



# Revised Social Media Marketing Proposal

Expires May 23, 2025

From

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To

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## Overview

This proposal outlines a monthly retainer agreement for ongoing social media management services for OptiSeal WSM. The scope includes Instagram content curation, strategic planning, performance reporting, and basic website maintenance. The aim is to strengthen OptiSeal WSM's digital presence, maintain consistency, and support ongoing brand growth.

**Scope of work** *(Approved by client 14 May 2025.)*

## 1.1 Content Curation & Publishing

- One (1) curated Instagram post per week (4 total per month)
- Reposts of content where OptiSeal WSM is tagged or mentioned, with captions tailored to brand tone
- Visual cleanup or formatting of provided assets (no original photo/video production)
- Hashtag strategy and scheduling via Meta tools or approved platform

*\*This proposal applies to Instagram content only. Services for other platforms (e.g. LinkedIn, Facebook, TikTok) are not included and must be scoped and quoted separately.*

## 1.2 Analytics & Reporting

A monthly client-facing report will be delivered as a branded PDF or shared document and includes:

- Instagram Highlights (top post, engagement rate, follower change)
- Google Analytics (sessions, traffic sources, Instagram referrals, top pages)
- Summary of conversions (e.g., link clicks, form submissions)
- Engagement insights and commentary on monthly trends

Reports will be shared during the first week of each new month for the previous calendar month.

## 1.3 Strategy & Planning

Monthly content plan:

- Upcoming post topics and seasonal alignment
- Key product launches or campaign themes
- Review of past performance to guide future content

## 1.4 Communication & Workflow

**May 2025 Content Review:** During May 2025, all content drafts will be shared with the client for review and approval prior to publishing. This allows for alignment on tone, format, and messaging at the outset of the engagement.

**Ongoing Publishing Workflow:** From June 2025 onward, content will be published based on the pre-approved content calendar. If the client wishes to request changes, they must provide revised instructions in writing (email or text) prior to the scheduled publish date.

*If no feedback is provided within three (3) business days of submission, content may be considered approved and scheduled accordingly.*

- **Communication Cadence:**

- A monthly check-in via email will be conducted to review performance, upcoming content, and strategic direction.
- Optional mid-month updates may be provided as needed, based on performance data or timely content opportunities.

## 2. Time Commitment *(Approved by client 14 May 2025.)*

Up to six (6) hours per month of service is allocated under this proposal. Time is tracked and managed weekly (approximately 1.5 hours per week) and includes basic website edits, layout tweaks, and maintenance, in addition to the core deliverables outlined in the scope of work.

The OptiSeal WSM landing page was delivered as part of a prior one-time setup. This proposal includes only light maintenance of that page within the allocated hours. Structural changes, redesigns, or new web features will be scoped separately.

### **Note on Time Flexibility**

Jet Set Edit provides services on a flexible delivery model, allocating up to six (6) hours per month.

If fewer than 6 hours are used in a given month, **up to three (3) unused hours may be carried over to the following month**, provided the client account is in good standing (i.e. invoices are paid on time).

Hours do not accumulate beyond one month, and rollover is offered at **Jet Set Edit's discretion**, based on scheduling capacity. This structure offers flexibility while ensuring balanced workflow and delivery expectations.

## 3. Pricing

**Monthly Retainer: \$300 AUD (6 hours at \$50/hour)**

### **Commencement of Services:**

The monthly retainer, deliverables, and reporting will commence on the date of written acceptance of this proposal by the client (or a mutually agreed start date, confirmed in writing). All reporting periods, invoicing, and bonus eligibility will align with this commencement date.

### 3.1 Additional Work

Any work exceeding 6 hours is billed at \$75/hour, with prior notice.

Examples include additional content, web development, email campaigns, and marketing collateral.

### 3.2 Pricing Adjustments

The retainer may be reviewed due to changes in scope or market conditions

Any amendments require 30 days' notice and must be agreed upon in writing (email or text is acceptable)

## 4. Additional Notes

This proposal does not include digital infrastructure expenses such as:

- Hosting
- Domain fees
- Third-party software or tools that support the delivery, maintenance, and security of digital services

These services are covered under a separate Digital Infrastructure Package, billed directly to the client on the 1st of each month. These costs are managed independently from this proposal and invoiced separately unless otherwise agreed in writing.

