Marketing Services - Service Level Expectations

Listing Claim

Description

Fully managed manual claiming of any one site, such as Google Business Profile, Yelp, Bing, Yellow Pages, RateMDs, Doctors.com, and more!

Order Form

When you purchase a Listing Claim, our Listing Fulfillment team will receive the Order Form. If we have the information required, and no call is required in order to verify the listing, we will claim the listing within 2 business days and send a confirmation email to the client to let them know it's been completed. If we need to call in order to verify the listing, we will reach out via phone call and email four times.

Communication Method

To communicate with your client, our team will use the branded email address you have supplied us with, or the grey-labeled @yourdigitalagents.com email address that we created on your behalf. For phone calls, the number we dial out from is 1-866-378-8031 and the caller display will either show as 'Marketing Services' or 'Unknown'.

Calling

Our team will only call your client WHEN REQUIRED, to gather additional information needed to claim the listing or if we have not heard a response over email.

- ❏ Verifying listings may require an automated phone call or text
- ❏ The client may need access to a computer during our call.
- ❏ Most often, listings are claimable without a call, however, there are extenuating circumstances where follow up is required.

Verification Methods

Each listing site has their own method for validating the legitimacy of a business.

Phone Call/Text Message

An automated phone call is sent from the listing site to the business listed phone number. A PIN is given to enter into the listing site for validation. Until the listing is verified, any changes made to the listing will not appear to the public.

Postcard

A physical postcard is sent from the listing site to the listed address for the business. This postcard contains a PIN, which, when entered into the listing site, validates the listing. This can take 2 weeks or more to complete. Please note: there should be no changes made to the listing after a postcard has been requested, until the PIN is received and entered. Additionally, any changes made to the listing will not appear to the public until the listing is verified.

- ❑ In cases where the only verification option is to have a physical postcard sent to the business address, the Marketing Strategist will follow up and email 7 and 14 business days after the initial email to get the PIN number located on the postcard. That PIN has to be entered into the listing site to complete the listing claim.
- ❑ **Important:** Please note that postcard PINs expire within 30 days, so it's very important to pass this PIN along to the Marketing Strategist as soon as it's received. You are welcome to email or call us with this PIN.

Google Business Profile Listings

Marketing Services has a unique relationship with Google Business Profile and in some instances can claim GBP listings without using the traditional verification methods. With that, we use a GBP Agency Account to claim all GBP listings. Don't worry, this Agency account is set up so that when we claim listings for your clients, it appears as though you - the Marketing Services partner - are the listings co-owner. The business, or yourself, can determine at any time to revoke co-ownership of our GBP agency account.

If the Listing is Already Claimed

If the listing is already claimed and you are not the owner, we can work to have the listing unlocked so that it will be available for claiming again.

Things to note

- ❏ This process can take upwards of two weeks to complete.
- ❏ Usually, in this case the listing site has a ‘Request Ownership’ form to submit which notifies the current owner that another party is wanting to take over the listing.
- ❏ If the listing's current owner denies our request to take over the listing, we will not be able to complete the listing claim.
- ❏ If a Yelp listing is already claimed, the business owner will have to contact Yelp Support for access, as Marketing Services won’t be permitted to make this request on their behalf.
- ❏ If the current owner does not respond to the inquiry within 3 days, or if our request is denied, the listing becomes manageable, and can be claimed using the regular verification methods.

Listing Claim Completed!

Once the listing has been successfully claimed, the Marketing Strategist will ensure the following listing data is accurate:

- ❏ Business name, address, phone number, website, hours of operation, categories/keywords.
- ❏ Additional ‘Rich Data’ is something we encourage clients to add to the listing, as it provides consumers a great look into your business. Things like:
- ❏ Business description, interior/exterior/staff photos, products/service offerings, etc...
- ❏ A final email will be sent from the Marketing Strategist that will contain the login credentials to the listing that was claimed.

Follow Up

After the claim is completed, the Listings Fulfillment Team will follow up with a confirmation email and confirm details specific to the service. You, the partner, will be kept in the loop with this as well.

The Partner Services team is available to answer questions relating to this product via phone call or email.

Google Business Profile Optimization

Description

Fully managed claiming of a Google Business Profile listing, monthly NAP data updates, and monthly posting.

Order Form

When you purchase a Listing Claim, our Listings Fulfillment Team will receive the Order Form, and attempt instant verification. If we are successful, you will receive a confirmation email letting you know what to expect during the term of the product. If we are unsuccessful, the Listings Fulfillment Team will reach out to you regrading the next steps.

Communication Method

To communicate with your client, our team will use the branded email address you have supplied us with, or the grey-labeled @yourdigitalagents.com email address that we created on your behalf. For phone calls, the number we dial out from is 1-866-378-8031 and the caller display will either show as 'Marketing Services' or 'Unknown'.

Calling

Our team will only call your client WHEN REQUIRED, to gather additional information needed to claim the Google Business Profile listing or if we have not heard a response over email.

- ❑ Verifying listings may require an automated phone call or postcard to be sent to the business
- ❑ The client may need access to a computer during our call.
- ❑ Most often, listings are claimable without a call, however, there are extenuating circumstances where follow up is required.

Listing Verification

The GBP listing must be claimed before it can be optimized.

Phone Call/Text Message

An automated phone call is sent from Google to the business listed phone number. A PIN is given to enter into the listing site for validation. This option can be completed during a phone call.

Postcard

A physical postcard is sent from Google to the listed address for the business. This postcard contains a PIN, which, when entered into the listing site, validates the listing. This can take 2 weeks or more to complete. This verification method is extremely common.

- **Please note:** we can not use PO boxes when claiming GBP listings; we need a physical address.
- **If there is a suspension of the listing, or additional verification steps required, it may take additional time after the initial email*
- **In some cases we are able to claim a listing without having to go through a manual verification process.*

If the GBP listing is already claimed and you are not the owner, we can work to have the listing unlocked so that it will be available for claiming again. Things to note:

- This process can take upwards of two weeks to complete.
- Usually, in this case the listing site has a ‘Request Ownership’ form to submit which notifies the current owner that another party is wanting to take over the GBP listing.
- If the current owner does not respond to the inquiry within 3 days, or if our request is denied, the listing becomes manageable, and can be claimed using the regular verification methods.

Google Business Profile Agency Account

Marketing Services has a unique relationship with Google Business Profile and in some instances can claim GBP listings without using the traditional verification methods. With that, we use a GBP Agency Account to claim all GBP listings. Don’t worry, this Agency account is set up so that when we claim listings for your clients, it appears as though you - the Marketing Services partner - are the listings co-owner. The business, or yourself, can determine at any time to revoke co-ownership of our GBP agency account.

Listing Claim Complete!

Once the listing has been successfully claimed, the Marketing Strategist will ensure the following listing data is accurate:

- ❏ Business name, address, phone number, website, hours of operation, categories/keywords.
- ❏ The Strategist will also add:
- ❏ A logo, cover photo, up to 5 videos, up to 5 photos, as well as Highlight, Amenities, Attributes, and Service Options (If applicable).

An email will be sent from the Marketing Strategist that will inform that the GBP listing has been claimed, and the monthly managed service will now begin!

Monthly Updates

As part of the monthly managed service, the Marketing Strategist will log into the Google Business Profile listing once per month and ensure that the information remains accurate, this includes managing any user suggested edits. They can also upload photos and videos to the GBP listing during this check.

Posting

When the Marketing Strategist logs into the GBP listing for it's monthly update they'll also post to the listing (One post per month). This social post will be visible on the knowledge panel of the Google search results. These posts are event-based posts designed to promote a sales event or promotion at your business.

- ❏ These posts will automatically be archived after 7 days.
- ❏ These posts will feature a call to action which can be Learn More, Book, Order, Shop, Sign Up, or Get Offer.
- ❏ The Marketing Strategist will obtain all relevant information based on the website provided

Follow Up - When Required

The Marketing Services team is available to answer questions relating to this product via phone call or email.

Add-On: Additional Post 1x/month

Marketing Services will create and post 1 additional monthly post which will be published natively on the business' Google Business Profile listing.

Add-On: Google Reviews: Up to 10

Marketing Services will respond to up to 10 Google Business Profile reviews per month.

Positive Reviews are published within 2 business days of our system pulling them in. When responding to positive reviews, the Marketing Strategist will follow these guidelines:

- ❏ Positive responses should be personalized to the content of the review. Our responses are never canned!
- ❏ We address the reviewer by name if possible
- ❏ Thank them for leaving a great review
- ❏ Use the business name in the response (For SEO)
- ❏ Invite them back / assure them that their next visit will be just as pleasant

Negative Reviews are drafted within 2 business days of our system pulling them in. Once drafted, an approval email is sent to the business contact for approval. If we do not receive feedback within 1 business day, we will go ahead and publish the response. The business can choose to opt out of this approval process which would mean negative review responses are published within 2 business days of being pulled into our system. When responding to negative reviews, the Marketing Strategist will follow these guidelines:

- ❏ Negative reviews should also be personalized to the content of the review. Our responses are never canned!
- ❏ Apologize for the experience
- ❏ Do not use the business name in the response (For SEO)
- ❏ Write a sentence or two painting the business in a positive light, and
- ❏ Invite the poster to resolve the issue offline. e.g: Please kindly call Joe at (306) 555-5555, so we can address your concerns directly, as your business is valued. Thank you.

