**Scope of Work**

The Service Provider will develop and implement the following niche outreach campaign to promote Science As A Superpower:

**Phase 1 (May 1-June 15):**

* Research audiences (individuals, platforms, and organizations) and initial “feeler” conversations
* Create core messaging and pitch
* Develop outreach package (media kit) - *requires book cover be completed*
* Creating video content for outreach package (interviewing Bill and editing videos)

**Phase 2 (June 15 - July 31):**

* Official outreach and response to audiences identified in Phase 1
* Further research based on what is coming back to us

**YouTube Channel Set Up and Content Creation**

* We will establish Bill’s YouTube channel and branding (opening/closing music and slides)
* Joel will interview Bill to begin populating the channel with short videos
* We will work with Bill to create a list of possible interviews he can do
* Teach Bill how to record on Zoom
* We will edit videos (creating a standard opening slide, a thumbnail image, and a closing slide that encourages people to subscribe to his channel)

**Google Ads**

* Research keywords and set up the ads
* Monitor ads
* Provide our recommendation for the landing page structure on the Access Health website
* Provide content to the website team for the page (with assistance from Anna)
* Provide feedback to website team if adjustments need to be made

**Social Media Outreach**

* We will create organic posts on all LinkedIn, Facebook, Twitter, Instagram
* We will research the influencers on Instagram / tik tok and send pitches to them to feature Bill, or interview him, etc.
* We will engage on platforms that are already reaching youth / doing STEM recruitment
* We will create mixed-media pitch to spread on social’

**Compensation**

The total service fee for this engagement is USD 18,900 **including new campaign plus ongoing social ($ 1500/month) as per the following monthly payments.**

**May 2021: $7,300**

**June 2021: $6,300**

**July 2021: $5,300**

The payment will be released only on the completion of deliverable and invoicing by the service provider.

**Term**

This engagement shall commence upon execution of this Agreement. The Agreement shall continue in full force and is effect from **May 01, 2021** to **July 31, 2021** and is extendable based on the Service Provider's performance of the services and mutual concurrence on revised terms of engagement.