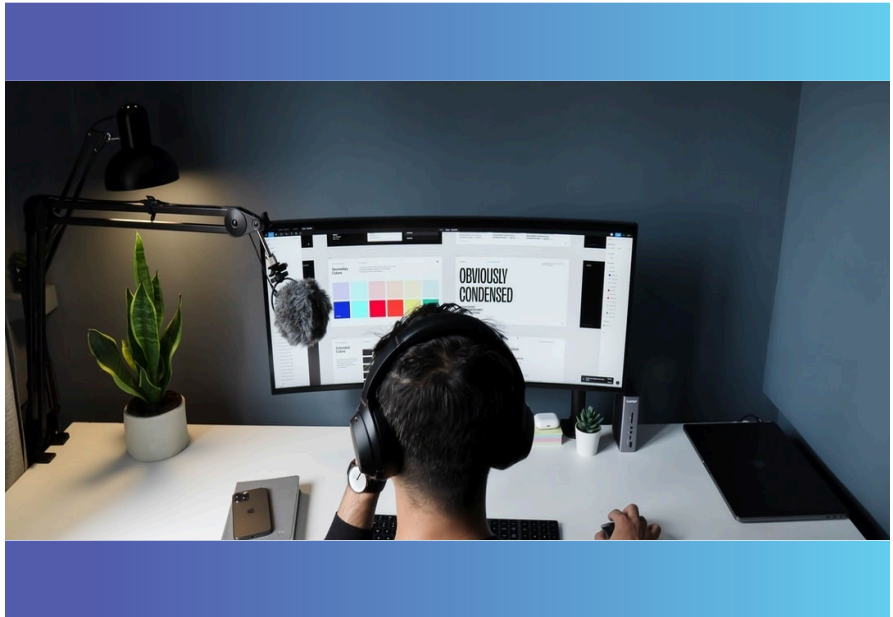




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**Marketing/Advertising
Agreement**



Client

Example Company

John

john@example.com

(555) 555-5555

Vendor

SE

Adrian Diaz

a_diaz12345@yahoo.com



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Project Timeline & Strategy

Timeline:

Digital Plumbing:

- DATE TBD: Team begins review/setup of existing analytics
 - Google Analytics, Tag Manager, Review KPI's, Recommendations, Implementation
 - Facebook Pixel, Review KPI's, Recommendations, Implementation
 - Google Data Studio Reporting
- DATE TBD: Tracking setup complete, reporting dashboard setup.

Design & Creatives:

- DATE TBD: Team begins design projects.
 - Ad Designs – FB/IG/Google Banners. Multiple ads for testing.
 - Content Creation for ads
 - Lead form design
 - Follow up asset creation
- DATE TBD: Launch landing page and assets completed (website or lead forms)





Workflow Automation & Reputation Management:

- DATE TBD: Simplex Enterprise team begins review/setup of follow up automation to help manage lead flow, plug leaks in lead management and follow up communications to increase booked appointments to increase revenue (sales, cases, patients, clients).
 - Create a new lead campaign workflow (email, SMS, voicemail).
 - Lost lead recovery campaign recovery.
 - Review campaign to build your rankings, authority, branding, and win more customers.
 - Integrate into website (optional)

DATE TBD: Setup HighLevel Campaign and Client Approvals

Social Media Marketing (Paid Traffic): Facebook / Instagram Campaigns:

- DATE TBD: Simplex Enterprise team begins setup, analysis + FB/IG setup.
 - Ad creation ◦ Writing of ad copy
 - Audience creation + segmentation
 - Campaign setup (pixel placements, audience targeting parameters)
 - One-time setup for branding the company in the local community
- DATE TBD: Launch social media campaigns.



Re-Targeting Campaigns:

- DATE TBD: Simplex Enterprise team begins implementation of **Re-Targeting Ads on FB & IG.
 - Launch Image Ads
 - Includes monthly ad design refreshes
- DATE TBD: Re-Targeting Ads should be live (pending any delays from ad networks)

Renewal Period

- [TWO MONTHS FROM LAUNCH]: At which point agreement will renew on a month by month basis.



