



# *Digital Marketing Service Plan Proposal*

A daily whirlwind of activity in our fast-paced market place keeps us all busy. We easily get trapped in the culture of the urgent, putting out one fire after another, in the endless pursuit of checking off boxes and clearing out an inbox rather than growing our company to its fullest potential. Goalpost specializes in coming alongside you to help determine your mission, objectives, and the required actions to fulfill that mission in three distinct steps. (See more about the [Whirlwind](#).)

## *The Three Steps to Discover, Design, and Drive your Business Goals*

### **Stage 1: Discovery**

#### Company Review

- **Historical Review:** Who, Why and How behind your company
- **Discover:** Who you are as a company today
- **Evaluate:** Digital and print assets you currently have in place

#### Begin connecting to the Third Rail of Authenticity

When you develop and live your stated philosophy, you build a power source - a [Third Rail](#) - from which you can connect in a very human and authentic way with your customer.

#### Develop the Roadmap

Goalpost works with companies to provide a [roadmap](#) which equips sales people, elevates the sales process to overcome adversity by connecting to the Third Rail of authenticity, and grows the sales pipeline.

- **Focus:** On where you desire to grow and go as a company.
- **Determine:** Goals for the next immediate, mid, and long-term phases of your company's future.
- **Create:** A step-by-step implementation plan based on those goals.
- **Coordinate:** An implementation calendar.



## Stage 2: Design

### Brand Reboot

Uncover your unique identity; design a distinctive logo, visuals, copy and icons to reflect that identity.

#### Content:

- **Text:** Engaging, unique, compelling
- **Formatting:** Improve hierarchy & clarity
- **Development:** Organize SEO content by developing into an industry educating company

#### Branding:

- **Evaluation:** Logo, typography, color swatches, graphic design/photography aesthetic
- **Custom Photo Library:** Branded, coherent, captivating
- **Video Content:** Boost engagement, improve online reputation
- **Navigation:** Organize and simplify with improved hierarchy, cater to SEO

#### SEO:

- **Calibration:** Of existing pages to produce maximum impact today
- **Key Terms:** Define themes
- **Page Development:** Enhance additional key terms

### Content Launch Summit:

A strategy is only effective if your team has the desire and understanding to carry it out.

### Impact Team Efficiency

- **Connectivity:** Develop connectivity to company goals
- **Confidence:** Provide team members with the methodology and tools they require to confidently contribute towards those company goals.
- **Contribute:** Continued professional development as team members become contributing voices in the industry



## Key Topics

- **Content Development:** Educate and come alongside team members to create a platform of methodology from which to begin the content development process so everyone becomes a contributing member towards overall company goals
- **Calendar:** 365-day content development calendar for the following year
- **E-Marketing & Social Media:** Focus on dissemination of content as a means of contributing to the [Engagement Cycle](#).

## Summit

- **Training:** Two pre-Summit trainings
- **Content Summit:** Two days at your location
- **Follow up:** Four follow-up training and calibrating sessions, to ensure the strategy is progressing. It is vital to continue to develop this skill within a team and demand results for the shift towards a "Culture of Content" to take hold.

## Sales Toolbox Development:

During the development process of the [Sales Toolbox](#), Goalpost assists you in the development of your coherent message, a well delivered value proposition, the cultivation of a working knowledge of your competitors' offerings with corresponding key differentiators, and a digital pitch that can be used to disseminate your message to your clients' other stakeholders (see [Arm Your Champion](#)).

## Includes

- One-day onsite meeting(s) to define, refine, and rediscover your pitch
- Two-day onsite professional video shoot, drone included

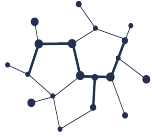
## Deliverables

- Four branded 2-4 minute videos discussing (1) who your company is, (2) what sets you apart from competitors, (3) a focus on your team, and (4) a focus on your clients.
- One set of up to 6 pieces of branded sales collateral
- Production of 4 blogs answering 4 of the biggest questions you commonly are asked regarding your services.