Social Page Builds

Description

A professional social media profile on Facebook, Instagram, or LinkedIn (Other channels available as long as they're free to access).

Order Form

When you purchase a Social Page Build, our Marketing Strategists will receive the Order Form, and will reach out to you within 2 business days via email to schedule the onboard call. We will reach out twice via email and twice via phone call.

Communication Method

To communicate with your client, our team will use the branded email address you have supplied us with, or the grey-labeled @yourdigitalagents.com email address that we created on your behalf. For phone calls, the number we dial out from is 1-866-378-8031 and the caller display will either show as 'Marketing Services' or 'Unknown'.

Onboarding Call

Our team will conduct an onboarding call with your client to gather additional information needed to complete the Social Page Build.

- ❏ We will verify the exact business name and full address to ensure the page has accurate information.
- ❏ Access to a Gmail account is required. This address is used to create the social profile and as a login method.
- ❏ Verifying the social site may require an automated phone call or email to be sent to the business, it is best that your client is at the business during the Onboard call.
- ❏ The Onboard call will take approximately 15 - 30 minutes to complete.
- ❏ Most often, pages are claimable during the onboard call, however, there are extenuating circumstances where follow up is required. The Marketing Strategist will stay in communication via phone or email throughout this process.
- ❏ Once the page is accessible, we will ensure it's updated with applicable information. Details below.

Facebook

Marketing Services uses Facebook Business Manager to create Business Pages. When viewing the Page Roles of the Facebook page you will see that Digital Marketing Services is an admin of the page. This is the name of our Business Manager.

The page build will include:

- ❏ Accurate business data - Name, address, phone, website, hours
- ❏ Business description
- ❏ Business handle (@businessname)
- ❏ Logo (provided by you or your client)
- ❏ Header image

Instagram

Marketing Services uses Facebook Business Manager to create and connect Instagram to Facebook.

The page build will include:

- ❏ Accurate business data - Name, address, phone, website, hours
- ❏ Business description
- ❏ Add a profile picture
- ❏ Convert the account to a business account (business.instagram.com)
- ❏ Walkthrough of how to get the iphone or android app
- ❏ Walkthrough how to manage Instagram account going forward

LinkedIn

Creating a LinkedIn Business page requires access to a personal LinkedIn account We will need the login credentials to a personal LinkedIn profile in order to connect a business page.

The page build will include:

- ❏ The company logo, header image, description and NAP data will be included
- ❏ The business email address will be verified for the business page

Other Social Channels

If there is a social channel that a business is interested in having built out, we can accomodate the request. Other pages could be Pinterest, Houzz, and Foursquare. As long as the page is free to create or claim we will ensure the following criteria is met with every page build:

- ❏ The business will have access to the account as the owner
- ❏ Correct NAP data and Business Name
- ❏ Business description
- ❏ Logo and header photo
- ❏ 5 photo’s and/or 5 videos (depending on source requirements)
- ❏ Verification of the business page (Similar to claiming/verifying listing sites)

Follow Up

After the Onboard call, the Marketing Strategist will follow up with an email that outlined the call, and confirm when the social site has been completed. You, the partner, will be kept in the loop with this as well.

The Marketing Services team is available to answer questions relating to this product via phone call or email.

Review Responses Unlimited

Description

Fully managed written and published responses for all of your clients' reviews in English and French.

Order Form

When you purchase the Review Responses service, our Marketing Strategists will receive the Order Form, and will reach out to you within 2 business days via email to schedule the onboard call. We will reach out 4x via email and 4x via phone call. If we are unable to get in touch with your client, we will loop in your Partner Development Manager to get in touch with your client as well.

Communication Method

To communicate with your client, our team will use the branded email address you have supplied us with, or the grey-labeled @yourdigitalagents.com email address that we created on your behalf. For phone calls, the number we dial out from is 1-866-378-8031 and the caller display will either show as 'Marketing Services' or 'Unknown'.

Onboarding Call

Our team will conduct an onboarding call with your client to gather additional information needed, including:

- ❏ Login access to any review sites your client currently has claimed
- ❏ A contact at the business where we can direct negative reviewers to
- ❏ A contact at the business who can approve drafted negative review responses

Please note: Our Marketing Strategists will help to claim review sites that are relevant to the business, such as Facebook, Yelp, and Google Business Profile.

Post-Onboarding Call

As long as we were able to gain access to your clients review sites during the Onboard call, we will begin to respond to reviews as they come in.

User visibility:

When we draft and publish reviews, this is how they will appear on the review site:

- ❏ **Google:** responses will show from the owner.
- ❏ **Yelp:** responses will show the picture and name associated with the account.
- ❏ **Facebook:** responses will show the business name as responding.

Important: Please note that our team will not be able to draft review responses for reviews left on sites that we do not have login access to.

Gaining Access to Review Sites

Facebook: The Facebook Business page will receive a request to add 'Digital Marketing Services' as a page Admin. To accept our request login to the personal Facebook profile that manages your business page on a laptop or desktop computer. Find your business page by clicking **Menu**, then **Pages**. On the left-hand side, you'll see **Pages you Manage**, find your business and select the page. From there click on **Settings** in the left side panel or top Admin panel, then select **Page Roles**. From here, you should see our request to join the page. Please approve it. You will be asked for your personal Facebook password to confirm your identity. Once you've accepted our request, we will be able to connect your account to our system.

Yelp: Along with the username and password, it is required that the Yelp profile is complete with a **profile photo of a person** in order to post review responses.

- ❑ *Yelp Non-Recommended Reviews*: Reviews that Yelp has flagged as Non-Recommended are not pulled into Task Manager by default. There is a setting in Partner Center to turn these on if you'd like for us to respond to these reviews, however, these reviews are not seen by profile viewers.

Google Business Profile: The business has two options for providing us access to their Google Business Profile listing.

- ❑ **Preferred method:** They can log in themselves and add our Google management account as a co-owner of their listing. They will not lose access but this will allow us access without needing their login credentials. Once added, the co-owner will appear as your company name or Marketing Services.
- ❑ **Secondary method**: The business can provide us with the login credentials they used to claim their listing, we will log in and connect the account this way. ***If the business has two-factor authentication on their account we will be required to contact them every time we need to update or reconnect their listing.***

Other Review Sources:

- ❑ If the business would like us to respond to other review sources, we will require login credentials for that source. If they do not have the listing already claimed, our team will manually claim and verify the listing source. To complete this process there may be additional steps required by the client and we will advise them when their assistance is required.

- ❑ ***Glassdoor and Indeed*** - We do not respond to reviews on these sites as they are typically reviews left by employees of the company. These reviews should be handled directly by the employer.

Positive Reviews - The How

When responding to positive reviews, the Marketing Strategist will follow these guidelines:

- ❑ Positive responses should be personalized to the content of the review. Our responses are never canned!
- ❑ We address the reviewer by name if possible
- ❑ Thank them for leaving a great review
- ❑ Use the business name in the response (For SEO)
- ❑ Invite them back / assure them that their next visit will be just as pleasant

****Positive Review Responses are published within 2 business days of our system pulling them in.***

Negative Reviews - The How

When responding to negative reviews, the Marketing Strategist will follow these guidelines:

- ❑ Negative reviews should also be personalized to the content of the review. Our responses are never canned!
- ❑ Apologize for the experience
- ❑ Do not use the business name in the response (For SEO)
- ❑ Write a sentence or two painting the business in a positive light, and
- ❑ Invite the poster to resolve the issue offline. e.g: Please kindly call Joe at (306) 555-5555, so we can address your concerns directly, as your business is valued. Thank you.

****Negative Review Responses are drafted within 2 business days of our system pulling them in. Once drafted, an approval email is sent to the business contact for approval. If we do not receive feedback within 1 business day, we will go ahead and publish the response. The business can choose to opt out of this approval process which would mean negative review responses are published within 2 business days of being pulled into our system.***

Follow Up

After the Onboard call, the Marketing Strategist will follow up with an email that outlined the call, and confirm details specific to the service. You, the partner, will be kept in the loop with this as well.

The Partner Services team is available to answer questions relating to this product via phone call or email.

Review Responses: Up to 10

Description

Fully managed written and published responses for up to 10 of your clients' reviews per month.

Order Form

When you purchase the Review Responses Lite service, our Marketing Strategists will receive the Order Form, and will reach out to you within 2 business days via email to schedule the onboard call. We will reach out 4x via email and 4x via phone call. If we are unable to get in touch with your client, we will loop in your Partner Development Manager to get in touch with your client as well.

Communication Method

To communicate with your client, our team will use the branded email address you have supplied us with, or the grey-labeled @yourdigitalagents.com email address that we created on your behalf. For phone calls, the number we dial out from is 1-866-378-8031 and the caller display will either show as 'Marketing Services' or 'Unknown'.