## 5. Invoicing

Invoices are issued on the 1st of each month and are due within 30 days of the invoice date.

Payments are processed securely via Stripe, which supports either:

Auto-billed charges (if enabled by the client), or

Manual payment via link included on each invoice.

Alternatively, manual bank transfer is accepted. Clients choosing this option must notify Jet Set Edit of the remittance within three (3) business days by email to [admin@jetsetedit.au](mailto:admin@jetsetedit.au) or SMS to 0402 167 163 to ensure proper allocation.

Clients may choose from the following payment options:

- **Pre-pay** at the start of the month to reserve their service block.
- **Pay post-service** within the 30-day invoice window.
- **Pre-pay for future services** by requesting a credit balance, limited to one (1) month's service equivalent. Upon receipt of payment and notice of intended credit use, Jet Set Edit will manually apply the pre-paid amount to future invoices.

Please confirm your preferred billing method so the invoicing process can be tailored accordingly.

## 6. Deliverables Calendar (Example)

The following is a sample deliverables schedule representing a typical monthly cycle. It may be adjusted based on campaign needs, client input, or content priorities.

Week	Task
Week 1	Instagram post created, approved, and scheduled
Week 2	Instagram post prepared and scheduled
Week 3	Instagram post + mid-month analytics check-in
Week 4	Instagram post + monthly performance report + planning

## 7. Bonus Structure (Quarterly Review Model)

Jet Set Edit offers the following **performance incentive structure** as a goodwill initiative to reward growth outcomes aligned with the Client's digital marketing objectives. This structure was introduced in response to the Client's expressed interest in performance-linked incentives.

Any bonus payment is at the sole discretion of Jet Set Edit and **contingent upon mutual written agreement** following the close of each quarterly performance review period. The bonus is a **payment from the Client to Jet Set Edit** and shall not be considered automatic, recurring, or an implied entitlement unless confirmed in writing.

### 7.1 . Review Periods

Bonus eligibility will be assessed on a quarterly basis, aligned with the calendar quarter in which this Agreement is signed.

- *If the Agreement is signed at any point within a given quarter, the entire quarter's performance data (from the first day to the last day of that quarter) will be used for the*

*first bonus review, regardless of the exact commencement date.*

- *For example: If the Agreement is signed in May or June, performance data from April 1 to June 30 will form the basis of the first bonus review, to be conducted in early July.*

Jet Set Edit may, at its sole discretion, include performance data from the period immediately preceding the Agreement date, provided services were rendered and such data can be reasonably and meaningfully evaluated.

## 7.2 Proposed Bonus Criteria (Illustrative Only)

Performance Metric	Quarterly Target	Bonus (Payable to Jet Set Edit)
Follower Growth	≥15% increase in followers over the quarter once 100 followers is reached	\$100
Engagement Rate	≥5% average across posts over the quarter	\$75
Conversions / CTAs	≥50 qualified user actions (e.g., clicks, form fills, messages)	\$75

*All values are indicative and will be confirmed in writing following quarterly data review.*

## 7.3 Definitions

### Follower Growth:

Percentage change in total Instagram followers quarter-over-quarter.

Formula:  $(\text{New} - \text{Previous}) \div \text{Previous} \times 100$

### Engagement Rate:

Measures how actively users interact with posts.

Formula:  $(\text{Likes} + \text{Comments} + \text{Shares}) \div \text{Followers} \times 100$

Benchmark: 5%+ is considered strong performance (Hootsuite, 2024)

### Conversions / CTAs:

Qualified actions indicating interest or intent, including:

- Link in bio clicks
- Contact button taps or form submissions
- Website visits from Instagram (as tracked via GA4)

## 7.4 Flexibility & Adjustments

This bonus framework reflects a mutual commitment to performance. Either party may request to pause, revise, or re-scope the bonus model with **written notice prior to the start of a new quarter**. Sustained high performance across multiple quarters may lead to bonus uplifts (e.g., a 25–50% increase), subject to good faith review and agreement.

