

# ChurchMarketing.is

## **Agreement**

Full-Service Social Media

**Prepared By:**        **Andrew Spikes, CEO, ChurchMarketing.is**  
**andrew@churchmarketing.is, (678) 788-0598**

## **I. SNAPSHOT**

ChurchMarketing.is's scope will allow your ministry to communicate more effectively online and throughout the community. We plan to serve the digital needs of the current users and provide information and value for users searching online - all in a spirit of achieving and portraying excellence. ChurchMarketing.is will accomplish this by improving and overseeing your ministry's web presence through full-services social media management.

## **II. SCOPE OF WORK**

COMPANY: ChurchMarketing.is

CLIENT: Your Ministry as Noted in Acceptance Below

### **A. SOLUTION: Full-Service Social Media Management**

COMPANY will plan, produce, and post social media content to the predetermined social media platforms noted below.

#### **1. Execution Process:**

- COMPANY will create a monthly social media calendar. This social media calendar is based on the CLIENT's social media strategy which comprises of user engagement, CLIENT awareness, event promotions, and weekly services.
- COMPANY will develop and optimize CLIENT'S Facebook, Instagram, and Twitter social media networks with logos, header imagery, and contact information.
- COMPANY will create text and imagery content based on this social media strategy and implement it on the social media platforms noted above.
- COMPANY will provide a monthly summary report to the CLIENT based on key performance indicators (KPIs).

#### **2. Social Media Package - Select 1 (See APPENDIX A for Details)**

- Diamond - \$3,499/mo
- Platinum - \$1,999/mo
- Premium - \$1,049/mo
- Plus - \$649/month

#### **3. Message Caption Videos**

On average, these message caption videos capture 250% more visibility on Facebook and Instagram due to strong engagement, resonance, and shareability. Assuming we have access and are given high-quality content, we will do all of the planning, caption work, editing, and production so you can spend more time on productive activities specific to your church.

- Listen to your existing video messages to find a clip
- Pick out 60-second clips that support our social media growth strategy

- Transcribe the audio into actual text caption
- Have our video editor build a custom video specifically for social media
- Post it to your social media channels (Facebook, Instagram, Twitter)

This has proven to be extremely powerful within our social media strategy and is highly recommended.

**How Many Additional Videos Do You Want?** *(Note, that Platinum Package comes with 1 video per week and the Diamond Package comes with 2 videos per week, but you can add additional videos below).*

- No, thanks.
- 1 per month = \$250/mo
- 2 per month = \$475/mo
- 3 per month = \$675/mo
- 4 per month = \$800/mo

#### 4. Added Social Media Posts

Added content is a great way to increase your reach and impressions per month. You are able to add additional posts to any package that you selected above. **Please select the number of extra posts that you would like to add on to your package.**

- No, thanks.
- 1 additional post per week = \$125/mo
- 2 additional posts per week = \$250/mo
- 3 additional posts per week = \$337/mo (includes a 10% discount)
- 5 additional posts per week = \$500/mo (includes a 20% discount)
- 7 additional posts per week = \$615/mo (includes a 30% discount)

#### 5. In-Person Strategy Sessions

We're more than happy to come visit with you to learn more about your ministry and to provide a strategy session where we will (a) review your current marketing activities, (b) provide recommendations for new member assimilation, and (c) worship with you at one of your weekend services. We will stay 2 nights and we'll cover all of our travel expenses. If desired, we'll also bring along a professional photographer to help capture one of your weekend services that we can then use as content within your social media posts. **Is that something you want us to do?**

- No, thanks.
- Yes, please visit us \_\_\_ time(s) per year at \$999 per in-person strategy session.
- Yes, please visit us (with a photographer) \_\_\_ time(s) per year at \$1,499 per in-person strategy session.

## 6. Instagram Stories

Due to the success and growth of Instagram Stories, COMPANY is now able to create, optimize, and post Instagram Story content to your profile to capitalize on the additional reach and engagement - all without you lifting a finger. Would you add Instagram Story content to your package?

- No, thanks.
- 3 additional Instagram Story post per week = \$370/mo
- 5 additional Instagram Story post per week = \$550/mo (12% Discount)
- 7 additional Instagram Story post per week = \$690/mo (20% Discount)

## B. Agreement Terms

### 1. Payment

- Your CC will be charged at the set amount at the beginning of each month. You will receive a receipt for your records via email along with an invoice that outlines your services each month.
- If you choose to pay for the year at one time, you will receive a 5% discount. However, the amount is non-refundable if you choose to cancel.
- In Month 1, COMPANY will prorate the monthly program management fee in include a deduction of the free trial in addition to any days where services didn't start on the 1st of the month. Prorated days will be equal to the monthly total divided by 28.

### 2. Dependencies:

In order to perform its role successfully, COMPANY will rely on the CLIENT to provide the following:

- Provided Creative - Guidelines, Logos, and Branding Direction
- Admin Access to Social Media Accounts
- Consultation time with key stakeholders and decision makers

*Note: Impact of Late Delivery - Delays in these deliverables may prevent progress and/or completion of our proposed project.*

### 3. Duration and Cancellation:

- Free Trial Period:

#### **3 Weeks**

*\*The free trial begins on the first day of your posted content. There are no fees prior to the first day of posting.*

- The initial phase of this total agreement will last a total of:

**12 Months**

- Thereafter, either party can cancel at any time with a:  
**30-day notice**
- If the CLIENT cancels before the first 12 months is complete, it will pay:  
**40% of the remaining annual balance**
- After the first 12-Month Period:  
**Contract Continues to Auto-Renew for Additional 12 Month Increments**
- If the CLIENT cancels after the first 12 months is complete, there is:  
**No Cancellation Fee**

**4. Black Friday 2020 Promotion:**

\_\_\_\_\_ Initial here if you are signing this on or before November 30th, 2020 to receive a 30% discount on your entire monthly amount PLUS 2 Extra Social Media Posts for FREE.

