

\_\_X\_\_ Alexa Marketing ($97/month)

**Total**  
**\_\_\_X\_\_**  **Alexa Marketing ($197 today then $97 per month)**

#### Approval signature

I am authorized to enter into contracts, and agree to the terms of this proposal:

Agreed signature: Date:

Name: Title:

# Other Terms

The following agreement and terms and conditions apply to the services indicated by the Scope of Work above (“Project”) offered by Your Name (Your Name) to Mr John Smith (client).

1. **Agreement and authorization to perform services**. Client’s purchase of the above-described project shall constitute Client’s agreement to be bound by the terms and conditions of the Agreement and the project and shall authorize Your Name to perform the services in accordance with this Agreement and the Project.
2. **Pricing and payment.** The Price to perform the Project contemplated by this agreement is identified within the above proposal
3. **Lost, altered and unauthorized access of computer files**. Your Name, its employees, agents and subcontractors shall not be liable for unauthorized access/viewing of files, lost or altered files, data or programs, even if caused by the negligence of Your Name or its agents or employees or subcontractors. Client understands that, even though Your Name will employ security measures as is customary, Your Name makes no guarantee that unauthorized persons will not view/edit data. Client understands that unauthorized persons have the ability to see any computer file, no matter how well protected, that they want, including Client files.
4. **Limited warranty; disclaimer of warranties.** Your Name warrants that the services to be performed under this Project shall be performed in a professional and workmanlike manner. Your Name does not warrant software or any services provided by an independent third party supplier or software manufacturer. You must refer to the warranty provided by such third party.
5. **Limitation of liability**. Except where such exclusion is contrary to public policy, in no event shall Your Name, its employees, agents or contractors, be liable under this agreement for any indirect, special, exemplary, consequential, or incidental damages, including but not limited to, loss of anticipated profits or revenue, economic loss, loss of data, loss of use of the product or any associated equipment, cost of capital, cost of substitute or replacement equipment, facilities or services, down time, your time, the claims of third parties, and injury to property, regardless of the nature of the claim, including but not limited to, breach of warranty, breach of contract, tort (including negligence) or strict liability, even if Your Name has been advised of the possibility of such loss or damage. Some states do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion may not apply to you. If any portion of this section is held invalid or unenforceable, any liability of Your Name is expressly limited to the fees you have paid for the service-giving rise to the claim. Your sole remedy against Your Name in any dispute under this agreement shall be to seek recovery of the amounts you have paid, upon the payment of which Your Name shall be released from and discharged of all further obligations and liability to you.
6. **Entire agreement.** This agreement contains the entire understanding of the parties and supersedes all previous oral and written agreements with regard to the subject hereof.
7. **Severability**. If any provision contained in this Agreement is or becomes invalid, illegal, or unenforceable in whole or in part, such invalidity, illegality, or unenforceability shall not affect the remaining provisions and portions of this Agreement.
8. **General**.
   1. You may not assign this agreement or any of your rights hereunder without the express written consent of Your Name.
   2. Any sum not paid by you when due and owing is subject to interest at a rate equal to the lesser of 1 ½ per month or the maximum rate allowed by law.
   3. Your Name reserves the right to change pricing, if the scope of work is changed.
   4. Client is responsible for obtaining all necessary technical support, hardware, and software fixes from the manufacturer or supplier of third party hardware or software, including but not limited to Microsoft Access.
   5. Your Name may include your name on its client list.
   6. Any change to the project made after 30 days after final delivery is considered an enhancement, and will be billed at a standard hourly rate or quoted individually.
9. **Location of work.** Work may be performed in combination of on-site (when necessary) and off-site (for the most part).
10. **Intellectual property**. All, ideas, concepts, improvements, discoveries, code, tables, forms, queries, macros, modules developed by Your Name shall remain the sole and exclusive property of Your Name subject to the irrevocable right and license of Client to use such property without payment of royalties.
11. **Non-disclosure**. Your Name understands that during the course of the Project it may come to know confidential information pertaining to Client’s business including but not limited to operations, accounting, human resource, financial and any information that is not considered “public” information, and will not disclose or discuss such confidential information with any third party.
12. **Notices.** All notices required or permitted under this Agreement shall be in writing and shall be deemed delivered when delivered in person or deposited in the United States mail, postage prepaid, addressed as follows:  
    Your Client 1234 Main St Anytown TX USA 12345
13. **Term/Termination.** This Agreement shall terminate automatically upon completion of the Project.

Your Name   
Automatic Credit Card Billing Authorization Form

If you would like to enjoy the convenience of automatic billing, simply complete the Credit Card Information section below and sign the form. All requested information is required. Upon approval, we will automatically bill your credit card for the amount indicated and your total charges will appear on your monthly credit card statement. You may cancel this automatic billing authorization at any time by contacting us in writing.   
  
**Customer name/Contact: Tom Smith**

**Phone: 555-555-5555**

I authorize Your Name, Inc. to automatically bill the card listed below as specified:   
  
**Amount: $97.00 per month**

**Begin billing on: 10-15-21 if agreed upon.**

**End billing when: Customer provides written cancellation. Customer must provide 30 day notice of cancellation. We ask for a 180 day commitment. Initial here confirm that this has been read \_\_\_\_\_\_\_**

**Credit Card Information (To be completed by customer)**Your Name, Inc. accepts the following credit cards: Visa, MasterCard, American Express, Discover  
  
  
Credit card type: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   

Credit card number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 

Expires: \_\_\_\_/\_\_\_\_\_\_\_

Security Code on back of card: \_\_\_\_\_\_\_\_\_\_

Billing Zip code: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Customer Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Checks may be made out to:

Your Name

123 Main St Anytown TX USA 12345