

TBG Digital Marketing Support Plan Options - updated November 29th, 2014

Plan Type	Time & Material	Growth	High Growth	Rapid Growth	Custom
Hourly Rate	\$150.00	\$125.00	\$120.00	\$110.00	Call
Plan Hours	N/A	4	10	20	Call
Monthly Costs	N/A	\$500.00	\$1,200.00	\$2,200.00	Call
Monthly \$ Savings	N/A	\$100.00	\$300.00	\$800.00	Call
Monthly % Savings	N/A	17%	24%	33%	Call
Per Incident Minimum	1 hour	none - actual	none - actual	none - actual	none - actual
Response Time - How long it takes for TBG to acknowledge a request and to start working on it.	24 - 48 hours	4 hours or next business day if received by 1 PM EST	4 hours or next business day if received by 1 PM EST	4 hours or next business day if received by 1 PM EST	4 hours or next business day if received by 1 PM EST
Assigned TBG Account Manager	No	Yes	Yes	Yes	Yes
Client commits to provide a single point of contact & agree to a monthly project review call	N/A	Yes	Yes	Yes	Yes
Communication	Direct email	Phone, direct email	Phone, direct email	Phone, direct email	Phone, direct email
Cancellation Policy	N/A	30 day notice	30 day notice	30 day notice	30 day notice

Use for help in any of these areas:

Paid Search Campaigns	No	Yes	Yes	Yes	Yes
Social Media	No	Yes	Yes	Yes	Yes
Blogging	No	Yes	Yes	Yes	Yes
Site Content Development	No	Yes	Yes	Yes	Yes
Site Content Integration	No	Yes	Yes	Yes	Yes
Consulting	Yes	Yes	Yes	Yes	Yes
Analytics Analysis and Reporting	No	Yes	Yes	Yes	Yes
Website Maintenance	Yes	Yes	Yes	Yes	Yes
Email Marketing	No	Yes	Yes	Yes	Yes
Site/Blog Upgrades	No	Yes	Yes	Yes	Yes
SEO Optimization	No	Yes	Yes	Yes	Yes
Brand Protection	No	Yes	Yes	Yes	Yes
Traditional Marketing	No	Yes	Yes	Yes	Yes
Graphic Design	No	Yes	Yes	Yes	Yes
Video Editing	No	Yes	Yes	Yes	Yes
Skill Transfer/Training	Yes	Yes	Yes	Yes	Yes
Ecommerce	No	Yes	Yes	Yes	Yes
Site Performance Reviews & Optimization	Yes	Yes	Yes	Yes	Yes
Real-time Site Monitoring	No	Yes	Yes	Yes	Yes
Daily Site Backups (for clients hosted by TBG)	No	Yes	Yes	Yes	Yes

Terms & Conditions:

Bankable Hours - Unused hours are stored for up to 2 months. Hours not used after 2 months are lost. Clients are permitted to exceed their plan by up to one month's plan size before additional billing. Hours in excess of this provision are billed at the plan hourly rate at the end of the calendar month. Hours immediately expire upon cancellation of any plan.

Contract Period - We like to say we earn your business each and every month. Our plans are month-to-month and can be upgraded or downgraded at any time.

Time Tracking - TBG uses a best practice time accounting system that tracks all details of activities on your account. A report is available at any time upon request and is automatically provided at the end of each month with your invoice statement.

3rd Party Products/Services and Related Costs - Costs related to products and/or services required to fulfill a project work request are not included in any of TBG's support plans. Examples include: 3rd party website module upgrades, DNN programming services needed to upgrade a DNN website skin to responsive design, etc. .

Benefits of an Ongoing Support Plan:

Provide ongoing consultation and support to keep you on target

Develop strategies to meet your objectives - We are consultants, leverage our experience

Proactive account management - plan and deliver to accomplish goals

Timely execution of marketing projects; we keep things moving forward so you don't stall out

Monthly review of analytical data and other lead conversion platforms

Understand how things are working and where your business is coming from – key market intelligence not available in traditional marketing

Outsourced services to reduce your workload and worry; eliminate the need for hiring a new employee just for “web stuff”

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