**III. Acceptance**

**CLIENT**

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Phone: \_\_\_\_\_

**COMPANY**

Name: Andrew Spikes\_\_\_\_\_

Organization: ChurchMarketing.is\_\_

Title CEO\_\_\_\_\_

Signature: 

Date: 11/23/2020\_\_\_\_\_

Phone: 678-788-0598\_\_\_\_\_

# ChurchMarketing.is

## CREDIT CARD AUTHORIZATION FORM

Please complete all of the following information, sign, scan/take photo and send to your Client Success Manager.

Charge will appear as: CHURCHMARKETING.IS on the credit card statement.

Type or print clearly please.

Date: \_\_\_\_\_

Circle One: Visa | Mastercard | AMEX

Card Number: \_\_\_\_\_ Expiration: \_\_\_\_\_

CCV Code: \_\_\_\_\_ (3 digit code on back of Visa/MC, 4 digit code on front of AMEX)

Name as it appears on card: \_\_\_\_\_

Billing address for this card: \_\_\_\_\_

City, State & Zip: \_\_\_\_\_

Cardholder's area code & telephone number: \_\_\_\_\_

Cardholder's signature: \_\_\_\_\_

**Cardholder authorizes ChurchMarketing.is to services in the amount shown in the TERMS OF SERVICE above.**

## APPENDIX A - Social Package Types

Plus Be Active	Premium Be Proactive	Platinum Be Impressive	Diamond Grow Your Ministry
\$ 649 /month	\$ 1,049 /month	\$ 1,999 /month	\$ 3,499 /month
<ul style="list-style-type: none"> <li>• Strategy Development &amp; Planning</li> <li>• Custom Graphics with Your Logo, Branding, &amp; Color Palette</li> <li>• 5 Posts Per Week</li> <li>• Client Provides Content</li> <li>• 2 Social Media Network</li> <li>• Priority Email Support</li> <li>• Client Portal Login</li> <li>• Monthly Results Reporting</li> </ul>	<ul style="list-style-type: none"> <li>• Strategy Development &amp; Planning</li> <li>• Custom Graphics with Your Logo, Branding, &amp; Color Palette</li> <li>• 7 Posts Per Week</li> <li>• ChurchMarketing.is Creates Content</li> <li>• 3 Social Media Network</li> <li>• Priority Email Support</li> <li>• Client Portal Login</li> <li>• 1 Status Call Per Month</li> <li>• Monthly Results Reporting</li> <li>• Dedicated Success Manager</li> <li>• Manages All Comments and Messages</li> <li>• \$25/mo credit for Boosted Posts</li> </ul>	<ul style="list-style-type: none"> <li>• Strategy Development &amp; Planning</li> <li>• Custom Graphics with Your Logo, Branding, &amp; Color Palette</li> <li>• Custom Sermon Video Clips Edited for Social Media (4/mo)</li> <li>• 14 Posts Per Week</li> <li>• ChurchMarketing.is Creates Content</li> <li>• 3 Social Media Network</li> <li>• Priority Email Support &amp; Phone Collaboration</li> <li>• Client Portal Login</li> <li>• 1-2 Status Call Per Month</li> <li>• Monthly Results Reporting</li> <li>• Dedicated Success Manager</li> <li>• Manages All Comments and Messages (Posts and Messages)</li> <li>• Livestream Post Interaction for 3 Weekly Services (20-Minute Response Time to Comments)</li> <li>• \$50/mo credit for Boosted Posts</li> <li>• 1 In-Person Strategy Session at Ministry's Location Per Year</li> </ul>	<ul style="list-style-type: none"> <li>• Strategy Development &amp; Planning</li> <li>• Custom Graphics with Your Logo, Branding, &amp; Color Palette</li> <li>• Custom Sermon Video Clips Edited for Social Media (8/mo)</li> <li>• 14 Posts Per Week</li> <li>• 5 Instagram Stories Per Week</li> <li>• ChurchMarketing.is Creates Content</li> <li>• 3 Social Media Network</li> <li>• Priority Email Support &amp; Phone Collaboration</li> <li>• Client Portal Login</li> <li>• 1-2 Status Call Per Month</li> <li>• Monthly Results Reporting and Real-Time Dashboard</li> <li>• Dedicated Success Manager</li> <li>• Manages All Post Comments and In-bound Messages</li> <li>• Unlimited Livestream Post Interaction (9-Minute Response Time to Comments)</li> <li>• \$100/mo credit for Boosted Posts</li> <li>• 4 Sermons into Blog Content to improve your Search Engine Optimization (SEO)</li> <li>• Up to 2 In-Person Strategy Session at Ministry's Location Per Year</li> <li>• 20% off all additional services (Google Ads, Facebook Ads, Website Management)</li> </ul>