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Campaign Costs + Pacing

Package 1: Lite Plan	Package 2: Professional Plan	Package 3: Enterprise Plan
\$750 /Month +	\$1,000 /Month +	\$2,000 /Month +
(\$1,200 Minimum Ad Spend Per Month)	(\$1,500 Minimum Ad Spend Per Month)	(\$2,500 Minimum Ad Spend Per Month)
Facebook/Instagram Paid Ads w/ Advanced Targeting	Everything In Lite Package	Everything In Lite/Professional Package
Go HighLevel CRM Basic Access for One Person + Phone App	+ We Cover Your Twilio/Mailgun Subscriptions	+ Google Ads with Bid Management & Optimization
	+ Free Copywriting All Done For You	+ Grow Your Facebook Page to 5,000 Follows/Likes
	+ Go High Level CRM Full Access + Unlimited Team Members, Unlimited Sales Funnels	+ 1 Google Review Campaign/Month
	+ ISA Services (Our team will call/prequalify your leads all done for you)	
	+ 1 Email Marketing Campaign Per Month (Written/Created For You)	
	+ Unlimited Go Highlevel Funnel Revisions/ Automations	
	+ Go Highlevel Support Services/Custom Pipelines	



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SEARCH ENGINE / SOCIAL MEDIA POLICIES:

Client acknowledges that Simplex Enterprise has no control over the change to Facebook policies or algorithm changes. At any time, Client's ads may be excluded at the sole discretion of the publishing platform.

PLACE OF LAW:

Regardless of the place of venue, this contract was entered into in Pasco, WA and any dispute will be litigated or arbitrated in Pasco, WA.

CONTRACT RENEWAL:

Client agrees that this contract will be in effect for the agreed upon duration, and from month-to-month immediately following the completion of this agreement. Client will be responsible to pay on time but has the option to cancel anytime.





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OTHER LEGAL STUFF:

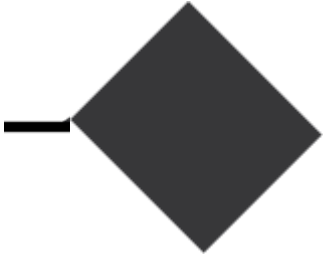
IN NO EVENT SHALL SIMPLEX ENTERPRISE BE LIABLE FOR ANY LOST REVENUE, LOST PROFITS, LOSS OF TECHNOLOGY, RIGHTS OR SERVICES, LOSS OF DATA, OR INTERRUPTION OF CLIENT'S BUSINESS, SPECIAL, INCIDENTAL, PUNITIVE, INDIRECT OR CONSEQUENTIAL DAMAGES, SUFFERED BY THE CLIENT, WHETHER OR NOT CLIENT HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH LOSS, INJURY AND/OR DAMAGES. SIMPLEX ENTERPRISES' MAXIMUM AGGREGATE LIABILITY TO CLIENT RELATED TO OR IN CONNECTION WITH THIS AGREEMENT WILL BE LIMITED TO THE TOTAL AMOUNT PAID BY CLIENT TO SIMPLEX ENTERPRISE HEREUNDER.

You may terminate the Marketing Program anytime if you are dissatisfied. This Marketing Program Agreement is between Simplex Enterprise and you, and your signature on page 1 expressly confirms (i) authorizes Simplex Enterprise to charge your credit card and you have read and agree to be bound by the Terms & Payment. Once your contract is on a month to month basis, all cancellations must have a 30 day notice emailed to adiaz@simplexenterprise.com. Any cancellations that fall within 30 days of the next billing cycle will be billed at the full monthly rate stated in this contract. This amount is not refundable.



Client agrees to defend, indemnify, and hold harmless Simplex Enterprise, its parent companies, subsidiaries, assigns, affiliates, and each of their officers, directors, employees, and agents from any suits, claims, demands, damages, liabilities, costs, and expenses, including, without limitation, reasonable outside attorneys' fees, arising out of, or in conjunction with (i) the breach or alleged breach by Client of any warranty or representation made by it in this Agreement; or (ii) Client's negligent, reckless, or willful misconduct in connection with this Agreement or related SOW(s).

Client agrees that all assets created by Simplex Enterprise or given to Simplex Enterprise are all approved to use by the Client. Simplex Enterprise will not be responsible for any copy right infringements or any monetary compensation to the Client for any claims that arise from assets given, used or approved by the Client. This may include video, images, photos, fonts, music or any other assets used for the campaign.



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This agreement contained in this "Proposal" constitutes the sole agreement between Simplex Enterprise and Client.

If you agree to the terms set forth above, please sign in the space provided below.



SIGNATURE

Adrian Diaz

Client Signature



SIGNATURE

Adrian Diaz

Simplex Enterprise
Founder Adrian Diaz



Simplex Enterprise
Superior Marketing, Made Simple.