

Digital Marketing Agreement

Business Name:	
Primary Contact Name:	Bus. #:
Mailing Address Line 1:	Cell #:
Mailing Address Line 2:	
City & Province:	Postal Code:
Email:	Fax:

Agreement

This agreement is made between the client _____ and the consultant 'GZDM / Donita Fowler'.
The intent of the agreement is to deliver a complete digital marketing presence of the client.

General Conditions:

Initial all below

1. The Digital Awareness Program materials you receive are confidential and proprietary, and cannot be used, disclosed or duplicated except within your own company or by the approval of ViG. ____/____
2. ViG / GZDM services are advisory. You, the CLIENT, bear sole responsibility for approving the use and implementation of these services in your business. You agree to forever indemnify and hold harmless your ViG Consultant from and against any loss, cost or expense resulting from your activities related to the subject matter in this document and in the Digital Awareness Program. ____/____
3. Your Digital Awareness Program does not have an annual fee increase. However, if and when your program fees need to change, you will be given ample notice – 60 days minimum. ____/____
4. ViG reserves the right to update the content, structure, programs and materials over time. ____/____
5. You or your Consultant may elect to terminate this agreement at any time upon **30 days notice in writing**. Any fees that are owed during the 30 days must be paid in accordance with this Digital Awareness Program. ____/____
6. This agreement is the entire agreement between you and ViG, all prior agreements, promises or representations are no longer in effect. ____/____
7. This agreement shall be governed by, construed, and interpreted in accordance with the laws of the Province of Alberta. ____/____
8. If any law imposes a change in the nature of a goods, services, consumption, value added or similar tax which is to be assessed or payable on any of the moneys which the CLIENT must pay ViG then this is payable by the CLIENT to ViG when it is due for payment. ____/____

FEE STRUCTURE

1. FACEBOOK AD MANAGEMENT 497.00 / MONTH

- Manage Facebook Business Manager
- Create Custom Audiences + Look a Like Audiences (includes pixel code installation)
- Manage 2 ads per month – 1 Brand Awareness, 1 product / service specific. This includes photos, ad creation and custom monthly reporting. Extra ads are available.

2. GOOGLE ADWORD ACCOUNT MANAGEMENT 397.00 / MONTH

- Manage Google Adwords Account
- Create Custom Google Ads
- Manage 4 Google ads per month – this includes proper text, and monthly reporting with suggestions to make the conversions higher

3. GOOGLE ANALYTICS REPORTING 197.00 / MONTH

- Monthly Website Analytics Reporting
- Suggestions for website updates to improve conversions
- Explanation of the different types of data the GA uses for reporting

4. EMAIL MARKETING 197.00 / MONTH

- Maintain Email database on digital platform. This includes (but not limited to) MailChimp, Drip, Active Campaign and Infusionsoft.
- Monthly Newsletter with 2 follow up emails (depending on the audience engagement)
- Keep email lists updates
- Provide Monthly reporting for the emails sent

5. WEBSITE UPDATES 197.00 / HOUR, WORK AS NEEDED

- Website updates based on reporting from GA and Digital Advertising
- Make suggestions for additional updates based on experience and reporting
- Work with Visual Composer and Cornerstone Design Platform Plugins

6. COMMUNITY ENGAGEMENT 197.00 / MONTH PER PLATFORM

- Social Posting on Facebook and Instagram platforms
- Includes photo, graphic or article repost

Note: All prices subject to GST



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Account Access & Authorization

The Consultant is authorized by the Client to assume the identity of the Client in all social media interactions on the internet including, but not limited to, status updates, blog posts, online forum discussions and message board posts, comments, and responses to user comments, and emails.

The Client will demonstrate this authorization by providing URLs, usernames, and passwords for all of its digital media platforms in the space below:

Facebook:
Username: _____ Password: _____

Instagram:
Username: _____ Password: _____

Google Analytics:
Username: _____ Password: _____

Google Adwords:
Username: _____ Password: _____

The Consultant will hold the Client's URLs, usernames, and passwords in confidence. The consultant will not share this information under any circumstances, nor will the Consultant sell this information to a third (3rd) party.

Rights to Created Content

The Client will retain the right to all content created by the Consultant for the Client, while under contract, ad infinitum. However, the Client may not distribute for profit any content created by the Consultant for the Client, while under contract, without the written consent of the Consultant.

Furthermore, the Consultant will retain the right to use any and all content created by the Consultant for the Client, while under contract, for the purpose of (1) providing samples of the Consultant's work or (2) instruction – including, but not limited to, presentations, lectures, webinars, and published material in any medium.



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Your ongoing monthly Digital Awareness Program investment is invoiced on the 1st or 15th of the following Month

1st 15th Digital Marketing Fee _____ Initials _____

Programs: _____ \$ _____ /mth + gst Month: _____ _____

Initial Investment..... \$ _____ + gst

Ongoing Monthly Investment..... \$ _____ + gst

Payment Options: 1. Monthly 2. Quarterly 3. One Time
Method of Payment 1. EFT 2. Visa 3. MC 4. Amex

Executed on and effective from the _____ day of _____, 2017
(DAY) (MONTH)

Business Name: _____
(PLEASE PRINT)

Client Name: _____ Client Signature: _____
(PLEASE PRINT)

Consultant: _____, Donita Fowler

On Behalf Of: Ground Zero Digital Marketing (a division of Vested Interest Group).

Date: _____, 2017