Onboarding Call

Our team will conduct an onboarding call with your client to gather additional information needed, including:

- ❏ Login access to any review sites your client currently has claimed
- ❏ A contact at the business where we can direct negative reviewers to

- ❏ A contact at the business who can approve drafted negative review responses

Please note: Our Marketing Strategists will help to claim review sites that are relevant to the business, such as Facebook, Yelp, and Google Business Profile.

Post-Onboarding Call

As long as we were able to gain access to your clients review sites during the Onboard call, we will begin to respond to reviews as they come in.

User Visibility

When we draft and publish reviews, this is how they will appear on the review site:

- ❏ **Google:** responses will show from the owner.
- ❏ **Yelp:** responses will show the picture and name associated with the account.
- ❏ **Facebook:** responses will show the business name as responding.

Important: Please note that our team will not be able to draft review responses for reviews left on sites that we do not have login access to.

Gaining Access to Review Sites

Facebook: The Facebook Business page will receive a request to add 'Digital Marketing Services' as a page Admin. To accept our request login to the personal Facebook profile that manages your business page on a laptop or desktop computer. Find your business page by clicking **Menu**, then **Pages**. On the left-hand side, you'll see **Pages you Manage**, find your business and select the page. From there click on **Settings** in the left side panel or top Admin panel, then select **Page Roles**. From here, you should see our request to join the page. Please approve it. You will be asked for your personal Facebook password to confirm your identity. Once you've accepted our request, we will be able to connect your account to our system.

Yelp: Along with the username and password, it is required that the Yelp profile is complete with a **profile photo of a person** in order to post review responses.

- ❏ *Yelp Non-Recommended Reviews*: Reviews that Yelp has flagged as Non-Recommended are not pulled into Task Manager by default. There is a setting in Partner Center to turn these on if you'd like for us to respond to these reviews, however, these reviews are not seen by profile viewers.

Google Business Profile: The business has two options for providing us access to their Google Business Profile listing.

- ❑ **Preferred method:** They can log in themselves and add our Google management account as a co-owner of their listing. They will not lose access but this will allow us access without needing their login credentials. Once added, the co-owner will appear as your company name or Marketing Services.
- ❑ **Secondary method**: The business can provide us with the login credentials they used to claim their listing, we will log in and connect the account this way. ***If the business has two-factor authentication on their account we will be required to contact them every time we need to update or reconnect their listing.***

Other Review Sources:

- ❑ If the business would like us to respond to other review sources, we will require login credentials for that source. If they do not have the listing already claimed, our team will manually claim and verify the listing source. To complete this process there may be additional steps required by the client and we will advise them when their assistance is required.
- ❑ ***Glassdoor and Indeed*** - We do not respond to reviews on these sites as they are typically reviews left by employees of the company. These reviews should be handled directly by the employer.

Positive Reviews - The How

When responding to positive reviews, the Marketing Strategist will follow these guidelines:

- ❑ Positive responses should be personalized to the content of the review. Our responses are never canned!
- ❑ We address the reviewer by name if possible
- ❑ Thank them for leaving a great review
- ❑ Use the business name in the response (For SEO)

- ❏ Invite them back / assure them that their next visit will be just as pleasant

Positive Review Responses are published within 2 business days of our system pulling them in.

Negative Reviews - The How

When responding to negative reviews, the Marketing Strategist will follow these guidelines:

- ❏ Negative reviews should also be personalized to the content of the review. Our responses are never canned!
- ❏ Apologize for the experience
- ❏ Do not use the business name in the response (For SEO)
- ❏ Write a sentence or two painting the business in a positive light, and
- ❏ Invite the poster to resolve the issue offline. e.g: Please kindly call Joe at (306) 555-5555, so we can address your concerns directly, as your business is valued. Thank you.

Negative Review Responses are drafted within 2 business days of our system pulling them in. Once drafted, an approval email is sent to the business contact for approval. If we do not receive feedback within 1 business day, we will go ahead and publish the response. The business can choose to opt out of this approval process which would mean negative review responses are published within 2 business days of being pulled into our system.

Follow Up

After the Onboard call, the Marketing Strategist will follow up with an email that outlined the call, and confirm details specific to the service. You, the partner, will be kept in the loop with this as well.

The Partner Services team is available to answer questions relating to this product via phone call or email.

Review Requests

Description

Marketing Services will educate your clients on the workflow used to solicit reviews from their existing customers, set up the email template, and upload contacts to Customer Voice on a weekly or monthly basis.

Order Form

When you purchase the Review Requests service, our Marketing Strategists will receive the Order Form, and will reach out to you within 2 business days via email to schedule the onboard call. We will reach out 4x via email and 4x via phone call. If we are unable to get in touch with your client, we will loop in your Partner Development Manager to get in touch with your client as well.

Communication Method

To communicate with your client, our team will use the branded email address you have supplied us with, or the grey-labeled @yourdigitalagents.com email address that we created on your behalf. For phone calls, the number we dial out from is 1-866-378-8031 and the caller display will either show as ‘Marketing Services’ or ‘Unknown’.

Onboarding Call

Our team will conduct an onboarding call with your client to gather additional information needed to complete the Review Requests service.

- ❏ The onboarding call will take 15-30 minutes to complete
- ❏ The Marketing Strategist will adjust the default email template according to business requirements, including changing the color scheme, uploading a photo or logo, and making any edits to the wording when asking for reviews
- ❏ CSV File - We will provide the client with a blank excel sheet to use that has the exact specifications that we need (first name, last name, email), **Please note: Customer Voice only allows 500 customers to be uploaded at one time, lists sent to our team must be under that threshold**
- ❏ We will determine, with the business, which review sources to drive recipients to (default is Facebook and/or Google).

Please Note: Our Marketing Strategists will upload client lists on a weekly or monthly basis. We will send out reminders to your clients on a monthly or bi-monthly basis to send us a csv file containing their customers information.

SMS Add-On

Marketing Services will send SMS requests to an SMBs clients if the SMS add-on has been activated and the CSV file contains a separate tab with the customer's first name, last name, and phone number. The template (message content) is similar to the email template, but can be altered if needed.
Restrictions: Only 150 SMS requests can be sent per day - lists exceeding this number will be broken out and sent over a number of days.

Social Posts: 1x Week

Description

A monthly calendar of one custom post per week on your choice of platform, Options include: Facebook, Instagram, Google Business Profile, Twitter, LinkedIn, Houzz, and Pinterest.

Order Form

When you purchase the Social Posts: 1x Week service, our Marketing Strategists will receive the Order Form, and will reach out to your client within 2 business days via email to schedule the onboard call. We will reach out four times via email and four times via phone call to book this call. If we are unable to get in touch with your client, we will loop in your Partner Development Manager to get in touch with your client as well.

Communication Method

To communicate with your client, our team will use the branded email address you have supplied us with, or the grey-labeled @yourdigitalagents.com email address that we created on your behalf. For phone calls, the number we dial out from is 1-866-378-8031 and the caller display will either show as ‘Marketing Services’ or ‘Unknown’.

Onboarding Call

Our team will conduct an onboarding call with your client to gather additional information needed to complete the setup.

- ❏ A marketing strategist will work with your client to create the strategic direction they'd like for social posts published for their business.
- ❏ We will work to claim the social sites included in this service if the business doesn't already have them claimed. If the primary social page is not yet built, our team will build a basic page on their behalf. We will then ensure the appropriate social channels are connected to Social Marketing. More information on what to expect with Social Page Builds, here.

Important: Please note that our team will not be able to begin drafting social content until we complete the initial onboarding call.

Facebook and Instagram

Marketing Services uses Facebook Business Manager to create and gain Admin access to Business Pages. When viewing the Page Roles of the Facebook/Instagram page you will see that Digital Marketing Services is an admin of the page. This is the name of our Business Manager.

Connection of Social Pages to the Social Marketing App

Facebook

- ❏ Navigate to the Facebook Business Page
- ❏ Click "Settings" in the bar on the bottom left corner
- ❏ In the "Settings" menu select Page Roles on the left-hand side of the page
- ❏ Once in the Page Roles menu, the admin will see the request. Click Respond to Request, "I Give Digital Marketing Services Access To My Page", then enter their Facebook Password and click "Submit"
- ❏ Once they give you access, add your team members within business manager (on our end)
- ❏ Navigate to the Social Marketing tool
- ❏ Go to "Settings" at the bottom, Click "Connect Accounts"
- ❏ Press + on the Facebook icon and search for the business name
- ❏ Click Add once you've selected the correct business.

Instagram

- ❏ Ensure that the business Instagram account is a business profile
- ❏ Have the business connect it to their Facebook Business Page
    - ❏ Settings
    - ❏ Instagram
    - ❏ Connect Account
- ❏ Navigate to the Social Marketing tool
- ❏ Go to “Settings” at the bottom, Click “Connect Accounts”
- ❏ Press + on the Instagram icon and search for the business name
- ❏ Click Add once you’ve selected the correct business.

LinkedIn and Twitter

- ❏ Navigate to the Social Marketing tool
- ❏ Go to “Settings” at the bottom, Click “Connect Accounts”
- ❏ LinkedIn - Press + on the LinkedIn icon and login with the business owner’s personal LinkedIn credentials
- ❏ Twitter - Press + on the Twitter icon and login with the business Twitter credentials
    - ❏ NOTE: you may be required to send through a verification email or call in order to connect it.
- ❏ Click Add once you’ve selected the correct business.

