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### **Frequently Asked Questions**

#### **Do you have a minimum amount of time we need to work with you?**

We suggest that clients work with us at least one year in order to see a return on their investment. However, if you must terminate the contract within the first 12 months, we require 30 days' notice and a \$250 early cancellation fee. If you prefer a shorter term contract, we offer a 6 month option for an additional \$25/month.

#### **When will I see leads?**

The majority of our clients start to see qualified leads within three to six months of working together. For some, leads have happened immediately. For others, it may take up to 18 months. From past experience, the clients who see more immediate leads are the ones who have a solid business model, integrate social media with their existing marketing efforts, and consistently communicate with us.

#### **Do I need to provide content? Where do you get it from?**

Content is the most challenging component of social media management, especially because it needs to be formatted for each specific social media channel to include things like shortened links and to meet the character-length limits for each of the channels. For this reason, we assume the responsibility of generating content. It's most helpful when the client can contribute information about their business, especially if something timely or relevant should be communicated on social media. We create content in a variety of ways, which will be broken down in your strategy. Once we have the content written, we'll send it to you for final approval before posting to social media channels.

#### **Can we post content outside of what you are posting?**

Absolutely! And we encourage it. We only ask that you try to stay in communication with us so that we avoid duplicating efforts or 'bulk post.'

#### **When is payment due? What forms of payment do you take?**

Payments are due on the 10<sup>th</sup> of each month, with the first payment (including start-up costs) due the month after we begin working together (ex: if we start working together on November 25<sup>th</sup>, the first payment would be due on December 10<sup>th</sup>). We accept PayPal, checks, money orders or automatic credit card billing.

#### **If we approve this agreement, what's next?**

We'll send a one-page contract and a list of items we need to get started on the strategy. The strategy will take about two weeks to complete.