

MARKETING WITH MANDIE

Social Media Client Packet



Dearest Client,

Thank you for choosing Marketing with Mandie for your social media management and marketing needs. I am excited to be working with you!

Over the next few days, I will be working closely with you on your new social media account(s) setup. In order for this process to be successful, we will need to take care of few things enclosed in this packet. Once the items in this packet have been completed, we will launch your new social media account(s).

If you have any question please feel free to contact me at anytime. I look forward to working with you .

Sincerely,

Mandie C. Shurley

CEO | Marketing with Mandie



WWW.MARKETINGWITHMANDIE.COM

903.714.8583
LINDALE, TEXAS
INFO@MARKETINGWITHMANDIE.COM

MARKETING WITH MANDIE

Social Media Client Packet



Welcome Packet Content:

The following is a list of items that must be completed prior to launching your new social media account(s).

LIST TO BE COMPLETED

- REVIEW AND SOCIAL MEDIA TERMS & CONDITIONS (5 PAGES)
- REVIEW SOCIAL MEDIA PACKAGE OUTLINE - PRICE SHEET OUTLINE
- REVIEW INVOICE AND SUBMIT PAYMENT
- SCHEDULE A BUZZ SESSION - OCTOBER MEETING 10/3/22

If you have any questions, please contact me at:

Info@marketingwithmandie.com | 903-714-8583



WWW.MARKETINGWITHMANDIE.COM

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Social Media Terms & Conditions

MARKETING WITH MANDIE

www.MarketingWithMandie.com | 903-714-8583

DATE: 10/27/2022

BUSINESS HOURS:

Business hours will be Monday - Friday 9am - 3pm Central Time

Marketing with Mandie will be observing the following holidays for 2022 and will be closed the following dates:

Date	Day	Holiday
1 Jan	Sat	New Year's Day
17 Jan	Mon	Martin Luther King Jr. Birthday
21 Feb	Mon	President's Day
15 Apr	Fri	Good Friday
30 May	Mon	Memorial Day
4 & 5 Jul	Mon / Tue	Independence Day
5 Sep	Mon	Labor Day
11 Nov	Fri	Veterans Day
24 & 25 Nov	Thu / Fri	Thanksgiving Day
23 & 24 Dec	Fri / Sat	Christmas Eve
25 & 26 Dec	Sun / Mon	Christmas Day

All phone calls/messages, text messages, & emails during holidays will receive a response within 24 hours from the end of the holiday.

PHONE CALLS , TEXT MESSAGES & EMAILS:

Communication by phone will be conducted during business hours. (Monday-Friday 9am - 3pm, central time) All Voicemails will receive a response within 24 hours (except holidays - please see above). Email should be the main source of communication. Please send all email inquiries to:

info@marketingwithmandie.com

Text Messages may be utilized for the following during business hours:

- Setting up appointment times
- Brief yes or no questions
- Sending photos
- Emergencies



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QUESTIONS OR ISSUES REGARDING PRICING:

Any and all questions, concerns, or issues regarding pricing will be addressed through email.

In the event of a price change, the client will be notified via email one month prior to the price change.

PAYMENTS:

An itemized invoice will be generated by the Marketing with Mandie and sent to the client via email to be paid by the first of each month. The invoice will have a portion for the client to enter and submit their credit card information and must be paid in full by the first of the month prior to the beginning of services. Invoices paid after the first will be subject to a \$25 late fee. Checks and cash are also acceptable. Please notify Marketing with Mandie by email if you would prefer to pay with cash or check. All questions, concerns, or disputes must be sent and discussed through email.

STRUCTURE OF SOCIAL MEDIA PACKAGES:

Monthly Buzz Sessions - A completely optional meeting however very highly recommended. These meetings are once a month and up to one to two hours long. They are designed to assist with strong & accurate communication between the client and Marketing with Mandie. (These meeting may be scheduled to take place any time during business hours.)

During the meetings the following will be discussed:

- Direction & vision the client has for their business social media
- Days they would like their post delivered on social media
- Business updates or Changes
- Future posts & content calendar
- Future sales & promotions

Post Creation - Post are designed and created based on the information and content provided, discussed, and agreed upon by the client in previous buzz sessions. All posts will be completed one week prior to their official published date. They are sent out to the client every Monday for review & approval for the following week.



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STRUCTURE OF SOCIAL MEDIA PACKAGE CONTINUED:

Client Post Approval - The client will have 3 days to review the post and will need to respond no later than 12 pm central time Thursday to make MINOR changes.

Minor changes include: (per post)

- The exchange, addition, or subtracting of a word.
- The exchange, addition, or subtracting of a sentence.
- The exchange, addition, or subtracting of a hashtag.
- The exchange, addition, or subtracting of a personal/business tag.
- The exchange, addition, or subtracting of a photo.
- The exchange, addition, or subtracting of a color.

If the client does not respond within the 3 day period, it will be assumed that the client has given approval and the post will be finalized and published on the agreed upon day.

Any requests for changes that occurs after the client's 3 day approval period, will be subject to an additional charge of \$10 each post.

If the client is unhappy with the post content after the 3 day approval period has passed, and they do not wish to pay the additional charge, they may change the post on their own after the post has been published.

If the client sees an error that was produced by Marketing with Mandie after the 3 day approval period, they are to call, text or email immediately the error that was found so that it can be corrected. The client will of course not be charged.

Major changes include: (per post) Additional charge of \$10 a post.