Google Business Profile

- ❏ Navigate to the Social Marketing tool
- ❏ Go to “Settings” at the bottom, Click “Connect Accounts”
- ❏ Press + on the Google icon and login with the Google credentials associated with the account
- ❏ Search the business that you want to connect
- ❏ Click Add once you’ve selected the location

Content Calendar

Our writers will create engaging content based on the guidelines set by your client. Once the posts are drafted, a preview link with the content, links, and images for each platform will be emailed to your client for approval.

- ❏ Please Note: If Custom Images are ordered with this service, the content along with the custom images will be sent for approval within 10 business days

Monthly Expectations

Our marketing strategists will continue to create social posts based on previous direction. Your client can expect content for the upcoming month to be sent to them via email within the last week of the current month to review the posts and pass on any edit requests they may have. If your client would like to provide additional feedback to our team, they are welcome to do so via email at any time.

Edits & Revisions

If a post does not satisfy your client, we will gladly replace the wording, the image, or the entire post as requested for up to 4 posts per month in one set of revisions. Your client is also more than welcome to make the edits as they see fit, and we will post it accordingly.

- ❏ **Please Note:** The posts will begin to go out as is after the 5 business day approval period if we haven't heard back from the client.

Additional Posts: 1x/week Add-On

- ❏ One additional weekly post that can be published to the social network of your choice. This service also includes 1 social page build or 1 listing claim (Google Business Profile).
- ❏ **Content Calendar**: Our team will work to draft all the social posts to complete the calendar. We'll send the entire calendar for approval within 5 business days of having received content.
- ❏ **Edits & Revisions:**
    - ❏ Same as Social 1x/week

Extended Reach Add-On

- ❏ All your unique posts can be republished to the social networks of your choice.
- ❏ This service does not include a social page build or the creation of new content. We will make minor edits to the posts to make sure they still perform well on the platforms that you choose to post to.
- ❏ **Content Calendar:** Our team will work to draft all the social posts to complete the calendar. We'll send the entire calendar for approval within 5 business days of having received content.
- ❏ **Edits & Revisions:**
    - ❏ Same as Social 1x/week

Content & Strategy Call: Monthly Add-On

- ❏ A 30-minute call to discuss content and strategy for the upcoming month, as well as a retrospective analysis of past post performance.
- ❏ **We will discuss the following items:**
    - ❏ The performance of previous posts across all available platforms
    - ❏ What we learned from previous posts' performances
    - ❏ How we'll implement those learnings into future months
    - ❏ Any other content ideas that might be beneficial for future months

FB Post Boosting Add-On

- ❏ $30 boosting budget allocated to boosting Facebook posts. The Marketing Strategist will work with the client to determine the target audience.
- ❏ We will only boost posts that our team has created and not those created by the client or otherwise. We will boost posts based on engagement metrics and best practices.
    - ❏ To see post engagement, likes, and shares, you or your client can view the Recent Posts tab in Social Marketing. For further analytics specifically regarding post boosting, you can view stats in the Analytics section of the Facebook Business page.

Custom Images 1x/week Add-On

- ❏ Customizations and enhancements to stock images or provided images to enhance the visual appeal of your client's posts.

- ❏ During the onboarding call, we will discuss the graphic guidelines our team will follow when creating custom images. **This includes:**
  - ❏ Types of imagery
  - ❏ Logo
  - ❏ Color overlays
  - ❏ Font Preferences
- ❏ **Content Calendar:** Our team will work to complete both the social posts and custom images to complete the calendar. We'll send the entire completed calendar for approval within 5 business days of having received content.
- ❏ **Edits & Revisions:**
  - ❏ Same as the Social 1x/week guidelines

Social Posts 2x/week

Description

A monthly calendar of two written posts/week on Facebook, Twitter, and LinkedIn. The same post will be posted to each platform as we do not create unique posts for each platform.

Order Form

When you purchase the Social Post 2x/week service, our Marketing Strategists will receive the Order Form, and will reach out to your client within 2 business days via email to schedule the onboard call. We will reach out four times via email and four times via phone call to book this call. If we are unable to get in touch with your client, we will loop in your Partner Development Manager to get in touch with your client as well.

Communication Method

To communicate with your client, our team will use the branded email address you have supplied us with, or the grey-labeled @yourdigitalagents.com email address that we created on your behalf. For phone calls, the number we dial out from is 1-866-378-8031 and the caller display will either show as 'Marketing Services' or 'Unknown'.

Onboarding Call

Our team will conduct an onboarding call with your client, to gather additional information needed to complete the setup.

- ❑ A marketing strategist will work with your client to create the strategic direction they'd like for social posts published for their business.
- ❑ We will work to claim the social sites included in this service if the business doesn't already have them claimed.
- ❑ We must also verify the responsible individual from your clients business who will be responsible for both approving the monthly calendar, and sending the Marketing Strategist any additional content they might have on a monthly basis
    - ❑ **Please Note:** Our team will not be able to begin drafting social content until we complete the initial onboard call.

Content Calendar

Our writers create engaging content based on the guidelines set by your business. Once the posts are drafted, a copy of the content, links, and images from each post will be emailed to your client for approval.

- ❑ **Please Note:** If Custom Images are ordered with this service, the content along with the custom created images will be sent for approval within 5 business days.

Edits & Revisions

If a post does not satisfy your client, we will gladly replace the wording, the image, or the entire post as requested for up to 4 posts per month in one set of revisions. Your client is also more than welcome to make the edits as they see fit, and we will post it accordingly.

- ❑ **Please Note:** The posts will begin to go out as is after the 5 business day approval period if we haven't heard back from the client.

Monthly Expectations

One of our marketing strategists will send an email to your business on the first week of every month to discuss content direction for the following month.
If your client would prefer not to receive monthly emails, let us know! Our marketing strategists will continue to create social posts based on previous

directions. Similarly, if we are unable to reach your client, we will continue to create posts based on guidelines established previously.

Your client can be involved as much or as little as they want in the creation of their social content.

We require any new content to be shared with our team before the 15th of the month prior in order for our team to have enough time to draft the calendar.

- **Important:** Please note that our team cannot advertise your promotions and sales if you do not share them with us.

Additional Social Posts Add-on

Should your client wish to have more than 2 posts per week created and published for them, we are happy to accomodate! Simply activate the Additional Social Posts: 2x Week Add-on for the account in Partner Center. Similarly, if your client would like an impromptu post created at any given time (say, for a special event or holiday) there's an Add-on for that too! This impromptu post will be drafted and published within 1 business day of activating the Add-on.

Facebook Post Boosting Add-on

Allocate either $25 or $100 of ad spend to go towards boosting social posts for your clients to increase post engagement and reach a wider audience.

- **Budget Allocation:**
    - Marketing Services will allocate a portion of the budget to each post that is created by our team that is eligible for boosting. Not all posts are eligible for boosting.
    - Boosting doesn't always occur at the time the post was published. Instead, our team boosts posts twice per month, usually around the 15th and the 30th.
    - A post is typically boosted for one week.
    - If you'd like for Marketing Services to boost specific posts, or set individual post spends, please let us know.
- **Reporting, Facebook Analytics:**
    - The monthly task report will show all of the posts our team has created for your client in that particular month, however, it does not include post engagement, likes, or shares. For this insight, you or your

client can view the Recent Posts tab in Social Marketing. For further analytics specifically regarding post boosting, you can view stats in the Analytics section of the Facebook Business page.

Pinterest 2x/week Add-on

Two crafted social posts per week for your clients business that are specifically created for Pinterest.

- **Special Requirements & Expectations:**
  - Pinterest is a visual social platform which requires the use of quality images. We do not recommend using stock images, and as such, are most successful when your client shares images with us.
  - Sharing things like listicles, infographics, and how to articles receive the best engagement on Pinterest.
  - Posts are not date specific, E.g.: 1 day only sales
- **Reporting, Pinterest Analytics:**
  - Posts are not scheduled through Social Marketing or Task Manager, therefore, reporting on posts is not available. The Monthly Task Report will have a note from the Strategist who posted the content indicating the posts were in fact posted. Your client can always view their Pinterest Analytics by logging into the Pinterest account, and clicking on the Analytics button in the top left corner of the page.
- **Monthly Expectations:**
  - One of our marketing strategists will contact your business via email every month to discuss content direction.
  - If your client would prefer a call over an email, let us know! Our marketing strategists will continue to create social posts based on previous directions. Similarly, if we are unable to reach your client, we will continue to create posts based on guidelines established previously.
  - Your client can be involved as much or as little as they want in the creation of their social content.
  - Your client can change the direction of their social posts at any time during these monthly calls.

Instagram 2x/week Add-on

Two crafted social posts per week for your clients business that are specifically created for Instagram.