## Stage 3: Drive

### Content Development

- **Structure:** Content development program for the entire term of the agreement



## GOALPOST

- **Train:** Your team to utilize in-house talent
- **Monitor:** Success and reevaluate obstacles
  - Conveys message successfully
  - Primed for top SEO
  - Engages Stakeholders with maximum effect
- **Deliver:** on the Schedule
  - Consistent quality content - Drive business forward

## E-Marketing & Social Media

- **Connect:** content to outbound elements of the [Engagement Cycle](#)
  - Give your team the tools they need to leverage social media for the benefit of the company
  - Groom and build e-marketing lists
- **Develop:** Branded E-Marketing campaigns
  - Connected to content to drive the Engagement Cycle forward
- **Track:** Potential customers
  - Provide targeted lists of potential interested customers for the sales team to follow up with
- **Gauge:** Customer interactions
  - Customize and tailor campaigns

## Quarterly Focus Meetings

The key to finding and maintaining the right course within business is maintaining perspective. Goalpost Group spends a significant amount of time making sure we are setting quality goals and putting a plan in place to meet them. In the quarterly focus meetings, we [Step Back and Assess](#) to ensure we are trending in the right direction toward those goals, and making adjustments as new challenges arise.

## Development Collaboration

Goalpost's combination of power and endurance is fundamental to long term effectiveness. This [Implementation Motor](#) will help develop your sales and marketing, but can also assist in other areas of your business on a consultative basis.

## Drive Growth

Long-term relationships allow Goalpost to scale our company. As we grow, what we can do for you continues to grow. Additional services will be added to your contract as they are available through Goalpost.



*When you hire Goalpost you are filling a dozen job titles, for a fraction of the cost of a single marketing executive.*

## Job Titles filled:

Level Sales and Marketing Executive, Content Strategist, Copyright Editor, Web Designer, Brand Designer, Graphic Artist, SEO Specialist, E-marketing Expert, Social Media Expert, Videographer, Drone Video Specialist, and Video Editor.

## Expenses

Travel and material expense related to the execution of the agreement proposed shall be reimbursed to Goalpost Group on a monthly basis as invoiced. Any expense over \$100 shall be approved prior to expenditure.

## Engagement Structure Options

Program Detail	Sprint	Run	Walk
Time to Drive Phase	3	6	12
Initial Term	12	15	24
Decision at the Start of Drive Phase	Maintain Rate or Increase / Reduce Hours at Applicable Rate	Maintain Rate or Increase / Reduce Hours at Applicable Rate	Maintain Rate or Increase / Reduce Hours at Applicable Rate
Job Titles Filled	12	12	12
Average Hours Per Month	80	40	20
Cost Per Hour	\$100	\$125	\$150
Cost Per Month	\$8,000	\$5,000	\$3,000

Select the speed of implementation you desire based on the Engagement Structure Options above.

Circle your choice:    Sprint    Run    Walk



## Payment Schedule

Monthly Invoices shall be sent upon the conclusion of the month (in accordance to selected engagement option) and shall be due upon receipt. Scheduled ACH payments are recommended.

## Signatures:

Signature\_\_\_\_\_

Signature\_\_\_\_\_

Title\_\_\_\_\_ Date\_\_\_\_\_

Title\_\_\_\_\_ Date\_\_\_\_\_

Goalpost Group

RamSoft



# Terms and Conditions:

## Fees

- The Fixed Price billing model operates such that the CLIENT knows in advance exactly how much expense they will incur and VENDOR knows exactly how much revenue they will incur for the Scope of Work both parties have agreed to.
- VENDOR and CLIENT agree to the estimated cost structure
- Invoices will be sent on a monthly basis at the end of the service month.
- Invoices are considered overdue if they are not paid in full within fifteen (15) days from the date of the invoice. Overdue invoices will incur a 1.7% per month (20.4% annually) time price differential.
- In the event that CLIENT's account becomes past due, CLIENT agrees to pay to VENDOR all legal costs, fees, actual attorney fees and other expenses VENDOR incurs pursuing CLIENT for the amount owed to it.
- Both VENDOR and CLIENT agree this is a Fixed Price project. Any work falling outside of the Scope of Work will be handled by WORK ORDERS.

## Work Orders and Those Authorized to Approve

- For non time and materials projects, CLIENT can elect to have VENDOR perform services on a limited scope project basis. For the purpose of VENDOR accountability and CLIENT control, project based services may be subdivided into smaller portions with specific deliverables. For each WORK ORDER, both parties will agree to a defined scope of work, detailed deliverables, time frame for completion, and estimated cost. WORK ORDERS may be for any size but generally will not exceed \$25,000. Services provided under WORK ORDERS are billed on a time and materials basis and actual charges may be more or less than originally estimated.
  - VENDOR current rates for WORK ORDERS are \$150 per hour.
  - VENDOR will give thirty (30) days written notice of changes to fee schedule.
- Authorization for WORK ORDER may be given through email, by appropriate CLIENT representative.

