

Scope of Work: Social Media Analysis

This Scope of Work ("**SOW**") dated {{order_date}} ("**SOW Effective Date**") is entered into by and between {{billing_company}} ("**Client**"), and MARC Strategies, Inc., d.b.a. Fly Pages, a Missouri corporation (the "**Agency**") and is entered into under the Master Services Agreement dated {{order_date}} (the "**Agreement**") between Agency and Client as Exhibit A thereto.

Client agrees it is hiring Agency for a Social Media Analysis on behalf of Client, not to exceed a period of 45 days or 35 hours of Agency time:

DEFINE CLIENT GOALS AND OBJECTIVES

- Agency to conduct a 1-hour to 1.5-hour kick-off video conference call with Client to define current social status, discuss social media success and challenges, and align project goals, expectations and outcomes.

SOCIAL ANALYSIS PHASE

- Client to choose 1 - 2 designated client sites for social analysis within each of the three client provided market segments (maximum of six designated client sites).
- Agency to review and analyze Facebook, Twitter, and Instagram social media pages and organic posting strategy for designated client sites.
- If applicable and agreed to in the initial kick-off call, Agency to analyze website landing pages tied to social posts for designated client sites.
- Agency to conduct up to a 1-hour follow-up call with Client to address any questions uncovered by Agency during the social media analysis process.

DELIVERABLES

- Agency to provide Client with a written social media analysis for Facebook, Twitter, and Instagram for the client provided market segments.
- Agency to provide Client with written recommendations for Client's social media strategy on Facebook, Twitter, and Instagram as aligned with project goals, expectations, and outcomes.
- Agency to conduct a 1.5-hour to 2-hour video conference call with Client to review findings and discuss outcomes.

EXCEPTIONS:

This SOW does not include analysis and/or recommendations for the digital advertising side of the designated social media platforms. It does not include analysis for any social media platforms not specifically listed under the SOW (e.g. LinkedIn, YouTube, Pinterest). Agency may provide additional support for these exceptions as an add-on to this package with written approval by Client at an hourly rate of \$85/hour - \$150/hour based on the needed level of service. With this add-on, time is billed monthly in 15-minute increments and billed only for time incurred.

X _____

X *Michelle Eisenhart*

Signed By Michelle Eisenhart

Signed On: May 21, 2019



Signature Certificate

Document name: Scope of Work: Social Media Analysis

🔒 Unique Document ID: FA1158DDDA15E89BA7D91CF9B3FD21875991FF22

LEGALLY SIGNED USING
WP *signature*
Build. Track. Sign Contracts.

Timestamp

October 9, 2018 4:35 pm
CDT

October 9, 2018 4:35 pm
CDT

October 9, 2018 4:35 pm
CDT

Audit

Scope of Work: Social Media Analysis Uploaded by
Michelle Eisenhart - meisenhart@marcstrategies.com IP
24.171.17.58

Document signed by Mary Ringwald -
michelle@buyflypages.com IP 99.185.28.233

The document has been signed by all parties and is now
closed.



This audit trail report provides a detailed record of the
online activity and events recorded for this contract.

Page 2 of 2