

# Statement of Work



## CLIENT INFORMATION

<b>Client Contact Name</b>		<b>Company</b>	
<b>Address</b>		<b>City, State</b>	<b>Zip</b>
<b>Phone</b>	<b>Website</b>	<b>Email</b>	

## WORK DESCRIPTION: Marketing Strategy and Planning

### ADLC will provide the following services:

- ◆ Meet with client to gather information regarding current and desired customer communications activities.
- ◆ Evaluate the client's current data collection processes and existing customer information.
- ◆ Develop a comprehensive communications strategy for client that will include: an analysis of customer acquisition strategies as they relate to the capture of prospective customer information; analysis of existing contact information and strategies for supplementing information to maximize

communications impact; and a communications framework including communication formats, frequency, content ideas and measurement.

**COSTS:** Strategy Creation & Annual Plan \$ 175.00  
(Price Based On 2 Hours Of Planning - May Be Reduced)

## WORK DESCRIPTION: Client Handles On-Going Marketing Campaign

### ADLC will provide the following services initially and client to manage on-going campaigns:

- ◆ Set up Constant Contact account with client's information, images, and contact information.
- ◆ Assist client with collection processes including insertion of sign up form on website.
- ◆ Select and customize templates with client's colors, logo, and desired formatting.
- ◆ Upload client contacts into specified interest categories (lists).
- ◆ Using content provided by client, create initial campaign, review campaign, and send campaign on client's behalf.
- ◆ A week after completion of the campaign, provide client with a campaign impact report.
- ◆ Provide Constant Contact use training as specified below (1 hour).

- ◆ It is anticipated that after the Set Up Services are completed that the client will manage their ongoing email campaigns.

**COSTS:**  
 Account Set Up \$ 100.00  
 Campaign Creation & 1st Delivery \$ 250.00  
**TOTAL WORK ORDER \$ 350.00**  
 Additional Work Hourly Rate: \$ 85.00

## WORK DESCRIPTION: ADLC Handles On-Going Marketing Campaign

### ADLC will provide the following all-inclusive services for client:

- ◆ Set up Constant Contact account with client's information, images, and contact information.
- ◆ Assist client with collection processes including insertion of sign up form on website.
- ◆ Select and customize communications templates with client's colors, logo, and desired formatting.
- ◆ Upload client contacts into specified interest categories (lists).
- ◆ Using content provided by client, create initial campaign, review campaign with client, and send
- ◆ A week after completion of the campaign, provide client with a campaign impact report.

**COSTS:**  
 Account Set Up \$ 1 0.00  
 Campaign Creation & First Campaign Delivery \$ 50.00  
**# of Campaigns per month (est):**   
 Per Campaign Delivery \$ 85.00  
 Additional Work Hourly Rate: \$ 85.00

## ADDITIONAL INFORMATION:

- ◆ Training: All required elements relating to the creation of a Constant Contact account, set up of collection processes, import of existing customer information, template creation, campaign creation, delivery, and results evaluation of an initial campaign.
- ◆ The Customer will have a period of 30 calendar days after a template is accepted to report functional problems. After the 30 day period expires, any additional work required will be charged at an hourly rate.

*Monthly pricing plans for email marketing will vary depending on the number of emails in the database.*

0 - 500	\$15.00	5,001 - 10,000	\$75.00
501 - 2,500	\$30.00	10,001 - 25,000	\$150.00
2,501 - 5,000	\$50.00	25,000 +	By Quote

## PAYMENT AND ACCEPTANCE: Client Signature

Cash or Check



(add 3% handling fee for credit cards for ADLC fees)

\_\_\_\_\_  
**Client Signature** **Date**