## 7.5 Legal Disclaimer

Nothing in this section shall be construed as creating a binding obligation to pay performance bonuses. Bonuses are:

- Discretionary
- Contingent on mutual written agreement
- Payable only to Jet Set Edit upon issuance of a valid invoice

No bonus shall be due unless both parties confirm in writing that the applicable performance targets were met and Jet Set Edit has issued an invoice for the agreed amount.

# 8. Service Access and Late Payments

## 8.1 . Service Access

Invoices are due within 30 days of issue, as outlined in the invoicing section. If payment is not received by the due date, Jet Set Edit reserves the right to pause service delivery until the outstanding balance is resolved.

### **Service Hold for Unsettled Balances**

If any invoice remains unpaid beyond its due date, or if cumulative unpaid invoices exceed the value of one month's service, Jet Set Edit may place a temporary hold on services until payment is received.

This ensures a fair and sustainable workflow for both parties. Flexibility may be offered at Jet Set Edit's discretion, based on open communication and good faith efforts.

### **Note on Unused Hours**

Any unused service hours from the prior month will not be carried forward if payment is overdue, unless a written exception has been agreed in advance.

## 8.2 Late Payment Fees

To encourage timely payments and manage cash flow, the following late fee structure applies to overdue invoices:

- 7 days past due: 5% of the outstanding balance
- 14 days past due: Additional 5% (total 10%)
- 30+ days past due: Additional 5% every 30 days (cumulative)

Late fees are calculated as a percentage of the overdue invoice total and will be added to the client's balance. Jet Set Edit reserves the right to waive or reduce late fees in cases of good faith communication or extenuating circumstances.

## 9. Ownership & Rights

- All final approved and published content becomes the property of OptiSeal WSM upon full payment
- Content that is reshared or reposted (e.g. user-generated or third-party media) remains the intellectual property of the original creator
- Jet Set Edit retains perpetual, non-exclusive rights to showcase any produced work in portfolios, case studies, or promotional materials, with appropriate credit to OptiSeal WSM
- Unused drafts, strategy concepts, or design variations remain the intellectual property of Jet Set Edit unless otherwise agreed in writing

## 10. Availability & Communication

- Standard availability is Monday to Friday, 9:00 AM to 5:00 PM AEST
- Responses outside of business hours, on weekends, or public holidays are not expected
- Please allow 2–3 business days for replies to messages, draft approvals, or feedback
- If no feedback is provided within 3 business days of submission, content may be considered approved and scheduled at Jet Set Edit's discretion
- Requests outside the agreed-upon hours or volume may be rescheduled or quoted separately where appropriate

## 11. Termination, Force Majeure & Governing Law

Either party may terminate this agreement with 30 days' written notice via email or text



- A \$100 AUD cancellation fee applies for early termination to cover administrative and scheduling disruption
- Any unused hours at the time of termination are non-refundable and will not be carried forward
- Jet Set Edit may pause services during extended leave periods with advance notice provided to the client
- All completed work up to the termination date remains billable and payable in full
- A new proposal and contract may be required to resume services after a prolonged pause

Neither party shall be held liable for failure to perform obligations due to unforeseen events beyond their control, including but not limited to natural disasters, technical failures, or disruptions to third-party platforms.

In the event of third-party platform outages (e.g. Meta/Instagram disruptions), any scheduled content will be rescheduled within the current billing period where feasible. If rescheduling is not possible due to timing or platform recovery, the missed post will not be carried forward, and no liability is accepted for the service gap.

## Dispute Resolution & Legal Costs

In the event of a dispute, both parties agree to attempt resolution in good faith through informal negotiation or mediation before initiating legal proceedings. If legal action is taken due to breach of this agreement, the prevailing party may recover reasonable legal fees and associated costs from the other party.

This agreement shall be governed by the laws of Victoria, Australia. Any disputes will be resolved in the courts of that jurisdiction.

## 12. Agreement & Acceptance

By confirming acceptance of this proposal in writing — whether via email, signature, or through the Indy platform — the client agrees to the scope of work, pricing, and service terms outlined above.

This proposal will serve as the working agreement until a formal service contract is issued and signed by both parties. Work may commence upon acceptance, and the terms herein will apply in the interim.

By:

By:

Jordan Schepton

Nick Schaffer

Jordan Schepton

Nick Schaffer

Date: May 20, 2025

Date: May 22, 2025



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