

OCT 26 - 2023

# MARKETING PROPOSAL

**PROPOSAL FOR:**

George Radford  
Bellingtonspropertygroup.com

**PREPARED BY:**

Tom Bayley  
Projectbayley.com

ONLINE MARKETING SERVICES



## PROPOSED SERVICES

### 1 - PPC LEAD GENERATION

- Up to €X Ad Spend
- Ad Networks Available: Google, YouTube, Facebook, Instagram, Microsoft Ads, Twitter, LinkedIn
- Search, Display & Remarketing Campaigns
- Campaign Development, Strategy, Copywriting & Testing
- Multi-lingual Campaigns (if applicable)
- Unlimited Keywords + Unlimited Negative Keywords
- Ad Extensions
- Conversion Tracking via Google Tag Manager
- Ongoing Campaign Optimization
- Monthly Report

### 2 - CONSULTATION

- Monthly consultation, strategy & optimisation video call included (up to 1 hour)

### 3 - AUTOMATION/INTEGRATION

- Access to integration platform + simple integration set ups included (up to 1hr/month)
- Extended integrations billed separately

### 4 - LANDING PAGE

- Landing Page Platform Access + up to 1-hour of content changes (images + text)
- New landing pages following same design, functionality & elements: 100€/page
- Additional changes billed separately

### 5 - HOURLY / AD HOC

- Hourly work carried out at 35€
- Hourly packages at a reduced rate also available

**INVESTMENT - OPTION 1****AD SPEND: €1K****Summary of the investment - Set up Month**

(Includes one-off set up fees)

- Access to Accounts
- Subdomain Set Up for Landing Pages
- Landing Pages x1
- Initial Campaign Set Up
- Audience Creation
- Tracking Codes Creation
- Automation Set Up

**TOTAL: 795€ + IVA****Summary of the investment - From Month 2+**

- PPC Advertising (up to €1K)
- Consultation
- Automation Management
- Landing Page Management

**TOTAL: 395€ + IVA**

If the total monthly advertising spend exceeds the allocated budget outlined in the proposal, there will be an additional 10% charge for the ad spend increase. For example, a total monthly ad spend increase of €1,000 would require an additional cost of €100.

**INVESTMENT - OPTION 2****AD SPEND: €2K****Summary of the investment - Set up Month**

(Includes one-off set up fees)

- Access to Accounts
- Subdomain Set Up for Landing Pages
- Landing Pages x2
- Initial Campaign Set Up
- Audience Creation
- Tracking Codes Creation
- Automation Set Up

**TOTAL: 895€ + IVA****Summary of the investment - From Month 2+**

- PPC Advertising (up to €2K)
- Consultation
- Automation Management
- Landing Page Management

**TOTAL: 495€ + IVA**

If the total monthly advertising spend exceeds the allocated budget outlined in the proposal, there will be an additional 10% charge for the ad spend increase. For example, a total monthly ad spend increase of €1,000 would require an additional cost of €100.

**INVESTMENT - OPTION 3****AD SPEND: €3K****Summary of the investment - Set up Month**

(Includes one-off set up fees)

- Access to Accounts
- Subdomain Set Up for Landing Pages
- Landing Pages x2
- Initial Campaign Set Up
- Audience Creation
- Tracking Codes Creation
- Automation Set Up

**TOTAL: 895€ + IVA****Summary of the investment - From Month 2+**

- PPC Advertising (up to €3K)
- Consultation
- Automation Management
- Landing Page Management

**TOTAL: 595€ + IVA**

If the total monthly advertising spend exceeds the allocated budget outlined in the proposal, there will be an additional 10% charge for the ad spend increase. For example, a total monthly ad spend increase of €1,000 would require an additional cost of €100.

## TERMS & CONDITIONS

- Set up process for month 1, on average, can take between 10-15 days to complete. This process involves configuring advertising accounts, setting up payment methods, and creating initial campaigns. Please note that the timeline may vary depending on factors such as the responsiveness of the client and the amount/complexity of changes requested.
- Advertising accounts will be set up in the clients' name with the clients' billing information and payment methods. Project Bayley will provide instructions on how to grant access to the advertising accounts, which will remain the property of the client.
- Project Bayley invoices must be paid within 7 days of receipt. Failure to pay within this timeframe may result in a delay or suspension of work until payment is received.
- Project Bayley reserves the right to pause and/or terminate any work carried out if an invoice has not been paid within 15 days of receipt. If payment is not received within 30 days of the invoice date, Project Bayley reserves the right to terminate the contract and retain any fees paid to date.
- Requests/changes made by the client will be dealt with on a "first-come first-serve basis," and the client will be given an estimated timeline for completion. If the current volume of work is high, there may be a delay in completing the request, but Project Bayley will aim to schedule all work within 72 hours of the request.
- Monthly campaign management packages run from the first day of the calendar month. If campaigns start after the beginning of the month, the following monthly fee will be adjusted accordingly. If campaigns are stopped or paused for part of the month, the remaining days will be put on hold for up to 3 months. Project Bayley will notify the client of any changes to fees or services.
- If the total monthly advertising spend exceeds the allocated budget outlined in the proposal, there will be an additional 10% charge for the ad spend increase. For example, a total monthly ad spend increase of €1,000 would require an additional cost of €100.
- Work outlined in the proposal will commence once the invoice is paid in full. Any changes to the scope of work or timeline must be approved by both parties.
- The fees reflected in this document are valid for 30 days from the date of issue. After this period, Project Bayley reserves the right to update fees or services at its discretion.
- In case of termination of service, access to the landing page platform will be lost, and any data stored on the platform will be permanently deleted. If the client wishes to retain this data, they must request a transfer of data from Project Bayley, which will require additional hourly work. The cost of this work will be determined on a case-by-case basis.
- Please note that Project Bayley offers telephone and email support from Monday to Thursday from 10:00 to 16:00, Friday from 10:00 to 13:00, except National holidays in Spain. Any other third-party products are billed directly from the provider, and their terms and conditions apply.