

## Exclusive Member Only Services

Service Fee

Service Needed

### Facebook Advertising

**Facebook Advertising Setup** - To get your business ready to dive full swing into advertising on Facebook, we will setup your Facebook Business Manager and link it to your account, create a Facebook Advertiser account so you can start advertising, and even create you a new Facebook page cover artwork and profile picture to make sure you're looking good.

\$255

**+ UPGRADE : Social Media Branding Presence** - We will ensure that you have brand consistency across all social media platforms by creating or editing and then uploading high resolution versions of all your profile pictures and cover photos ensuring they're the optimal sizes for that platform.

\$95

**Facebook Tracking Pixel Setup** - To make the most of Facebook Advertising and ensure you're getting an ROI, you really need to be tracking all of your advertising. We will get your tracking in place for the Facebook Base Pixel and 1 x Event Pixel for your business. This way you will be able to accurately track conversions and create custom audiences.

\$175

**+ UPGRADE : Pixel Pack (up to 10 Pixels)** - Have multiple products or pages that need a Facebook Tracking Pixel? With this 10 Pack of Pixels, we can add multiple event pixels to your product pages or specific pages of your website to start tracking.

\$195

**+ UPGRADE : Pixel Pack (up to 100 Pixels)** - If you've got an E-Commerce business and you sell lots of products online, then you need to be tracking all website visitors to each page so you can run ads to those people. We will setup 100 pixels on your E-Commerce website.

\$945

**Facebook Remarketing Campaign** - If you only ran Facebook Remarketing Ads, you would be much better off and see a massive increase in your results. We will setup a Facebook Remarketing Ad campaign, including creating a custom audience, designing the image artwork, copywriting and setting up the ad and budget so you can set and forget.

\$345

**+ UPGRADE : Facebook Campaigns** - If you'd like additional Facebook Ads setup for your business, we can do this for you for a flat fee. We will setup the ads for you and provide you with a short video on how to monitor the results of your campaign.

\$125

**+ UPGRADE : Design Ad Creative** - Having high-quality graphic designed images and artwork for your business is so important to your brand and reputation. Our team can design a single image for a Facebook Ad for you for a super low cost.

\$175

**+ UPGRADE : Video Creation** - We will create two 30-45 second videos for you to use as creative for your Facebook Ads. You supply the copy, images and branding. We will design a customised video for your business.

\$395

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### Google Advertising

**Google Tag Manager** - If you're serious about growing your business and using Google Ads to do so, then you will need Google Tag Manager. Not only does this allow you to easily add tags to your website, you can also use Tag Manager for conversion tracking, site analytics and remarketing.

\$155

**+ UPGRADE : HotJar Installation** - Get the latest and greatest in heat mapping and screen recording software installed on your website so that you can identify website visitor trends and make adjustments to your web page to increase conversion.

\$95

**Google Analytics** - At the heart and soul of everything we do in business, by far the most important has to be knowing your numbers. Google Analytics allows you to track and report on your website traffic, including live user statistics, user location and device tracking. We will get Analytics up and running for you.

\$135

**+ UPGRADE : Google Goals** - We will add up to 3 Google Goals into your Analytics dashboard so that you can clearly and easily monitor your conversion activity right from within your Google Dashboard.

\$175

**+ UPGRADE : Custom Analytic Reports** - Love numbers? Need a custom report setup for your unique business data? We can setup custom reports for you that are specific to your business so that you can easily access your data and know your numbers.

\$155

**Google Remarketing** - We will setup a Google Remarketing Ad campaign, including setting up your audience, designing the image artwork, copywriting and setting up the ad and budget so you can set and forget.

\$345

**+ UPGRADE : Additional Google Ad Campaigns** - If you'd like additional Google Ads setup for your business, we can do this for you for a flat fee. We will setup the ads for you and provide you with a short video on how to monitor the results of your campaign.

\$125

**+ UPGRADE : YouTube Advertising** - If you want to start advertising online using video, YouTube is definitely the best place to be. With this package, we will create a 1-minute, highly engaging video that hits all the right marks, to promote your product or service. We will create the video footage, provide a voiceover, create the copy and design any images or animation required. We'll even set up the ads for you so they are up and running.

\$595

**All Services Package Deal\*** - We understand the importance of having all of these tools setup for your business, and the impact that quality creative design and copy can have your business. So if you need all of the above services done for you in your business, we will offer you a package discount.

\$2995

The total of all services is \$3,540 before the discount. That's a saving of \$545.

\*Excludes Facebook 100 Pixel Pack.

## Application Form Yes, I'd like these services done for me so I can gain momentum quicker...

### Client Information

Contact Person:

Business Name:

ABN:

Mobile Number:

Work Number:

Email Address:

Business Address:

Postcode:

Client Name:

Client Signature:

Today's Date:

/ /

As representative for the above mentioned company, I have read, understood and agree to the terms of the Agreement overleaf.

All works will be invoiced and payable via EFT only. A 50% non-refundable deposit is due upon commencement of the service agreement and balance is due at time of handover/ completion. Credit card details are required for purchase of any incidentals required for above work as stated in the terms and conditions overleaf.