- ❏ **Special Requirements & Expectations:**
  - ❏ Instagram is more of a visual platform where posts are more successful with high quality custom images. The posts themselves cannot contain links.
  - ❏ It is best if the client provides us with custom images of the products they carry, or results of the services they fulfill.
  - ❏ Posts are not date specific, E.g.: 1 day only sales
- ❏ **Reporting, Instagram Analytics:**
  - ❏ The monthly task report will show all of the posts our team has created for your client in that particular month, however, it does not include post engagement, likes, or shares. For this insight, you or your client can view the Recent Posts tab in Social Marketing.
- ❏ **Monthly Expectations:**
  - ❏ One of our marketing strategists will contact your business via email every month to discuss content direction.
  - ❏ If your client would prefer a call over an email, let us know! Our marketing strategists will continue to create social posts based on previous direction. Similarly, if we are unable to reach your client, we will continue to create posts based on guidelines established previously.
  - ❏ Your client can be involved as much or as little as they want in the creation of their social content..
  - ❏ Your client can change the direction of their social posts at any time during these monthly calls.

Custom Images 2x/week Add-On

Our team will create beautiful custom designed images to enhance every social post in your clients monthly calendar. Or, if your client needs a one-off image created, we can do that too!

- ❑ **Onboarding Call:** We will discuss the graphic guidelines our team is to follow when creating custom images. This includes:
    - ❑ Types of images the client is looking for
    - ❑ Logo
    - ❑ Color overlays
    - ❑ Font preferences
- ❑ **Content Calendar:** Our team will work to complete both the social posts and custom images to complete the calendar. We'll send the entire completed calendar for approval within 10 business days of having received content.

Custom Images One-Time Add-On

When the Single Custom Image order is received, a Marketing Strategist will create the image based on the information in the order form.

- ❑ We may need to reach out to your client for specifications.
    - ❑ Single Custom Images will be created within 2 business days of receiving the order, or speaking with your client.
    - ❑ The image will then be sent to the client for approval.
    - ❑ Once approved, the Marketing Strategist will publish the image with a post either provided by the client, or a post that has been crafted in the client's monthly Content Calendar.

Google Business Profile Posts: 4x Month

Description

Our talented team will create one promotional GBP post per week for your client. We will communicate with your client to gather all the necessary content and insights to develop a GBP posting strategy that suits both their brand and their marketing goals.

Order Form

When your client purchases the GBP post service, our Marketing Strategists will receive the Order Form with your client's agreed upon onboarding call date and time.

Communication Method

To communicate with your client, our team will use the branded email address you have supplied us with, or the grey-labeled @yourdigitalagents.com email address that we created on your behalf. For phone calls, the number we dial out from is 1-866-378-8031 and the caller display will either show as ‘Marketing Services’ or ‘Unknown’.

Onboarding Call

Our team will conduct an onboarding call with your client, to gather additional information needed to gain access to the Google Business Profile listing.
We will verify the exact business name, phone number, address, website, and hours.

- ❏ Access or walk them creation of a Gmail account is required
- ❏ Verifying GBP listings may require an automated phone call or post card to be sent to the business, it is best that you are at the business during the Onboard call.
- ❏ Most often, GBP listings are claimable during the onboard call, however, there are extenuating circumstances where follow up is required.
- ❏ Our team will explain how each months updates and posting will be completed.
- ❏ We will go through our social questionnaire and explain where the GBP posts will show up
- ❏ The Onboard call will take approximately 30 minutes to complete.

Verification Methods

- ❏ **Phone Call/Text Message** - An automated phone call is sent from Google to the business listed phone number. A PIN is given to enter into the listing site for validation. This option can be completed during the Onboard call.
- ❏ **Postcard -** A physical postcard is sent from Google to the listed address for the business. This postcard contains a PIN, which, when entered into the listing site, validates the listing. This can take 2 weeks or more to complete. This verification method is extremely common.
- ❏ **Please Note:** we can not use PO boxes when claiming GBP listings; we need a physical address.

- ❏ If there is a suspension of the listing, or additional verification steps required, it may take additional time after the onboarding call.
- ❏ In some cases we are able to claim a listing without having to go through a manual verification process.

Monthly Expectations

On a monthly basis, the Marketing Strategist will send an email to the business to check if they have any additional content that they would like to include in the following month (promotions, events, etc). They have until the 15th of the month to provide that information to us. If we hear from them, we will include that information, if we don't, we will move forward with the content we already have from their initial onboarding call.

Important Notes:

- ❏ The timeline of 7 business days begins from the day we complete the onboarding call.
- ❏ Timelines may vary based on client responsiveness, delays in providing the required assets, and for bulk activations.
- ❏ Timeline is considered paused while waiting on customer response. We will send one reminder when waiting on customer
- ❏ approval, and if no response is received, posts will go out as drafted.
- ❏ We require direct contact with the business owner or business representative via email and phone to ensure we deliver the
- ❏ GBP posts on the timeline outlined above.

Blogs

Description

Our talented team will develop a creative and engaging 500-word blog for your business. We will work with you to gather any helpful details and information necessary to develop the specific blog you'd like to represent your business.

Order Form

When you purchase the Blog Post or Blog Post: Monthly service, our Account Coordinators will receive the Order Form, and will reach out to your client within 2 business days via email to schedule the onboard call. We will reach out twice via email and twice via phone call. If the client is unresponsive after we reach out twice, we will contact the person listed as the sales rep on the order form.

In order to ensure timely delivery, our writers will begin drafting your blog based on the information provided in the order form. If you do not provide a specific topic, we will choose an industry-related topic on your behalf and adjust based on information provided in the onboard call.

Communication Method

To communicate with your client, our team will use the branded email address you have supplied us with, or the grey-labeled @yourdigitalagents.com email address that we created on your behalf. For phone calls, the number we dial out from is 1-866-378-8031 and the caller display will either show as 'Marketing Services' or 'Unknown'.

Onboarding Call

Our Account Coordinators will conduct an Onboarding Call with you to gather any additional information necessary to write a blog for your business.

- ❏ Discuss desired topics and subtopics.
- ❏ Discuss preferred target audience.
- ❏ Review any recommended resources.
- ❏ Review blog format and specifications.

Topic Request (Blog Post: Monthly Products)

Our Account Coordinators will reach out to your client during the first business week of the month to request a topic for your upcoming blog. If you do not respond to this initial email within 5 business days, we will choose a suggested topic on your behalf based on industry trends.

Please Note: You will not be able to change the blog topic once it has been finalized by our writing team.

Please Note: If you would prefer we choose the topic on your behalf each month, we are more than happy to do that.

Creation

First Draft: Based on the information provided during the onboarding call, our content strategists will develop a First Draft of the blog and send it to you for approval.

- ❑ **This includes:**
    - ❑ Blog topic
    - ❑ One related stock image
    - ❑ Provided SEO keywords.
- ❑ If any changes are needed, one round of revisions in a single email can be submitted by replying to the email. The client may edit up to 30% of the blog.
- ❑ **Please Note:** The client will have 5 business days to respond with revisions. After this time has passed, the blog will be considered a 'Final Draft' and no additional edits will be made.

Edits & Revisions

Revisions: If your client has edits to make or suggested revisions to the first draft, we'd be happy to make them for you (up to 30% of the total draft). You may choose to edit the document directly or to simply describe the revisions in one email.

- ❑ **Please Note:** Only ONE set of revisions is included. The client will be required to outline all requested changes in one email.
- ❑ **Please Note:** We will not be able to change the blog topic once it has already been submitted to our writing team for creation.

Publication

After you've approved the blog, you have two options to publish it to your website.

- ❑ **First,** you own the creative rights to the blog and are more than welcome to publish it wherever you see fit.
- ❑ **Second**, if you have Website Pro activated, we can post to your site with approval. If you do not have Website Pro, we can
- ❑ **Please Note:** We will not post your blog without approval.

Please Note: If we do not have the Wordpress credentials for your website, we cannot post the blog on your behalf. We also cannot post the blog on non-Wordpress websites.
Please Note: If no response is received, we will not post the blog on your behalf even if we have website credentials to do so.

Dashboard Walkthroughs

Description

Help your DIY clients understand the solutions that you've provided to them. A Marketing Strategist will ensure your clients know how to access and understand the products that they've purchased from you. Dashboards that can be covered in this service are: Business App, Reputation Management/ Listing Builder, Social Marketing, and Advertising Intelligence.

Order Form

When you purchase a Dashboard Walkthrough, our Marketing Strategists will receive the Order Form and will reach out to you within 2 business days via email to schedule the onboard call. We will reach out twice via email and twice via phone call.

Communication Method

To communicate with your client, our team will use the branded email address you have supplied us with, or the grey-labeled @yourdigitalagents.com email address that we created on your behalf. For phone calls, the number we dial out from is 1-866-378-8031 and the caller display will either show as 'Marketing Services' or 'Unknown'. Because this is a walkthrough service, we will use a screen share application. We use a grey-labeled Zoom account under the branding concierge@yourdigitalagents.com. We can use your screen share application if necessary, but would require that you assist us with setting up the screen share with each order.

Onboarding Call

Onboarding Call: Our team will conduct an onboarding call with your client via Zoom.

