

Overview:

Dr Martin and/or AMPM Medical is currently in need of a cohesive branding campaign for their medical practices.

Summary: We will always do our best to fulfill your needs and meet your goals, but sometimes it is best to have a few simple things written down so that we both know what is what, who should do what and what happens if stuff goes wrong. In this contract you won't find complicated legal terms or large passages of unreadable text.

Creative Oversight

We create unique brands to help you do new mediums, new businesses, new approaches that challenge, provoke, reinvent. While many medical facilities and practices are drowning in a sea of sameness, we help our clients communicate in new innovative ways, creating brands through thoughtfully crafted experiences at every touch point that capture the market's imagination. {And create spectacular new growth.} That's why graphic design, brand and marketing strategy are an integral part of everything we do.

Branding/Logo/Corporate ID

After approval of estimate and establishment of criteria, Six22 will develop a variety of initial logo concepts to choose from. Once final logo is selected we will design matching stationery (letterheads, business cards and envelopes).

Facility Signage and Print Creative

Creative design of corporate Brand as well as individual facility brand including brochure, presentation folder, and display ads as well as internal and external facility signage and documents.

Monthly Event Creative

Each location will receive a monthly custom design or event deliverable to enhance brand awareness.

Website Development, Design and Host

(Site Pages Vary)

Main page: When coming to the site, users will be taken to this page. The page will present a brief description as well as animation and photos highlighting the company. There will be a highlight area, which will show scrolling updates that you enter in the admin section. This entry page will include links directing users to the other sections of the website.

Optional add-ons can include, online appointment booking, pre appointment document entering, mobile app appointment push reminders and many more.

About Us: This page will describe the company and give the user the understanding that this is an established company that has been around with many satisfied customers.

Services: A listing of the different services your company has to offer with a brief description for each service. We will try to focus on using key words that users may search for to help with Search Engine Optimization. We will also list each of the main services on its own details page for SEO purposes.

Staff: List the administration / staff of the company with a photo and short bio of each member.

Testimonials: A List of references/testimonials highlighting the remarkable service your



company has provided in the past.

Photos: offer users the ability to view photos about your company's work and locations.

Contact: List contact information of the company with the option for a user to fill out a contact form. Upon submission, the form will get emailed to the company's email address.

Email Subscription: Present users with the ability to provide their email address and subscribe to receive updated information via email regarding your company and future events. Gathering email addresses is a vital part in online marketing.

Social Media/ SEO/ Reputation Management

Proactive and Reactive Social Media posts and oversight, on and off page optimization of website and press release services to boost your brand.

- **Business Blogging** - We will create a custom weekly blog and update it weekly.
- **Google+ Microblogging** - We will post keyword-rich updates and relevant images directly to Google's own social network monthly.
- **Social Bookmarking** – We will post social bookmarks on sites such as Delicious and StumbleUpon to get you links and exposure weekly.
- **Facebook Updates** - We will update Facebook page five times per week to engage current followers and showcase your business.
- **Twitter Updates** - We will update the practice's Twitter profile five times per week to maintain an interested following that is informed of your company's news and offerings through tweets, retweets and responses.
- **Social Media Outreach** - We will branch out to other various social media websites such as Pinterest, Yahoo Answers and LinkedIn for two activities that suit your practice's offerings.
- **Press Release Writing and Distributing** - Following any topic requests you provide (or coming up with our own), we will craft one professionally written release a month for your approval and distribute the press release. Online distribution facilitates link building and directly promotes your online presence.
- **Business Blogging** - We will update your blog with short shareable posts facilitating both SEO and branding. These posts will be linked to the business Facebook and Twitter profiles.
 - Blog creation and setup.
 - Blogs written (150-250 words)
 - Backlinks included in each Blog entry
 - RSS Feed is setup in conjunction with the Blog
 - RSS Feed is syndicated to 20 RSS directory sites
 - Syndicate blog posts on Blog directories
- **Video Outreach** - Harnessing the power of multimedia, we will create video slideshows and upload them to YouTube and Vimeo.



- **Image Sharing** - We will promote through posting images that are optimized and linked to the relevant website. This practice helps SEO efforts and builds links.
- **LinkedIn** - We will create a professional profile for your company on LinkedIn and maintain an industry relevant presence among profile viewers, connections and groups.
- **Weekly Brand Monitoring** - We will monitor the progress of the campaign for reputation management for you and evaluate possible actions to receive the maximum positive results.
- **Reputation Management** – We will closely survey your online presence with real time surveillance of all activities related to you. Positive or negative, we will be in the know and ready to react accordingly.
- **Search Engine Marketing (SEM)** – We will create and monitor marketing campaigns to increase visibility amongst search engine users.
- **Power Listing** - Six22 will utilize its partnership with Yext to update and monitor its network of powerful listings. Yext has exclusive partnerships with over 50 leading publishers, integrated with the most established search engines, local service sites, and mapping apps

On-Page Optimization - Important for Building Solid Foundation for Link Building & Proper Indexation

- Improve On-Page Ranking Factors
- Create Unique Titles for Every Page
- Create Unique Descriptions for Every Page
- Remove Meta Keywords from All Pages
- Optimize Images for Higher Visibility and Search Ranking
- Populate Pages with Keywords
- Establish Credibility Via Trust Authority Badges / Profiles
- List the website with Web of Trust
- Re-Index Site and Remove Old Pages from Google Index
- Create Google Webmaster Tools / Bing Webmaster Tools Associations
- Index Platform on Google, Bing and Yahoo

You agree to provide us with everything that we need to complete the project including text, images and other information as and when we need it, and in the format that we ask for. You agree to review our work, provide feedback and sign-off approval in a timely manner too. Deadlines work two ways and you will also be bound by any dates that we set together. You also agree to stick to the payment schedule set out at the end of this contract. We have the experience and ability to perform the services you need from us and we will carry them out in a professional and timely manner. Along the way we will endeavor to meet all the deadlines set but we can't be responsible for a missed launch date or a deadline if you have been late in supplying materials or have not approved or signed off our work on-time at any stage.

The agreement shall be effective as of the date of execution (listed below) and will continue for six months consecutively. This agreement will automatically be renewed for additional one-month periods unless earlier terminated by either party by providing written notice to the other Party no later than thirty days prior to the termination date.



Getting down to the nitty gritty. We will create designs for the look-and-feel, layout and functionality of your web site. This contract includes one main design plus the opportunity for you to make up to three rounds of revisions. If you're not happy with the designs at this stage, you will pay us in full for all of the work that we have produced until that point and you may either cancel this contract or continue to commission us to make further design revisions

We love to show off our work and share what we have learned with other people, so we also reserve the right to display and link to your completed project as part of our portfolio and to write about the project on web sites, in magazine articles and in books about web design.

All Inclusive Fee	2,400.00 per mo
Search Engine Marketing / PPC	10% of ad spend
Or	
Creative/Web Development one time purchase	11,200.00

Cost:

1. Six22 LLC will perform the above for a fee of [listed above].
2. Any additional work requested verbally or in writing by you must be agreed upon in a new Statement of Work or in an amendment to this Statement.

Two months of payment is due at project initiation and remainder of fees are due on the 1st day of subsequent months for the next six months or 50% of one time contracted fee.

Signatures:

By: _____ Date: _____ By: _____ Date: _____

Six22 LLC

Client

By signing this statement either in writing or with digital signature, or by attaching it to an e-mail with a message indicating approval, all parties indicate that they are bound to fulfill their obligations as stated above

