

VIVID CANDI®

MALIBU, CALIFORNIA

22601 Pacific Coast Highway
Suite 230
Malibu, CA 90265

Estimate

NAME / ADDRESS
Generic

DATE	ESTIMATE NO.
9/30/2014	4726

DESCRIPTION	HOURS / QTY	HOURLY RATE / F...	TOTAL
PROJECT: Monthly Digital Marketing Retainer - Plan 1500 PAYMENT TERMS: 1) Month to month. 5 days cancellation notice required to stop for first month. 30 days cancellation notice required to stop after first month. 2) 100% payment due on the 1st of each monthly cycle. (\$1,500.00) 3) Max cap of 20 hours per month of labor included. Hours exceeding this cap will be billed weekly @ \$60/hr and due on the following month's retainer fee.	0	0.00	0.00
TOTAL: \$1,500.00/mo			
Digital Marketing Retainer (20 hours per month) 1) Consult with client on all digital marketing -Required marketing meeting 1x per month by phone or at Vivid Candi offices -Teleconferences available upon request scheduled in advance -Coordinate & collaborate with client on an ongoing basis	20	75.00	1,500.00
Thanks for your consideration.		TOTAL	

Phone #	Fax #	E-mail	Web Site
310.456.1784	310.919.3026	chris@vividcandi.com	www.vividcandi.com