- ❏ Once the time has been confirmed, the Marketing Strategist will send a Zoom calendar invitation from the email we use to communicate with your clients. We can also use your own instance of Zoom or other screen sharing app as long as you give us access to the account.
- ❏ We will ensure the business owner has access to the Business App and can login and follow along as we go through the call.
- ❏ A comprehensive overview of the product will be covered during the call.
- ❏ Each activation of the Dashboard Walkthrough covers only one Dashboard, such as: Business App, Reputation Management, Social Marketing, and Advertising Intelligence.

Dashboard Walkthrough Options

Reputation Management

Covered in this Walkthrough:

- ❏ Accessing Reputation Management from Business App
- ❏ Connection of GBP and Facebook
- ❏ Listings and Citations - Best Practices
- ❏ Reviews - page overview and Reviews Widget
- ❏ Mentions - Show them where to find it and how to set up the keywords
- ❏ Competition - Show them where to fill out competitor information and share of voice keywords
- ❏ Where to find reporting on data
- ❏ Listing Builder walkthrough of My Listing, (Listing Sync Pro and Listing Distribution explanation if they are activated)

Social Marketing

Covered in this Walkthrough:

- ❏ Accessing Social Marketing from Business App
- ❏ Connection of Social channels (Assistance, we will not claim sources the business doesn't have access to)
- ❏ How to schedule a post

- ❑ View recently posted
- ❑ View scheduled Posts
- ❑ Use the calendar
- ❑ View customer Posts
- ❑ Leads and setting up searches
- ❑ Content and configuring RSS Feeds
- ❑ Understanding analytics

Advertising Intelligence

Covered in this Walkthrough:

- ❑ Accessing Advertising Intelligence from Business App
- ❑ Free ad-intel - high level roll up - impressions and clicks
- ❑ Advanced reporting - more granular - performance by ad group, works predominantly with search and social
- ❑ Connect Google Ads and Facebook Ads
- ❑ Adjust settings - Roi calculator, Management Fees, and Conversion Metrics

Business App

Covered in this Walkthrough:

- ❑ Accessing Business App
- ❑ Connection of GBP and Facebook
- ❑ Dashboard and Exec Report overview
- ❑ Products and Store overview
- ❑ My Business section (Each tab will be discussed)
- ❑ Settings and Business Profile

Follow up

After the call, you and your client can expect:

- ❑ A follow up email outlining what was discussed
- ❑ Our team is available for answering questions via phone call or email
- ❑ Include a copy of the Zoom recording in your follow up email

Custom Campaign Email: 1x/Month

Description

Our talented team will build an engaging monthly email for your business. We will communicate with you to gather all the necessary content and insights to develop an email that suits both your brand and your marketing goals.

Order Form

Within 2 business days of our content team receiving the order form, we will send you a Confirmation Email to confirm the receipt of your order along with a request to schedule a consultation call at your earliest convenience.

Communication Method

To communicate with your client, our team will use the branded email address you have supplied us with, or the grey-labeled @yourdigitalagents.com email address that we created on your behalf. For phone calls, the number we dial out from is 1-866-378-8031 and the caller display will either show as 'Marketing Services' or 'Unknown'.

Onboarding Call

Timeline

When the client books the call (Typically within the week / After the Confirmation Email is sent)

- ❏ Initial Strategy Call: Our content team will conduct an Initial Strategy Call with you to gather the necessary information to complete the setup and develop a strategic direction for your email campaign.
- ❏ Discuss desired color scheme, logo, and template format
- ❏ Discuss your marketing goals and the desired content
- ❏ Review recommended customizable email template options.
- ❏ **Important**: Please note that our team will not be able to begin work on your email campaign until we complete the initial strategy call.

10 Business Days (After the initial Consultation Call is completed)

First Draft: Based on the information provided during the strategy call, our content strategists will design a First Draft—which includes your chosen color scheme, logo, images, and custom content—and send it to you for approval. If any changes are needed, one round of revisions in a single email can be submitted by replying to the email.

- ❏ **Important:** ONE set of revisions is included. You will be required to outline all requested changes in one single email. Additional changes submitted following that email will be charged at an hourly rate.
- ❏ **Please Note:** Our team will not be able to continue work on your campaign until all missing information and revision have been provided.

3 Business Days (After the client's approval of the First Draft is received and the required assets are provided)

Final Draft: Our content team will complete the requested edits. We will share the campaign with you for one final approval before sending it to your contacts. If any changes are needed, one round of revisions in a single email can be submitted by replying to the email.

- ❏ **Important:** ONE set of revisions included. You will be required to outline all requested changes in one email. Additional changes submitted following that email will be charged at an hourly rate.

2 Business Days (After the client's approval of the Final Draft is received)

Campaign Execution: After you've approved the final draft of your campaign, we will send it to your mailing list for you!

- ❏ Please note that if no response is received, we will not send out the email to your mailing list on your behalf and the campaign will be considered paused for the month.
- ❏ Congratulations! Your email has now been sent to your audience.

Important Notes:

- ❏ The email marketing service timeline of 15 business days begins from the day we complete the consultation call.
- ❏ Timelines may vary based on client responsiveness and delays in providing the required assets.
- ❏ **Timeline is considered paused while waiting on customer response. We will send 2 reminders when waiting on customer**
- ❏ (1 per week), and if no response is received, the email campaign production will be put on hold.
- ❏ The production timeline will be adjusted when additional emails or custom billable hours are added to an order.
- ❏ We require direct contact with the business owner via email and phone to ensure we deliver the email campaign on the
- ❏ timeline outlined above

One-time Campaign Email Add-ons

Whether your client has an impromptu promotion that they'd like to send to their customers or they simply want to wish them Happy Holidays, our Marketing Services team will create a custom one-time email for your client's business.

- ❏ A single, one-time email tailored to a specific event or promotion in your client's business.
- ❏ Keep your client's customers engaged by sending them timely information.
- ❏ Improve brand awareness by keeping customers up to date with promotions, events, or holiday-related emails.

Digital Ads

Description

We can set up and optimize your client’s campaigns while providing proof-of-performance reports via our Advertising Intelligence Dashboard. Outsource work to our team, reduce your costs, and sell more advertising solutions.

Timeline:

1-2 Business Days:

- ❑ The Ads Team will send you an Onboarding Email to confirm the receipt of your order. If there is any missing information on required fields in the order form, access requests, and tracking tags, we'll ask you to provide all the necessary information before we start building the campaign.
- ❑ **IMPORTANT:** Our team will not be able to begin work on your client's campaign until all missing information and required access have been provided.

3-8 Business Days (After the deliverables have been sent to the team)

- ❑ Creative and Campaign build: Based on the information provided in the order form and through email requests for information, our Ads Team will work on design and ad elements. We'll share them with you for approval.
- ❑ **IMPORTANT:** One round of revisions can be submitted by replying to the email. You need to include all your comments and edit requests in a single email. Additional revisions to the creative will incur a fee. If you order a landing page, you'll also be allowed 1 round of revisions as long as you send all the requests in a single email.
- ❑ **Please Note:** If no response is received within 2 business days, we will set your campaign live.
- ❑ **Please Note ie Quick Launch:** If you have selected our Quick Launch option, we will set the campaign live without asset approval.

9-10 Business Days:

- ❑ **Your Campaign is now LIVE:** You will receive a confirmation email.

Important Notes:

- ❑ The campaign build timeline of 10 business days begins from the day our team gets all required access and information (excluding *Quick Launch*).
- ❑ Timelines may vary based on client responsiveness and delays in providing the required assets.

- ❑ Timeline is considered paused while waiting on customer response. We will send 2 reminders when waiting on customer, and if no response is received, the campaign will be set live for Google & Bing Ads, Display Remarketing Ads. Facebook and YouTube campaigns will be put on hold until we receive access.

Billing:

You will be charged for the set-up fees and the first month's wholesale spend at the time of order. The campaign will auto-renew, and will charge on a monthly ongoing basis on the campaign launch date.

Post-Launch Proof of Performance

5 days after Campaign Launch

- ❑ We will connect your campaign to Advertising Intelligence once the campaign is launched. You will have visibility into our monthly ongoing campaign optimizations and insights via your Task Manager project "Digital Ads: Report".
- ❑ Advertising Intelligence is a reporting dashboard that can be accessed from the Partner Center on an ongoing basis to provide you with results throughout the entire campaign period.

Optimizations

- ❑ Optimizations are done on campaign spend basis and will be outlined within the Digital Ads Tiers which is available on the Digital Ads: Campaign product page. Spend between $300 - $999 Wholesale is optimized on a monthly basis, while $1000+ is ***up to*** bi-weekly, pending volume of platforms used.

Ending a Campaign

The campaign will continue to run until the service is canceled by you. If you want to cancel a campaign, you need to deactivate the campaign product and corresponding add-ons within Partner Center and notify the Ads Team via email. We will schedule the campaign to complete at the end of the current term month and spend out the remaining ads dollars.

Images

Images are an extremely important element to making your campaign a success. We recommend a 1-3 minimum of high resolution images related to the promotion you are offering.

- ❏ Image size: 1,200 x 628 pixels
- ❏ Image ratio: 1.91:1

Promo and Slogan

Ads perform significantly better when we have a promotion attached. What we need is a short, concise slogan and/or promotional offering that is 2 sentences maximum length (unless otherwise specified).

