

TERMS AND CONDITIONS

SMALL SIZE PLAN



1. SERVICES:

- **The Brand Book**
 - 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 (1)
 - Sections (3)
 - Contact Form
 - Interactive chat
 - Secure Socket Layer – SSL

- **Digital Marketing**
 - Feed (1)
 - Publication and Copys (8)
 - Strategy (1)
 - Calendar of publication (1)
 - The Monthly Reports (2)
 - Pieces (4)
 - Reels (4)
 - Stories - Repositioning Pieces (8)
 - Outstanding icons (1)
 - Campaign on FB (1)
 - Photography session 6 hours (1)

2. PRICE

- First Month: \$665
- Second month: \$284
- Third month: \$284

3. PAYMENT.

- 100% Down payment, each month.

Minimum 3 months of stay*

4. GLOSARY.

- **Logo:** Logo is a symbol made up of text and images that identifies and represent the name and purpose of a business.
- **Corporate Colors – Color scheme:** Corporate colors are the color scheme that an organization adopts as a key visual element of its corporate identity.
- **Logo symbol:** Is a graphic-based logo that uses an icon, picture, or symbol and represent the name and purpose of a business.
- **Corporate Font:** Corporate fonts are customized fonts to suit the needs and image of any type of business.
- **Business Letterhead:** A business letterhead is a header at the top of a company letter. The letterhead usually includes a business's logo, name, address, and contact information such as phone or fax number, email address, and company website URL.
- **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.
- **Home Page:** A home page is the primary web page that a visitor will view when they navigate to a website via a search engine, and it may also function as a landing page to attract visitors.
- **Hosting:** A web hosting service is a type of Internet hosting service that hosts websites for clients, i.e. it offers the facilities required for them to create and maintain a site and makes it accessible on the World Wide Web.
- **Contact Form:** It is a deployable tool through a website that allows to collect contact information from their visitors, such as their, name, interest, email, telephone number or location.
- **Interactive chat:** It's a chat that allows you to maintain communication between you and your potential customer.
- **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.

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.

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 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 2nd 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 3rd 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.

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