## Liability and Disclaimer of Damages

- VENDOR and CLIENT agree that in NO EVENT WILL VENDOR OR CLIENT BE RESPONSIBLE FOR CONSEQUENTIAL OR INCIDENTAL DAMAGES. Also, neither VENDOR nor CLIENT shall be responsible for any liability whatsoever in any way related to this engagement or the Scope of Work which exceed the cost of the Scope of Work.

## Warranty

- VENDOR represents and warrants that VENDOR: a) possesses adequate knowledge and skills in the field to perform the Scope of Work under this AGREEMENT, b) and will adhere to all applicable laws and regulations in the performance of the Scope of Work under this AGREEMENT

## Termination

- This AGREEMENT shall become effective on the date it is executed by both parties and will continue in force until it is cancelled.
- If CLIENT is delinquent in paying amounts due VENDOR, VENDOR may withhold services until receipt by VENDOR of all overdue amounts and interest.
- VENDOR shall be compensated for completed Scope of Work under this AGREEMENT



#### **Sub-contracting and Multiple Service Provider Relationships**

- VENDOR or CLIENT may contract with third-parties in providing services to the CLIENT.

#### **Execution**

- This AGREEMENT shall be binding upon and inure to the benefits of the parties hereto and their respective successors and lawful assign.
- Any amendment to this AGREEMENT shall not be binding on either of the parties to the AGREEMENT unless such amendment is in writing and such amendment is executed by both parties to this AGREEMENT.

#### **Intellectual Property Rights**

- CLIENT understands VENDOR shall utilize certain consultative methodologies and techniques that are unique to the VENDOR which are also utilized with other clients of the VENDOR. These methodologies and techniques are the intellectual property of the VENDOR and may be utilized by the CLIENT as they see fit though at no time will they be the exclusive owner of these methodologies and techniques and VENDOR can continue to use the methodologies and techniques both for existing clients and any possible future clients.
- Content published by the VENDOR on the behalf of the CLIENT either on the web or in print shall be the intellectual property of the CLIENT and will be utilized by the VENDOR to promote the commercial interests of the CLIENT.
- CLIENT understands VENDOR is utilizing a solution implemented in Orchard CMS, an open source website framework, which is also utilized with other clients of the VENDOR. For this reason, CLIENT will retain rights to utilize, modify, and share the APPLICATION provided by the VENDOR as they see fit though at no time will they be the exclusive owner of these modules or customizations and VENDOR can continue to use the solution both for existing clients and any possible future clients.
- All imagery not provided by CLIENT will be properly licensed by VENDOR to utilize on the APPLICATION. If CLIENT desires to use the imagery for additional marketing purposes CLIENT may need to acquire additional licensing. Upon request, VENDOR will provide CLIENT the original imagery source where client can purchase additional licensing.

#### **Non-Disclosure**

- In the course of providing Scope of Work to CLIENT, certain confidential information may be presented to VENDOR. VENDOR agrees that the existence of, CLIENT's ownership of or the substance of any software, software code, process, protocol, capabilities, business contacts, business relationships or any other information learned in the performance of Scope of Work under this agreement is confidential and proprietary. VENDOR agrees not to disclose any such confidential information to any third party unless: a) it becomes public domain through no fault or action by VENDOR, or b) it becomes lawfully available from another source which is not in violation of contractual or statutory confidentiality requirements. VENDOR shall not decompile, reverse engineer or otherwise deal with the confidential information in a way that discloses it to a third party. VENDOR shall make all reasonable efforts to guard and maintain confidential the confidential information VENDOR receives under this agreement.

#### **Indemnification**

- The parties agree to indemnify, defend, and hold both VENDOR and CLIENT free and harmless from all claims, demands, losses, costs, expenses, obligations, liabilities, damages, recoveries, and deficiencies, including interest, penalties, attorneys' fees, and costs, that VENDOR or CLIENT may incur as a result of a breach by VENDOR or CLIENT of any representation or agreement contained in this agreement.





#### Severability

- If any portion of this AGREEMENT is determined to be invalid or unenforceable under Michigan or Federal law, including but not limited to, the warranty disclaimers and liability limitations set forth above, then the invalid or unenforceable provision will be deemed superseded by a valid, enforceable provision that matches, as close as possible, the intent of the original provision or terms of the unenforceable provision and the remainder of AGREEMENT shall continue in effect.

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