Edits & Revisions

You get one free round of edits on the ads that we produce. You can revise the ads once in a 3 month period. Please allow for 2 business days for changes. Additional edits can be made for an hourly rate of $60.

Install a Code on Website

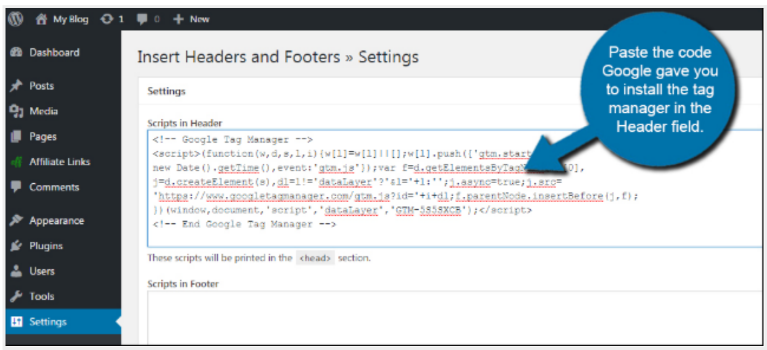
Depending on the goals of the campaign, we may need to install a snippet of code on your website. This will allow us to track phone numbers, conversions, and more. These may look intimidating, but any webmaster will be able to install them with our given instructions.

Wordpress Website GTM Installation

1. Install and activate the plugin, “Insert Headers and Footers.”

2. Click on the Insert Headers and Footers tool in WordPress Settings.

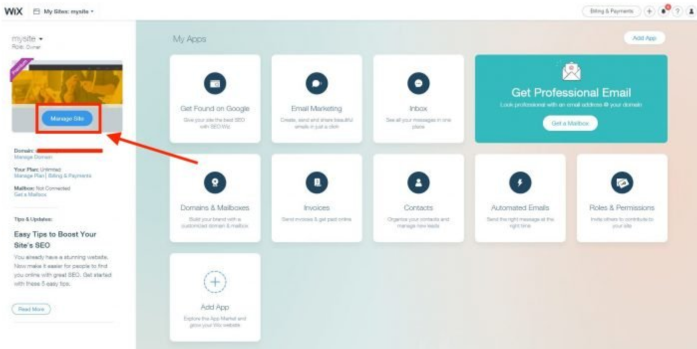
3. Paste the code Google gave you to install the tag manager in the Header field.



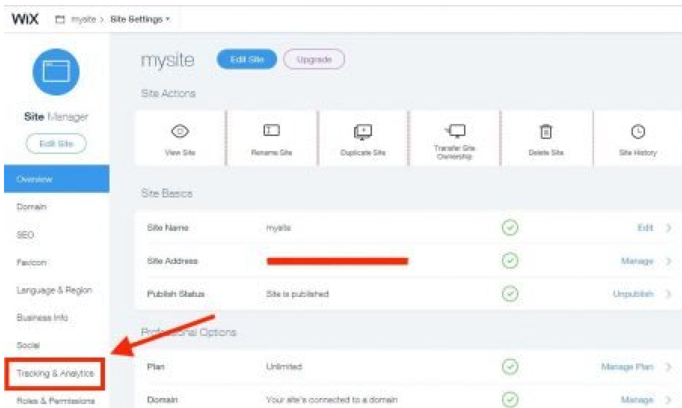
4. Click the "Save" button on the bottom right to keep the script.

Wix Website GTM Installation

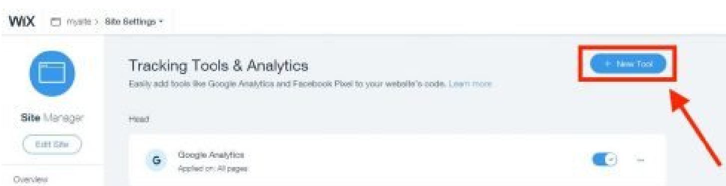
1. Log in to your Wix account.. Click on Manage Site.



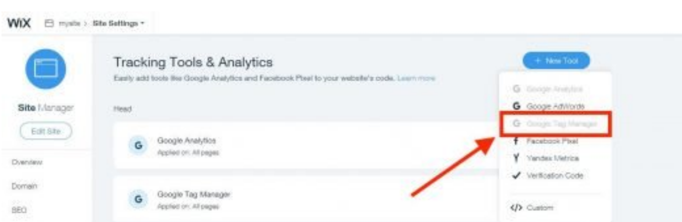
2. Navigate to the Tracking & Analytics tab shown on the left-hand side panel.



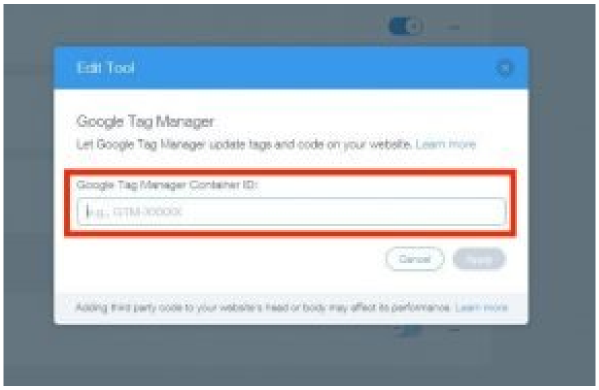
3. Click +New Tool on the top right of the page.



4. Click the Google Tag Manager option from the drop-down menu.



5. Paste The GTM ID (GTM-XXXXXXX)



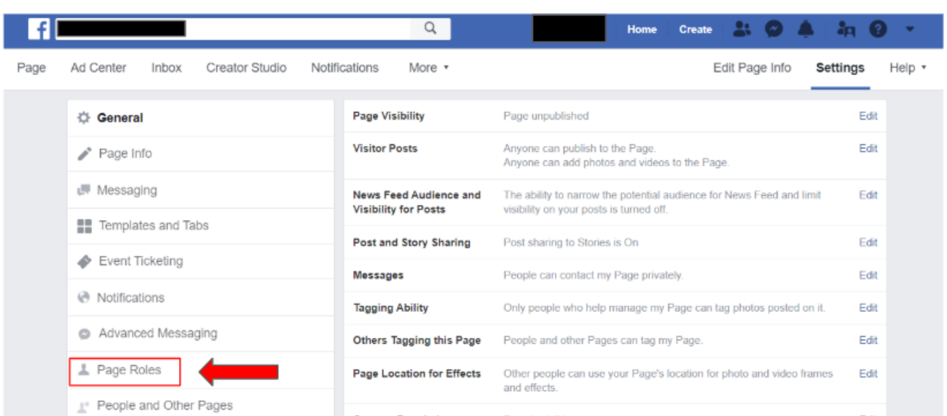
Steps:

1. Go to your site's Marketing Integrations tab.
2. Go to Google Tag Manager and click Go For It.
3. At the top right click Connect Google Tag Manager.
4. Enter your Google Tag Manager container ID.
5. Click Save.

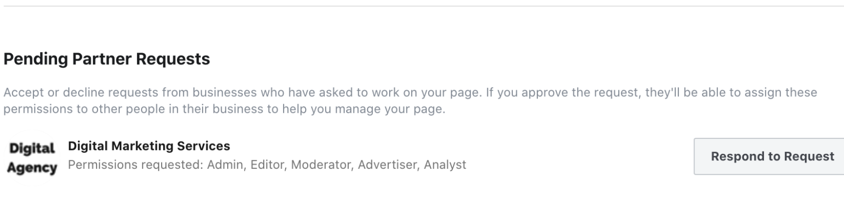
Facebook Admin Access

If you have ordered a campaign that includes advertising on Facebook, we will need access to the Facebook Page to be able to run the campaign.

- ❑ Our team will send a request from our Facebook Business Manager.
    1. Navigate to the page
    2. Click “Settings” on the bottom left of the toolbar
    3. In the “Settings” menu select Page Roles on the left-hand side of the page



4. Once in the Page Roles Menu, the admin will see the request (user will need to scroll down to view the request). Click “Respond To Request”, “I Give Digital Marketing Services Access To My Page”, “Approve Request”, then enter their Facebook Password and click “Submit”.



A Quick Guide to Digital Ads

Engagement/Education: *Differentiating your offering from your competition*		
Video Advertising	✅ Cost Per View: Only pay for users who watch video or click. ✅ Video ads have much stronger retention of message (~3x).	❌ Does not drive a lot of immediate action.
Social Advertising	✅ Users are able to interact and share your brand or message. ✅ Opportunity for more education with ad types that include video or longer copy	❌ High competition depending on the vertical. ❌ Audiences can be limited within niche segments
Conversion: *Generating inbound actions (Calls, Form Fills, etc).*		
Search Advertising	✅ Highest average conversion rate	❌ Least targetable ❌ Can be difficult to reach B2B audiences
Social Advertising	✅ Ability to optimize a campaign for a specific action (Purchase, Lead, Add to cart). ✅ Wider range of ad types (Lead forms, Carousel, Video, Image)	❌ High competition depending on the vertical. ❌ Audiences can be limited within niche segments

Quick Guide to Targeting Options

Video Advertising

- **Location Targeting**: City, state, country.
- **Behavior & Demographic Targeting**: Targeting users based on demographics or interests.
- **Keyword**: Targeting terms relevant to your industry within Youtube search.