- The rewriting of content structure.
- Multiple photo changes.
- Multiple sentences.
- Graphics
- Anything that you would like to add that was not discussed in the buzz session.



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SOCIAL MEDIA CONTENT:

Any and all specific content that the client WISHES to be in the post must be provided to Marketing with Mandie by the client during the buzz session or the clients 3 day approval period.

Specific Content includes:

- Contact Information: address | phone # | website | social media handles
- Business Hours
- Special Event Information | Date | Location | Restrictions | etc.
- Pricing and/or packages
- Stats
- And/or any information that is outside the scope of common knowledge

Photos

Photos for the use of social media should be limited to the client's top 10 favorites per a week and can be sent via email or text (during business hours).

Photos that are submitted should be:

- Focused, clear, and well lit
- Represent the vibe, brand, & reputation of your business
- Not have been used in a previous post or story on your social media
- Only have people, businesses, or designs that have approval to be shared on social media.
- A variety of portrait and landscape is desirable

All photos submitted will be reviewed & edited, if needed, unless otherwise specified.

IF the client desires the information to be included in the finalized post, when submitting photos, please include the following information:

- Location
- Action taking place in photo
- Pricing
- Additional Tags
- Photo credit
- Measurements
- Materials
- Weight
- Date / Time



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PHOTOS CONTINUED:

Tips for Social Media Photos:

- Be aware of the background in your photos. Try to avoid clutter or random objects. When taking photos of small products try to use photo box.
- Be aware of casting shadows. Especially across faces.
- Wording - It's important if you have wording in your photo that it be clear and visible so that it is not a distraction.
- Lighting - Try to make sure your space is well lit.
- Wardrobe - Be aware of how the wardrobe your subjects are wearing looks. Does this represent your business? Would the person be upset if they saw the photo on social media because of the way their wardrobe appears at a certain angle?

CHANGES MADE TO TERMS AND CONDITIONS:

Elements of these terms and conditions for the Marketing with Mandie Social Media Management Package may be amended at anytime. If changes do occur, the client will be sent a notification by email and will be requested to submit an electronic acknowledgment of the changes that have been made.

By signing below you are acknowledging and agreeing to all the above Marketing with Mandie social media management and marketing package terms and conditions.

CLIENT'S SIGNATURE:

DATE:



Social Media Agreement

MARKETING WITH MANDIE

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DATE: 10/27/2022

Package Outline of Services and Pricing - Standard Package \$650 a month



BASIC	STANDARD	PREMIUM
\$450	\$650	\$850
PER MONTH	PER MONTH	PER MONTH
<ul style="list-style-type: none"> • Free Audit of Social Media Accounts - IG & FB • IG & FB Posting 3x a Week • Photo Edits & Customized Post Designs • Relevant Writing Content • IG & FB Matching Stories 3x a Week • Relevant Hashtags & Business Partner Tags • Organize Photo Albums & Highlights 	<ul style="list-style-type: none"> • Free Audit of Social Media Accounts - IG & FB • IG & FB Posting 5x a Week • Photo Edits & Customized Post Designs • Relevant Writing Content • IG & FB Matching Stories 5x a Week • Relevant Hashtags & Business Partner Tags • Organize Photo Albums & Highlights • 1 New FB Cover Photo Monthly • Acknowledge a Comment With a Like 	<ul style="list-style-type: none"> • Free Audit of Social Media Accounts - IG & FB • IG & FB Posting 7x a Week • Photo Edits & Customized Post Designs • Relevant Writing Content • IG & FB Matching Stories 7x a Week • Relevant Hashtags & Business Partner Tags • Organize Photo Albums & Highlights • 1 New FB Cover Photo Monthly • Acknowledge a Comment With a Like • 1 Customized Video Promo a Month
	BEST VALUE	

Info@MarketingWithMandie.com



Social Media Buzz Session

MARKETING WITH MANDIE

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DATE: 10/27/2022

Completed on 10/3/22

The final step in launching your new social media account(s) is to create an social media plan by scheduling a Buzz Session, a 1-2 hour meeting where we will discuss the following:

- Current social media accounts
- Direction & vision you have for your business social media
- Days you would like your post delivered on social media
- Business updates or Changes
- Future posts & content calendar
- Future sales & promotions
- Future Events

For this meeting you will need to have the following information available:

- Login information for each social media account :
 - Username
 - Password
 - Email associated with the account
 - Phone number associated with the account
- Current hashtags being used
- Current business partners being tagged

When you are available, please contact me to schedule your Buzz Session.

Info@MarketingwithMandie.com | 903-714-8583



Social Media Invoice

MARKETING WITH MANDIE

www.MarketingWithMandie.com | 903-714-8583

DATE: 10/27/2022

Here is a copy of your invoice. Thank you.



Marketing with Mandie
info@marketingwithmandie.com | 903-714-8583

Invoice #000037

Issue date
Oct 4, 2022

October Social Media

Thank you for your business!

Bill To

Brad DeGennaro
Kingdom Estates of Lindale
brad@kbd1.com
903-638-3520

Invoice Details

PDF created October 11, 2022
\$650.00

Payment

Due October 4, 2022
\$650.00

Item	Quantity	Price	Amount
Social Media Management (x5 a week)	1	\$650.00	\$650.00
Subtotal			\$650.00

Total Paid

\$650.00

Payments

Oct 5, 2022 (Visa 3581)

\$650.00



View online

To view your invoice go to <https://gosq.me/u/3s6TZKaA>
Or open your camera on your mobile device, and place the code on the left within the camera's view.

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