



Edmonton State Bank Marketing Support

Edmonton State Bank

Jack Thompson

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Angela Dennison

adennison@edmontonstatebank.com

Reference: 20250408-205426351

Quote created: April 8, 2025

Quote expires: May 8, 2025

Quote created by: Kathryn Good

President

kg@goodcirclemarketing.com

Comments from Kathryn Good

Hi Angela and Jack,

Thank you again for the opportunity to collaborate on your marketing. I've outlined the revised proposal based on your updated budget and input.

Here are my thoughts: While Angela pulls together the foundational pieces of the Marketing Machine, we can begin working behind the scenes on SEO-related website improvements, email setup (via Mailchimp), and audits of your social accounts and Google My Business listings. This will ensure the technical infrastructure is aligned and ready to support the full marketing plan.

I propose we aim to finalize and align on the Marketing Machine by May 31, which would allow us to begin the 828 content marketing plan on June 1. Once the Marketing Machine is complete, we'll determine your monthly deliverables within the custom 828 plan. If more time is needed, but marketing support is still desired before the plan is complete, we can discuss options to begin sooner with an adjusted scope.

I'm also reaching out to a BirdEye competitor for multi-location listing management, as BirdEye's current pricing is approximately \$200/month per location. I'll share alternative options as soon as I have them.

Looking forward to working together!

— Kathryn

Products & Services

Item & Description	Quantity	Unit Price	Total
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Items due now

Digital Upgrades & Technical Setup Support	1	\$3,864.00	\$3,864.00
SEO templates and recommendations for IT implementation; MailChimp Setup (Brand-aligned template design, Segmentation planning, Initial automation/journey design (e.g. Welcome Email Series); Audit of Google Business and social accounts to determine cleanup needs			

Items due later

Strategy - Marketing Machine	1	\$3,200.00	\$3,200.00
A foundational brand and strategy document to align messaging, tone, and visuals across all 18 branches. Given Angela's experience, this revised version reflects shared responsibility: Angela contributes previously created assets, and our team aligns, refines, and formats them into a formalized, implementation-ready guide.			

Payment due: May 31, 2025

828 Marketing	1	\$828.00	\$828.00 / month
Content marketing package includes flexible support for any marketing tasks, providing consistent, high-quality content tailored to your business needs. Specific deliverables will be determined following the completion of the Marketing Machine.			

Payment starts: June 1, 2025

One-time subtotal			\$3,864.00
Due now			\$3,864.00

Future Payments Summary

Item	Payment
Strategy - Marketing Machine	\$3,200.00 on May 31, 2025
828 Marketing	\$828.00 / month starting on June 1, 2025

Purchase terms

This Agreement is between Good Circle Marketing Consulting ("Consultant") and Edmonton State Bank ("Client"). WHEREAS the Client intends to pay the Consultant for the services provided under the following terms and conditions:

Scope of Services: The Consultant agrees to provide the above services.

Payment: Client agrees to pay Consultant the quoted fee. Either party may cancel the retainer portion of this agreement with a 30 day written notice.

Changes: If the scope of the Work changes, Consultant may choose to negotiate an hourly rate with the Client for work performed outside the scope of work defined in the contract.

Term: This contract will conclude when services are complete, and payment is fulfilled.

No Guarantee of Results: Client acknowledges and agrees that the Consultant cannot guarantee the results or effectiveness of any of the Services. Consultant agrees to conduct operations and provide the Services professionally and per good industry practice and all federal, state, and local laws. Consultant will use its best efforts and does not promise or guarantee results. Any projections or predictions that the Consultant may have made are based on estimates, assumptions, and forecasts that may prove incorrect. No assurance is given that the Client's actual results will correspond with any projected results. Client acknowledges that any results obtained by Consultant for other clients are not necessarily typical and are not a guarantee that Client will obtain the same or similar results by using Consultant's services.

Confidentiality: Each party agrees that it shall not disclose to any third party any confidential or proprietary data, reports, or other information or materials concerning any party hereto without the prior written consent of the party whose information is to be disclosed, except as otherwise required by applicable court or administrative order, law or regulation. Upon the termination or expiration of this Agreement, each party shall have the right to retain all of its proprietary information.

Copyrights: Upon creation of any original illustrations, graphic images, or custom code for this project, Federal law grants the creator with Federal Copyright Protection, Ownership, and Intellectual property rights of those elements. The transfer of copyrights of the final deliverables will be assigned to the Client conditioned upon and at the time of receipt of payment in full for the work described and accepted by the signing of this Agreement. This copyright term does not apply to original content provided by the Client.

Publicity: Client agrees that Consultant may use the Client's name, logo, and/or image (but not contact information or personal information) and materials created by Consultant in performance of the Services in Consultant's advertising or promotional literature and may publish articles, blog posts or other advertising and promotional material relating to the Client and the Services. Consultant agrees to limit selection, timing, and method of release of any materials under this section as requested by Client. Client releases Consultant from any and all liability, including but not limited to infringement of any right to privacy or right to publicity relating to or arising out of publicity of Client's name, logo, and/or image as permitted in this section.

Governing Law: This Agreement shall be interpreted under, subject to, and governed by the substantive laws of the State of Tennessee without giving effect to provisions thereof regarding conflict of laws.

Signature

Choose a profile to start the e-signature process.

Angela Dennison

adennison@edmontonstatebank.com

Angela Dennison

Kathryn Good

kg@goodcirclemarketing.com

Kathryn Good

Questions? Contact me



Kathryn Good

President

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Good Circle Marketing

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