- ❑ **Specific channels & topics:** Targeting content on videos/channels relevant to your industry.

Social Advertising

- ❑ **Location Targeting**: City, state, country, zip code/radius.
- ❑ **Behavior & Demographic Targeting**: Targeting users based on demographics or interests within Facebook/instagram
- ❑ **Site-retargeting**
- ❑ **Custom audiences**: CRM lists, Lookalike audience targeting
- ❑ **Engaged Users**: Target based on users interaction with your Pages or Posts

Search Advertising

- ❑ **Location Targeting**: City, state, country, Zip/Postal Codes and a radius surrounding a city or Zip/Postal codes.
- ❑ **Keyword**: Targeting terms relevant to your business and services you offer.
- ❑ **Platforms**: Google and Bing.

Communication Method

The primary mode of communication with the Digital Ads team is via email. Monthly touch-points with the team can be added through our “Strategy Call: Monthly” product add-on for $60/Month.

Onboarding Call

We offer a 15 min onboarding call for campaigns spending $500+. This is a pre-launch call to collect information and outline the Marketing Services process, please note this is not a Strategy Session.

Add-ons

Landing Pages:

- Landing pages can complement your client's campaign and encourage their target audience to take an action like fill out a form, make a phone call, or visit a store.
- It is recommended that you choose a template - available here: https://examples.yourdigitalagents.com/digital-ads/

Boost:

- A one-time Ad Spend Boost for your client's campaign - used for a special one-time promotion, the Holiday Season, or accelerating short term performance to boost views, clicks, conversions etc
- The additional spend Boost can be added in the current campaign cycle with 2-3 business days notice. If the full amount is not be spent within one campaign cycle, the remainder will be applied to the following month
- Available at any spend increment via our "Edit" option on the confirmation page at order.

Hourly Rate:

- This add-on is designed to capture any work outside of our current offering that you may be interested in. Our team will work with you to craft well-designed visuals or out of scope projects and make the changes needed to ensure your campaign is aesthetically appealing and well-executed.

Call Tracking:

- This add on is one forwarding number for your client's business to help them track the calls coming from their campaigns. With this service, your client can identify how many leads are being generated per campaign and listen to call recordings within the 500-minute monthly limit.
- Calls are available via the Advertising Intelligence report throughout the campaign period.

Websites

Description

Our talented team will build a great website for your business. We will communicate with you to gather all necessary content and insights to develop the specific functionality and design needed to suit your business.

Order Form

When you purchase websites through our team, our Technical Communications Coordinator will receive the Order Form, and will reach out to the primary contact listed on the order form within 2 business days via email to confirm the order form was received and provide the website delivery date. If the order form was not completely filled out, we will reach out twice via email and twice via phone call to request more information. If the client is unresponsive after we reach out twice, we will contact the person listed as the sales rep on the order form.

Communication Method

If you are a Scale Partner, our team will communicate through the white-labeled email that you supplied to us.
If you are a Growth Partner, we will work through our websites@yourdigitalagents.com email alias.

What to Expect

- The website team will send you a Confirmation Email to confirm the receipt of your order.
- **Website Build:** Based on the information provided in the order form, our developers will create your website—which includes your chosen color scheme, logo, text and images—and set it live within 5, 7, or 10 business days.
    - **Website: Up to 3 Pages** - 5 business days
    - **Website: Up to 5 Pages** - 7 business days
    - **Website: Up to 10 Pages** - 10 business days

      Important: *Text and media revisions can be submitted and implemented on your live website. Changes that fall outside of text and media replacements will be charged at an hourly rate.*

- **Revisions** - One set of revisions is included with the website build. It may take up to 5 business days for the revisions to be completed.
    - The following revisions are permitted:
        - Colors
        - Media (Images, videos, icons)
        - Text
        - Contact form fields and settings
        - Reorganization or duplication of existing sections

          Important: *All revisions must be submitted at one time in an email, document, or shared folder. Additional revisions are subject to hourly charges.*
    - **Custom Add-ons:** Based on the items ordered prior to delivery of the website build, our developers will add your custom add-ons to your website. Below are expected delivery times:
        - Blog - 5 business days
        - Additional Page

          Less than 5p (1-4p) - 2 Business Days

          Less than 10p (5-9p) - 3 Business Days

          More than 10p (10p+) - 4 Business Day
        - Hourly Charge - 2 business days
        - Website Copy (Up to 500 words)

          1500 words or fewer - 5 business days from content call

          More than 1500 words - 10 business days from content call
        - IDX - 6 business days per market page
        - 1-5 x Additional Products & Images: 1 business day
        - 5-25 x Additional Products & Images: 5 business days
        - 25-50 x Additional Products & Images: 7 business days
        - 50+ Additional Products & Images: 10 business day
        - Design Consultation - We will email your dedicated developer's booking link

          Important: *All content, logins, and software must be provided, if required, for any of the above add-ons.*

Important Notes:

- The site build timeline begins from the day the order is received.

- Add-ons timeline is considered paused while waiting on customer response. We will send 2 reminders when waiting on the customer (1 per week), and if no response is received, the add-ons production will be put on hold.

Package Information

Additional Required Products for all packages: Website Pro

Landing Page
Includes a WordPress powered 1-page Landing Page that best represents your business, products, and services.

- 1 template-page (no navigation)
- Up to 10 images & 100 words of content allowed*
- Up to 5 contact form fields
- Contact info
- Call-To-Action
- Monthly fees include:
  - Hosting
  - Unlimited text changes to existing content.
  - Up to 10 image changes per month to existing images

**All content must be provided*

Website: Up to 3 Pages
Includes a WordPress powered 3-page website that best represents your business, products, and services.

- 1 templated website
- Up to 15 images
- Up to 5 products
- Up to 500 words of content/page (repurposed available content found online or sent to our content writers)
- Upload up to 3 blogs if content is provided
- Search engine-friendly website

- Contact info
- Monthly fees include:
    - Hosting
    - Unlimited text changes to existing content
    - Up to 15 image changes per month to existing images

Website: Up to 5 Pages
Includes a WordPress powered 5-page website that best represents your business, products, and services.

- 1 templated website
- Up to 1000 words of content (repurposed available content found online or sent to our content writers)
- Upload up to 3 blogs if content is provided
- Up to 25 images; image uploads included (additional images will be charged at per product rate)
- Up to 15 products
- Search engine-friendly website
- Contact info
- Monthly fees include:
    - Hosting
    - Unlimited text changes to existing content
    - Up to 25 image changes per month to existing images

Website: Up to 10 Pages
Includes a WordPress powered 10-page website that best represents your business, products, and services.

- 1 templated website
- Up to 50 images; image uploads included (additional images will be charged at per product rate)
- Up to 25 products
- Upload up to 3 blogs if content is provided

- Up to 2000 words of content (repurposed available content found online or sent to our content writers)
- Search engine-friendly website
- Contact info
- Monthly fees include:
    - Hosting
    - Unlimited text changes to existing content
    - Up to 50 image changes per month to existing images

Available Add-ons

Required Products: WordPress Website and Website Pro

Website: 30 Minute Call

A 30-minute call with a member of our team to brainstorm web design ideas, discuss information architecture, and get our expert advice.

You have the option to be in this call or you can let us talk directly to your client if you prefer. Please, specify in the order form what you want to discuss, so we can prepare beforehand.

We will email your dedicated developer's booking link. Please, note that this add-on can be activated multiple times if you want to book more than 1 call or if you need to go over the 30-minute duration.

Website Support

There are two options based on whether you're paying upfront or monthly.

- **Paying Upfront:** 12 months of free Website Support. It is available as an add-on after 12 months.
- **Monthly:** Included at no additional cost with a 12-month commitment.

Additional Pages

There is no limit to the number of pages you can add to the site. Each additional page comes at an additional cost per page.

*Add +3 business days per additional page. Please note: add-on delivery timeline starts the date the site goes live.
**All content must be provided.*

Additional Products & Images
There is no limit to the number of images or products you can add to the site. Each additional product/image that exceeds the limit of your purchased site build comes at an additional cost per product/image.

*Add +1 business days per additional product/image. Please note: add-on delivery timeline starts the date the site goes live.

Hourly Charge
Any site functionality that exceeds our Website Creation package offering is scoped out and charged per hour.

Blog Post: Monthly
There is no limit to the number of posts you can add to the site. Each additional post comes at an additional cost per post.

*Add +5 business days per additional posts. Please note: add-on delivery timeline starts the date the site goes live.
**All content must be provided.*

IDX
There is no limit to the number of market places you can add to the site. Each additional page that exceeds the limit of your purchased site build comes at an additional cost per page.

*Add +6 business days per additional market pages. Please note: add-on delivery timeline starts the date the site goes live.

IDX Support
Our team will handle all phone calls, chats, and emails related to IDX issues on your client's website if you purchase our IDX Support add-on.

Website Copy
Up to 1000 words per page can be added to your site.

*Add +5 business days for 500 words. Please note: add-on delivery timeline starts the date the site goes live.