

TRUE CO.
MARKETING

Prepared for Cupcakes & More



RETAINER PROPOSAL

1

Our Company

The following retainer proposal presents True Co.'s analysis for Cupcakes & More. We believe the proposed strategy will achieve successful results for your business.

At True Co. our primary goal is to help our clients grow. That's why we combine our team's creativity and talent with data-driven analysis to come up with innovative marketing strategies tailored to your business.

The analytical yet imaginative approach used to develop this proposal is the same one we'll take in every aspect of our service to you. We believe it's the winning combination that will push your business to its next level.

OUR CORE VALUES

Value

Value For your business, time, and money.

Transparency

Transparency For our strategy and communication as we serve your business.

Growth

Growth For your brand, customer base, and profits.

Creativity

Creativity For our approach to marketing your business.

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Marketing Retainer Expectations

True Co. strives to provide clarity and clear expectations to every client. Below is our marketing analysis, proposed strategy, and the services necessary to implement that strategy for Cupcakes & More.

Marketing Analysis

Cupcakes & more are looking to establish their online presence further. They would be interested in experimenting with Google Ads & Facebook Ads platform to establish their brand better.

Strategy

Set-up advertising on both Google and Facebook. Measure results closely for the first 2 months to see which platform preforms better for their industry/company.

Implementation

The following services will be provided:

- Manage up to \$2,000 of ad spend on Facebook a month
- Manage up to \$3,000 of ad spend on Google a month
- Optimize web pages for conversions
- Meet w/ the team at Cupcakes & More to discussing results and marketing goal once a month

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Agreement & Pricing

Prior to a contractual agreement, proposal may be amended upon collaboration with the client, Cupcakes & More, at the discretion of True Co. Marketing.

Your signature below indicates the acceptance of this retainer proposal from True Co. Marketing. If signed before the 1st of the month, the retainer will go into effect for that month, with the full payment due on the following month. If signed after the 1st, the retainer will go into effect on the first day of the following month, with payment due 30 days after work begins.

This agreement will renew automatically at the end of each month. The proposed retainer fee covers only the monthly services from True Co. Marketing described in this proposal. Any work done by True Co. Marketing beyond the scope of this proposal will be billed separately. Cupcakes & More may terminate the agreement for any reason by providing notice before the start of a new month. If Cupcakes & More does not provide notice before the start of a new month, the full fee for that month is required.

Cupcakes & More

Monthly proposed cost

\$2,000

Representative:
John Doe

john@cupcakes&more.com