

Scope and Description of Monthly Services

CAMPAIGN STRATEGY

- ➔ Competitor research
- ➔ Keyword research - Search
- ➔ Audience research - Social
- ➔ Messaging strategy
- ➔ Geographic and demographic research
- ➔ Set KPIs and goals for a successful campaign

GOOGLE ADS CAMPAIGNS

(INCLUDES LOCAL SERVICES ADS CAMPAIGN)

- ➔ Search Campaigns
 - Text ads on Google: Keyword based and brand campaigns
 - Dynamic Search Ads: Google-optimized campaigns based on your website content
- ➔ Display Remarketing Campaigns
 - Unconverted page visitors
 - Clients who have already used your services or "lookalike campaigns" to find people similar to your active client list
- ➔ Setting up and managing ad extensions such as:
 - Sitelink extensions
 - Callout extensions
 - Structured snippet extensions
- ➔ Creative Development
 - Copywriting for text ads
 - Design and copy for display ads

- ➔ Set up Google Analytics conversion goals
- ➔ Install and manage Google Tag Manager for conversion tracking
- ➔ Goals: New potential clients reached and sales goals exceeded
- ➔ Monthly performance and analytics report PDF
- ➔ Communication
 - Weekly check-ins
 - Dedicated Slack channel for open communication
- ➔ Monthly strategy and update calls

TRACKING SYSTEM

- ➔ Conversion tracking and analytics set up through UTM parameters for all ad campaigns

ONGOING AD CAMPAIGN OPTIMIZATIONS

- ➔ Make optimizations to advertising copy and creative
- ➔ Test new campaigns as noted above
- ➔ Launch new landing pages
- ➔ Monitor and optimize bidding and budget
- ➔ Test geographic locations

Payments, Fees & Cancellation

MONTHLY RETAINER - FLAT FEE

Payment for these services will be to Indigo Marketing Agency at the rate of \$2,000 per month. No setup fee and no term contract. Payment for the month's service is required up front.

The monthly flat fee does not include paid advertising spending on Google or other platforms. Advertising spend will be billed by Google through their dashboard. If you wish to cancel, simply let us know 14 days before your cycle renews.

ADDITIONAL MONTHLY FLEX FEE

Indigo Marketing Agency's flat fee includes managing advertising spend of up to \$30,000/month. If your ad spend exceeds that amount, we charge an additional 10% of ad spend for any amounts above the \$30,000. Example: \$40,000 would incur a 10% additional fee on the \$10,000 above \$30,000. This reflects the additional work required to manage larger accounts.

To give you time to adjust budgets, we'll give you 5 business days' notice should you approach the limit and incur additional charges.

OUT-OF-SCOPE SERVICES AND ADDITIONAL CONSULTING HOURS

Services not described in the Scope and Description of Monthly Services are outside of the scope of this agreement. If additional services are requested by Client, they will be billed at our standard hourly rate of \$175 or in a separate agreement.

Consulting services will be billed separately at the rate of \$275 per hour. Indigo Marketing Agency will accommodate requests in excess of what is outlined in this agreement at their own discretion.