



### **Frequently Asked Questions**

#### **We are interested in working with you. What are the steps involved?**

We call our working process the #Strella Difference, which is summarized in five steps.

##### Step 1: Initial discussion

About you  
About us  
Our work together

##### Step 2: Proposal development

Develop proposal  
Send to you to review  
Confirm a call a discuss

##### Step 3: Proposal review call

Review proposal  
Answer questions  
Initiate working agreement

##### Step 4: Working together

Develop strategy  
Review strategy  
Set-up or optimize channels

##### Step 5: Social media management

Execute day-to-day management deliverables  
Deliver monthly dashboard followed by a monthly call to share progress, news and updates  
Deliver a comprehensive quarterly report followed by a discussion to evaluate results, strategize and plan

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

We take the lead on content development, ensuring that the content is in your voice and formatted to meet the specifications of each social media channel. It's helpful when a client can contribute information about their business, especially timely or relevant information. We detail our content approach in our strategy.

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

Most of our clients see qualified leads within three to six months of working together. It's been our experience that the clients who see more immediate leads have been in business for more than a year, integrate social media with their existing marketing efforts, and consistently communicate with us.

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

To actualize a return on their investment, we suggest that clients work with us at least one year. However, if a client must terminate the contract early, we require 30 days' notice and a \$250 early cancellation fee. Clients that prefer a shorter-term month contract may do so with an added cost.

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

Start-up costs are due as a retainer to begin our working relationship. Monthly payments can be made by:

- 1) A credit card, which we will charge on the 1<sup>st</sup> of each month we provide service.
- 2) A pre-paid monthly bill for services. Payments must be received by the 25<sup>th</sup> of the month prior to service and can be made via check or PayPal.