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-Review Facebook insight analytics on a regular basis -Review Google analytics on a regular basis -Review anything else relevant on a regular basis 2) Develop & implement regular Facebook wall posts, Tweets & Google+ posts on client's behalf -At least 4 posts per week for up to 4 social media networks -Up to 4 hours per month of Graphic design included for any posts clients requests design on (Will come out of included labor hours and max cap of hours term will apply) -All posts will inter-link with website since prime goal will be to create more traffic and generate sales, leads and/or brand awareness -Execute paid "boosts" to drastically increase results for Facebook Posts*** (Client must approve) 3) Blog professionally on client's website -Add a blog section if not already on website (ONLY FOR WORDPRESS WEBSITES) -Use Google Keyword Planner and research best keywords to blog about and target -Blog 2x or more per week 4) Detailed project management using Google Doc's -Schedule all production work required -Updated in realtime as work is completed -Displays total project time so client can be in the			
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loop and know where they are vs. max cap of included hours ***This quote does not include additional expenses for paid Facebook boosts, paid Twitter campaigns or any other paid media cost. Client will pay those expenses direct and Vivid Candi will be happy to consult and manage the campaigns. For Facebook likes building campaign, we'd recommend a budget of \$1000-3000 considering likes can range from \$0.25-\$0.75/each. We also recommend a \$250-750/mo budget for Facebook paid boosts. The exact budgets for these options will be determined in a social media / digital marketing kickoff meeting if client goes forward.			
MARKETING RETAINER TERMS: URGENT REQUESTS POLICY: By default, no rush time is included in the monthly retainer hours. However, from time to time a client may experience an emergency with their marketing projects. Vivid Candi will always try and treat emergencies as a rush job and will do their best to expedite the timeline based on current availability. If client wants guaranteed rush, it's possible rush charges may apply TBD. ROLLOVER HOURS POLICY:			
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In the case where a client doesn't use all their monthly retainer hours, Vivid Candi will allow those hours to rollover for up to a maximum of 3 months. REVISIONS: Revisions are generally minor touch-ups and not major changes like a completely new concept. We will always do our best to please every client, but please try to keep revisions reasonable. We consider any individual request that takes over 5 hours to do a major revision and not minor. REVISION SETS: This is an overall set of changes that a client gives Vivid Candi at a set milestone in the project. Vivid Candi will notify the client when to give any website an official review and provide a revision set. We welcome phone conferences or meetings to review revisions sets. DIGITAL APPROVALS FOR PROJECT MILESTONES: At each milestone during a project (i.e. social posts approval)-- we require a email authorization to proceed. MAX CAP OF HOURS POLICY: Every monthly marketing retainer is subject to a maximum amount of allocated hours for labor that is specified on the payment terms. Due to the custom nature of our projects and clients, no project is identical in the amount of hours involved. This also ensures that our clients always receive prompt responsive customer support throughout their project.			
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PROJECT TIMELINE POLICY: Due to the unique nature of each of our clients and their needs, we do not guarantee any exact deadline for completion of any clients' project. Our average turnaround for most requests is 3-6 business days, however it's possible a project could take longer due to delays in feedback, complicated requests, receipt of required items, etc.. We will always aim to please and meet any desired deadlines. Communication is key in this process and we will always be happy to provide an ETA for completion or next steps. BLOCK WORK SCHEDULES: At Vivid Candi, we tend to work in blocks of 2-4+ hours, so don't be alarmed if you don't see progress immediately or daily. Working this way allows us to make a much bigger dent and focus much better thus creating a much better quality product rather than working bits at a time. TELECONFERENCES / MEETINGS: Your Vivid Candi account executive is always happy to talk to you anytime upon request or when you call in. However, for more in depth conversations requiring the technical expertise of our designers-- all phone calls and meetings are strictly by appointment. EXCESSIVE EMAILING POLICY: Occasionally we receive clients who want to CC us on numerous emails vs. collaborating internally as a group and then sending us the feedback. This causes many Thanks for your consideration.			
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miscommunications and can add much more time to any clients project since we have to do extra work replying to numerous emails in great detail and checking for emails that change previously emailed requests. We also occasionally get clients whom want to email us up to 10-15x per day with every question or thought that comes to mind. All of this is ok and we're happy to reply, but please note we do bill our time for email replies, especially when they are in excess and excessive emailing can lead to a client pushing their project over their max cap of allocated project hours thus charging them our reduced hourly rate per max cap of hours term for exceeding time per that term described above in detail. We recommend that our clients lets us guide the way and communicate with them direct via Skype, teleconference or in person meeting at each milestone to avoid excessive emails, miscommunications and exceeding their max cap of hours. This ensures all communication is crystal clear. SOURCE FILES: Vivid Candi is happy to release all source files upon request to any client upon 100% completion of their project and 100% payment. QA ITEMS: QA items are a normal part of custom design & production work and are also billed as so. CANCELLATION: 30 days notice in writing sent to the attention of Chris Wizner, the CEO of Vivid Candi, Inc. is required for any			
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cancellation. REFUNDS / CREDIT CARD CHARGEBACKS : Vivid Candi, Inc. does not offer cash refunds for any work done unless client has reasonable cause and the refund is authorized by the CEO of Vivid Candi, Inc. Typically any refunds offered will be in the form of an account credit toward any other service provided by Vivid Candi, Inc. Credit card chargebacks from any client whom Vivid Candi, Inc. doesn't feel has reasonable and just cause will be pursued and may be reversed. Vivid Candi, Inc may also pursue any unreasonable chargebacks in court despite how the credit card company concludes the chargeback claim. CONSEQUENTIAL DAMAGE: Client will not hold Vivid Candi, Inc. responsible or liable for any consequential damages such as loss of profits and punitive damages. Any damages pursued will be limited to only any funds paid successfully to Vivid Candi, Inc. CONTRACT CHANGES VIA EMAIL: Client may not use emails to change the contract in any way. This applies to email strings of any sort and client understands contract will not be altered or voided in anyway as a result of email communication and will not be submissible in court. Any alterations to the original contract are required to be signed and in writing. MATERIALS PROVIDED TO VIVID CANDI, INC:			
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Client represents that any content that they supply to Vivid Candi, Inc. does not infringe on any 3rd party intellectual property rights. The client agrees to indemnify and hold Vivid Candi, Inc. harmless from any breach of this representation.			
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NON-SOLICITATION OF VIVID CANDI EMPLOYEES & INDEPENDENT CONTRACTORS: Any attempt on the part of the client to induce any employee or independent contractor to leave any Vivid Candi, inc. (Herein referred to as "Vivid Candi), or any effort by the client to interfere with Vivid Candi's relationship with its employees or independent contractors would be harmful and damaging to Vivid Candi. The client agrees that, during the term of this Agreement, and for a period of two (2) years after the termination of the Agreement, the client will not in any way directly or indirectly: 1) Induce or attempt to induce any employee or independent contractor of Vivid Candi to quit employment or any other type of professional relationship they have with Vivid Candi and/or to otherwise interfere with or disrupt the Vivid Candi's relationship with its employees and/or independent contractors. 2) Client may not discuss employment opportunities or provide information about competitive employment to any of Vivid Candi's employees or independent contractor or solicit, entice, or hire away any employee or independent contractor of the Vivid Candi. ATTORNEY FEES: In any legal action between the parties concerning this Agreement, the prevailing party shall be entitled to recover reasonable attorneys fees and costs.			
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GOVERNING LAW FOR THIS AGREEMENT: This agreement will be governed by the current laws of the state of California and any disputes must be resolved at the court located in Santa Monica, California. CA Sales Tax		9.75%	0.00
Thanks for your consideration.		TOTAL	\$1,500.00

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