TERMS AND CONDITIONS

BUSINESS

Our experts in digital marketing will be responsible for creating and managing a solid content strategy that will enable strengthening the USER's presence in the relevant digital channels for its target audience.

1. **SERVICES: Business**

- Feed (1)
- Publicación y Copys (23)
- Estrategia (1)
- Calendario de publicación (1)
- Informes Mensuales (2)
- Videos (1)
- Piezas (7)
- Carrusel 8 piezas max (3)
- Reels (12)
- Historias- reposteo de piezas (3)
- Historias- reposteo de piezas (21)
- Gift- Stickers (1)
- Iconos destacados (1)
- Campaña sed- pauta FB (2)
- Campaña sed- pauta google ads (2)
- Sesión fotográfica 6 horas (1)

2. **PRICE.**

- First month: $899
- Second month: $899
- Third month: $899

3. PAYMENT

- 100% Down payment, each month.
  Minimum 3 months

4. GLOSARY:

- **Publishing and copying:** Posts to maintain a constant presence on social media and generate interaction with your audience.
- **Strategy:** Development of a custom content strategy that reflects the values and identity of (CLIENT USER) ensuring coherence and relevance in all publications.
- **Publishing Calendar:** Create a monthly calendar that effectively plans and organizes posts for maximizing the impact of each content.
- **Monthly Reports:** Deliver detailed reports that show the performance of publications and provide valuable information about growth and interaction on your digital channels.
- **Graphic pieces for networks:** Design of visual elements adapted to social networks. Includes posts, highlighted images and promotional banners to strengthen your online presence. Create attractive pieces and align with your brand identity on platforms such as Facebook, Instagram and Twitter.
- **Reels (30 seconds):** Production of short-lived reels that generate greater reach and engagement with your audience.
- **Stories - Repositioning pieces:** Creating stories and repositioning relevant pieces, taking advantage of the ephemeral, but effective nature of this format.
- **Highlights:** Design attractive and striking visual icons to highlight important features or sections on Instagram.
- **Campaigns (Segmentation) on Facebook:** Create and manage advertising campaigns on Facebook, precisely segmented to reach your target audience and increase your brand visibility.
- **Monthly Photography Session:** Performing a professional photography session, where we will capture high-quality images that reflect the essence and distinctive attributes of your products or services.
- **Google Ads Campaign:** Planning and managing a advertising campaign on Google ads, Google's advertising platform. This includes setting paid ads in Google's search results and its partner network.

5. SOCIAL NETWORKS INCLUDED:

- **TikTok**: Creation of live content on TikTok to take advantage of the virality and massive reach of this platform.
- **Facebook**: We will implement effective advertising strategies on Facebook to maximize your brand visibility and generate interaction with your target audience.
- **Instagram:** We will develop a strong presence on Instagram, a visually centered platform, to increase brand awareness and encourage interaction with your target audience.
- **Monthly website maintenance:** Regular update of your website, which involves changing banners or images, updating relevant information and providing technical support related to hosting and domain of your site
- **Google My Business:** Optimize and manage your profile in Google my business, which will improve your visibility in the results
- **YouTube:** We will capitalize on YouTube's popularity as a leading platform for sharing audiovisual content and reaching a broad audience

6. STEPS

- **STEP 1 - Down Payment 1st month:** With the down payment and the contract signed we assign the team in charge of THE CUSTOMER. (Week 1)
- **STEP 2 - Diagnosis:** Diagnostic session is required to socialize customer style, market niches, communication and promotion strategies of the (Customer / User). Sessions of recording and audiovisual content creation are scheduled (Week 1)
- **STEP 4 – Create Content 1st month:** Record the entire content of the month (Week 2)
- **STEP 3 – Delivery:** Partial delivery of audiovisual content for review and approval. And the delivery of publication calendar. (Week 3)
- **STEP 4 – Publishing contents:** The contents will be published in accordance with the publication calendar. (Week 4 -7)
- **STEP 5 – First Report:** The management and data analytics report are delivered. (Week 7)
- **STEP 6 – Down Payment 2nd month:** Second month down payment. (Week 7)

- **STEP 7: Repeat the cycle:** The same activities are carried out in the first month of the campaign. (Week 8 – 15)
- **STEP 8 – Second Report:** The management and data analytics report are delivered. (Week 15)
- **STEP 6 – Down Payment 3rd month:** Second month down payment. (Week 7)
- **Step 7: Repeat the cycle:** The same activities are carried out in the first month of the campaign. (Semana 15 y 21)
- **STEP 8 – Third Report:** The management and data analytics report of the month is delivered. (Week 21)
- **STEP 10 – Renewal or cancellation:** A session is scheduled to cancel or renew the plan under the same or different conditions. (Week 21).

7. REQUIREMENTS FOR ENTRY AND STAY

- Signing a contract.
- Payment on agreed dates.
- Have a good internet connection.
- Attend meetings agreed by the parties.
- Deliver the documents and other information agreed between the parties.
- To make the comments, requests, complaints, petitions and claims on the dates and times agreed.
- Respect the established channels of communication and attention.

8. CANCELLATION AND EXIT REQUIREMENTS

- Stay up to date with pending salaries.
- Inform the desire to cancel the plan at the established times and dates.
- Signing the peace and safe departure.

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