### Card Details

Card Type (please tick):

Visa  MasterCard  Amex

Name on Credit Card:

Credit Card Number:

Expiry Date (month/year):

CVC:

Billing Address:

Postcode:

Cardholder Signature:

Cardholder Phone Number:

Cardholder Email Address:

Yes, by signing above I confirm that I am the owner of the credit card and have read, understood and agree to the terms of the Agreement.

## Business Blueprint Service Agreement

- Agreement** - This agreement is between you and Dream Express International Pty Ltd (ACN 115 281 420) (**us, we or our**) and relates to the services you've requested us to carry out for you through our company known as "Business Blueprint" (**Business Blueprint**).
- Authorisation** - The Client authorises Business Blueprint to perform the services outlined in this Agreement for the Client, which may include, but is not limited to, accessing their hosting account and disk space, creating databases and applications, and submitting the project to search engines.
- Agreement Scope and Period** - Services supplied, costs and rates are limited to what is set forth in this agreement for the period specified. Any additional services will require an additional agreement. We reserve the right to adjust our service and rates after the period specified in this Agreement.
- Costs and Fees** - Our fees are inclusive of GST. Business Blueprint reserves the right to adjust rates after the period of this agreement, such as extra work not known or requested prior to the agreement. Our fees do not include outside purchases such as, but not limited to, software licensing, copyright licensing, printing, photography, colour printouts, laminating, illustrations, shipping and handling or courier service. Additional expenses will be itemised on each invoice. Expenses are subject to GST. Outside purchases will be approved by client before purchase.
- Communication** - All communication regarding approval, delivery, costs or queries of this service will be via email between both parties.
- Delivery Schedules** - Delivery dates will be established and adhered to by both the Client and Business Blueprint. Where production schedules are not adhered to by the Client, final delivery date or dates will be adjusted accordingly. Additional costs may be incurred due to increases in time to manage or deliver the services. Business Blueprint reserves the right to adjust project milestones during the project.
- Project Milestones** - The project milestones set do not factor in extensions of time resulting from client's internal decision-making/ information gathering processes, delays in the Client providing information to Business Blueprint, changes requested to the original project proposal, delays due to website host companies and absence of the Client.
- Payment** - The Client agrees to pay a 50% non-refundable deposit of the total invoice upfront to Business Blueprint via EFT and the balance of the invoice upon completion / handover. Note, handover will not occur until all payments for all invoiced works are finalised. Regarding credit card payments for incidentals, the client will be notified via email for approval of these expenses. Note, if approval is not given works may be held up as the incidentals being purchased will not be done without emailed client approval.
- Cancellation** - In the event of cancellation of the project prior to completion, the Client will be invoiced and must pay Business Blueprint for work completed, based on the contract price and the expenses already incurred.
- Confidentiality and Privacy** - Business Blueprint will not disclose to any third party or use, other than for the purposes of this agreement, any knowledge or information imparted to or obtained by it during or in connection with the fulfilment of this Agreement, which is of a secret or confidential nature relating to the business, equipment, processes, products, services or business strategies offered or employed by the Client. This obligation of confidence will cease to apply in relation to information that Business Blueprint is required to disclose by any law, or which becomes part of the public domain other than as the result of a breach by Business Blueprint of its obligations of confidence under this Agreement.
- Subcontractors** - Business Blueprint reserves the right to assign subcontractors or external suppliers, including outsourced virtual assistance located anywhere in the world. Any subcontractors or external suppliers will be bound to the terms of this Agreement. Business Blueprint will notify client of subcontractors working on this project and their role.
- Promotion** - Business Blueprint is confident that the Client's expectations will be exceeded and as such is notifying the Client that Business Blueprint reserves the right to use the Client's website, associated graphics and any unused ideas and development in the promotion of Business Blueprint services. The Client agrees to allow Business Blueprint to retain a credit and link from the footer of the website.
- Copyright** - The Client is responsible for all trademark, service mark, copyright and patent infringement clearances. The Client is also responsible for arranging, prior to publication, any necessary legal clearance of materials Business Blueprint uses for this project. The Client indemnifies Business Blueprint against any loss or damage arising directly or indirectly from any unauthorised use of photographs, text, or other Intellectual Property not under copyright ownership of the Client.
- Project Copyright** - After acceptance of the website and payment of all sums due by the Client, Business Blueprint agrees to assign perpetual and unrestricted copyright to use any materials produced by Business Blueprint in accordance with this Agreement to the Client including exclusive usage rights to unique graphics. Business Blueprint reserves all rights to licence (open source) and release all software code including website templates developed under this agreement.
- Open Source Software** - Business Blueprint makes extensive use of open source software and components to supply websites and services to the Client. Business Blueprint will not charge additional licensing fees on open source software. All software and components not developed by Business Blueprint retain the original licence and terms associated with them. Business Blueprint cannot assign any rights to the Client and the Client agrees to be bound by the original Author's terms.
- Terms & Conditions** - Business Blueprint reserves the right to change and update this agreement at any stage. It is the clients responsibility to check for updates on <https://businessblueprint.com.au/terms-of-service/>