

# TERMS AND CONDITIONS

## MEDIUM SIZE PLAN



### 1. SERVICES:

- **The Brand Manual**
  - Logo (1)
  - Corporate Colors – Color scheme (1)
  - Logo Symbol (1)
  - Corporate Fonts (1)
  - Business letterhead – Word template (1)
  - Business letterhead – Power point template (1)
  
- **Web Page**
  - Hosting and Domain for (1) year
  - Slider home (2)
  - Sections (8)
  - Contact Form
  - Interactive chat
  - Secure Socket Layer – SSL
  - Put up your portfolio.
  
- **The Digital Marketing**
  - Feed (1)
  - Publication and Copys (14)
  - Strategy (1)
  - Calendar of publication (1)
  - The Monthly Reports (2)
  - Pieces (5)
  - 8 pieces max (1)
  - Reels (8)
  - Stories - Replacement of Pieces (2)
  - Stories - Replacement of Pieces (10)

- o Gift Stickers (1)
- o Outstanding icons (1)
- o Campaign on FB (1)
- o Advertising by Google Ads (1)
- o Photography session 6 hours (1)

## 2. PRICE

- First Month: \$807
- Second month: \$474
- Third month: \$474

## 3. PAYMENT

- 100% Down payment, each month.

**Minimum 3 months of stay\***

## 4. GLOSARY

- **Logos** are images, texts, shapes or a combination of the three that represent the name and purpose of a business, to put it simply.
- **The color palette:** color wheel or image, examines thousands of color combinations
- **Logo symbol:** It is the union of the graphic part (symbol) and the typographic part. (nombre).
- **Typography:** The colour palette or color palette is the set of colors, with all their variety of tones.
- **Membrete:** A membrete is what is located in the top sector of a page, mentioning the title or name of an individual, a company, etc.
- **Home page:** A homepage is a page designated to be the main entry point to a website, appearing when a user begins a session.
- **Hosting:** A hosting is a hosting service for websites.

- **Contact Form:** It is a deployable tool through a website that allows to collect contact information from their visitors, such as their email, telephone number or location.
- **Interactive chat:** Communication between two or more people on the internet that is carried out simultaneously unlike e-mail or internet forums.
- **Security Certificate:** It protects the confidentiality of the data transmitted through the network, thus avoiding the exposure of that information publicly for possible fraudulent uses of it.
- **Digital portfolio:** These portfolios contain a wide variety of information to capture the versatility of the person appropriately. Digital portfolio information can also appear in a variety of media, such as texts, photographs, illustrations, diagrams, web material, audio files, spreadsheets, and PowerPoint presentations.
- **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, 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.
- **Carousel (maximum 4 pieces):** Design and create visually attractive and striking carousels that highlight the products and services of the company.
- **Reels (30 seconds):** Production of short-lived reels that generate greater reach and engagement with your audience.
- **Interactive Stories:** Development of interactive content in story format, especially designed for social networks such as Instagram. These stories allow user participation through surveys, questions or slides.
- **Stories - Repositioning pieces:** Creating stories and repositoring relevant pieces, taking advantage of the ephemeral, but effective nature of this format.

- **Gifs or stickers:** Design and creation of personalized glyphs or stickers for use in social networks, messaging applications or other digital media.
- **Highlights:** Design attractive and striking visual icons to highlight important features or sections on Instagram.
- **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.
- **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.

## 5. SOCIAL NETWORKS TO ADMINISTER:

- **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.

## 6. STEPS.

- **STEP 1- Down Payment 1<sup>st</sup> month:** With the down payment and the contract signed we assign the team in charge of THE CUSTOMER. (Week 1)

- **STEP 2 – Diagnosis Brand Book:** A diagnostic session is required to socialize the business model, features and product portfolio of the (Customer User) - (It is scheduled session of 2 hours) (Week 1)
- **STEP 3 - Corrections:** Two (2) sessions each week for partial deliveries will be scheduled to review changes and customer suggestions (1 hour each session) - (starting 1 week after diagnosis) (Week 2 and 3)
- **STEP 4 – Delivery:** The final delivery of the Brand Book. (Week 3)
- **STEP 5 – Diagnosis Web Page:** A diagnostic session is required to socialize the business model, features and product portfolio of the (Customer User) - (It is scheduled session of 2 hours). (Week 4)
- **STEP 6- Down Payment 2<sup>nd</sup> month:** Second month down payment.
- **STEP 7 - Corrections:** Five (5) sessions each week for partial deliveries will be scheduled to review changes and customer suggestions (1 hour each session) - (starting 1 week after diagnosis) (Week 5,6,7,8 and 9)
- **STEP 8 – Delivery:** The final delivery of the website. (Week 10)
- **STEP 9 – Diagnosis Digital Marketing:** 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 10)
- **STEP 10 - Content creation:** Content recording. (Week 11)
- **STEP 11 – Corrections:** Partial delivery of audiovisual content for review and approval. Delivery of publication calendar. (Week 12)
- **STEP 12– Publishing contents:** The contents will be published according to the publication calendar. (Week 13)
- **STEP 13 - Down Payment 3<sup>rd</sup> month:** Third month down payment.
- **STEP 14 – Analytics:** The management and data analytics report of the month is delivered. (Week 16)
- **STEP 15: Repeat the cycle:** The same activities are carried out in the week 10 of the plan.
- **STEP 16 – Renewal or cancellation:** A session is scheduled to cancel or renew the plan under the same or different conditions. (Week 16)

## 7. TOTAL, DELIVERY TIME

- Sixteen weeks 16

## 8. ENTRY AND STAY REQUIREMENTS.

- 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.
- Make the comments, requests, complaints, petitions and claims on the dates and times agreed.
- Respect the established channels of communication and attention.

## 9. CANCELLATION AND EXIT REQUIREMENTS.

- Be up to date with pending payments.
- Inform the desire to cancel the plan at the established communication channels.

## CONTACT INFORMATION.

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