

# POLICIES & PROCEDURES

This document contains important information regarding the policies, procedures, scope of work, & process pertaining to your project with Sidekick Marketing. Please read each section carefully so that you are fully informed of items directly related to your project. It is important to check our site as we may amend these terms should the need arise. This document is always delivered with project proposals. Upon signature & acceptance of proposal, you are agreeing to all terms & conditions set forth in this document. If you have any questions, please contact us at 888.602.2555 or via email at [info@themarketingsidekicks.com](mailto:info@themarketingsidekicks.com). Visit our website at [www.themarketingsidekicks.com](http://www.themarketingsidekicks.com) for future updates to this document.

## BELOW IS EVERYTHING YOU NEED TO KNOW GOING FORWARD!



**Need Assistance?** If you require assistance, please see the *“Get Our Digits”* section below to contact us. We will generally reply in less than 24 hours.

## TIMELINE & BILLING

The project timeline is noted on the original proposal. Projects under \$500 will be billed in full before beginning the project and reserving the time of employees. Projects may have a different deposit required based on the project timeline and total. Projects may be billed earlier than this date if completed. The first invoice will be issued on the project start date (the date you or your representative signed the proposal and chose package options). Regardless of completion status, the final invoice will always be payable thirty days past initial deposit invoice. After end date, all projects will transfer to “maintenance” status and will either be entered into a new agreement or billed hourly at \$40 per hour until completion of the project. It is imperative that communication and requested items are received so that packages stay on an accurate timeline for completion.

## WRITING, RESEARCH, & MARKETING

Sidekick Marketing will, in some packages, perform copyrighting on your content to ensure best performance for search engine optimization and relevance to your website. If your package includes content writing, blog posts or other writing services, we will perform this to the best of our ability but Sidekick Marketing is not liable for errors, omissions, or any infringement of content once it has been approved by you. We will always do our best to produce the most accurate content for the project, but at times we may research content already on the web for sources. If we repost content belonging to another source, we will include a link back to the original author as credit. Sidekick Marketing is always happy to assist with blog writing, contest ideas and inspiration, and newsletters. Please inquire about these services as additional add-ons to your project.

## EXCEEDED PROJECT END DATE

If project completion delays are caused by the client and passes the projected end date, the entire project moves to maintenance mode and will be billed at our normal hourly rate of \$40 per hour. You may request to enter into a “maintenance package” to cover overage charges. You must request this as you approach your project end date if you see that you will not have all required items completed. Otherwise, you will receive a maintenance invoice for hourly charges due in full before project files are transferred to you. If project delays are caused by an in-house employee, we will lengthen and extend your project end date accordingly should the situation arise. For some projects (websites, emails, domains, etc.), it is imperative that updates and maintenance are performed to keep your final product in a healthy state and free of unwanted issues such as viruses, outdated code, etc. We will happily provide this service to you either as a packaged rate or at our normal hourly rate of \$40 an hour. Sidekick Marketing is not responsible for any project or product after the project end date due to lack of maintenance, updates, outdated technology, third party software, scripting, or any other reason. Please contact us if you would like more information on our maintenance packages. We will provide a separate document with full details and pricing information on our packages as a separate proposal. Sidekick Marketing does not do database or website backups after the project end date unless maintenance is billed and chosen after that date. We do maintain backups of all design files for a period of two years from the project end date.

## USAGE & COPYRIGHT

All design is done by the staff at Sidekick Marketing. Designs are unique and while we cannot guarantee that others will not use your artwork, we do keep our illustrations on file in case you need them for copyright purposes. Stock elements and typography are sometimes used in the creation of designs. All elements used by us have either been purchased or provided to us as Royalty-Free for use. When you provide graphics to us, we accept that you have authorization to do so. We are not liable for any infringements should you provide imagery from an un reputable source. Ownership of designs will be transferred to you upon completion. You will have complete ownership of the product excluding our license to use in promotional materials, our website, and as reference material for new clients. This ownership does not include any software or coding that may require other licensing. Please refer to the technical authorization section for more details on third party software, scripts, etc.

## COMMUNICATION

All requests must be received at [info@themarketingsidekicks.com](mailto:info@themarketingsidekicks.com) so that we can keep an accurate account for requests and project related communication. Any communication by phone should be followed up with an email reminder of conversation to ensure information is retained on record. Sidekick staff responds to all website and online requests generally within 24-48 hours. We will inform you of any potential delays or changes that may require more time. If you have emergency requests or issues, we will make every effort to reply as soon as possible and notify you of resolutions. Client is always responsible for maintaining communication in a timely manner and providing all requested content to Sidekick Marketing in order to meet project requirements and deadlines.

# TECHNICAL AUTHORIZATION

You authorize Sidekick Marketing to install any scripts, software or programs relevant to the project as well as grant Sidekick Marketing access to your hosting service panel, databases, and FTP. You will provide us with all the login information and passwords necessary to access your hosting provider and any accounts required for your project. Please note that most websites are run on third party scripts or platforms which are not owned or maintained by us. Sidekick Marketing is not liable for the functions, issues, or overall health of any third party plugins after the project end date. Third party providers sometimes discontinue service or plugins and software fail and Sidekick Marketing cannot be liable for the future actions of third party issuers. Copyright on all third party scripting or software falls to the creator of the software and could require fees in the future. We will notify you during the project period regarding this should it happen. After the project end date, you will be responsible for any fees that arise from these services, repairs due to plugin or script changes, etc. We are not responsible for any changes made to plugins or software not owned or developed by Sidekick Marketing (i.e fees, updates, coding, platforms, etc).

# UPDATES & REPORTING

Sidekick Marketing at times provides an update list along with reporting for SEO through Google Analytics to customers who have this option in their package. This reporting is provided as part of a proposal and package and is not included in all services. The update list is a very important tool in keeping both your business and Sidekick Marketing on track. The list will contain highlights of what has been completed, what items may still be left to complete, new requests we have received, and any notes/questions we may have for you. Your response to our update list should be returned as soon as possible so that we can coordinate working on the various phases of your project. Any reporting for SEO will contain statistics retrieved directly from Google Analytics. Sidekick Marketing is not responsible for the contents or data in these reports or the validity of information retrieved from Google. Client may verify any results directly in their individual Google Analytics account.

# SEO & MARKETING STRATEGIES

If purchasing a package that includes search engine optimization setup, please note the following: Sidekick Marketing, nor any other company, can guarantee specific results in regards to search engine optimization, conversions, or other statistics. We have a great success rate with all of our SEO clients, but make no guarantees as each business is different and each strategy may have a longer projected timeline for completion or success. Sidekick Marketing maintains the best practices for SEO Marketing and utilizes many third party tools to best assist with the monitoring, changes, and optimization of your website or social media in order to facilitate the best possible results. While we do deliver a consolidated report and generally see good results, every month may return different statistics based on reporting tools, the industry, monthly traffic or algorithm changes, etc. SEO and Marketing are maintained as best as possible to the current standards put forth by major reporting companies and search engines.

# HOSTING & DOMAIN SERVICES

Sidekick Marketing is not a hosting company, provider, or responsible for any service used to host or buy your domains, hosting, email, etc. Any service that requires these services (website, domain name, etc) is the client's sole responsibility. We will administer this account and complete any setup necessary in regards to the current project, but make no affirmations in regards to liabilities of this service or account. Clients may choose a provider of their choice. (we recommend GoDaddy because of our years of experience with their products and customer service).

# AGREEMENT TO TERMS & POLICIES

If you have questions regarding claims, services, procedures, or any other aspect that may pertain to this document or your project you MUST contact us prior to submitting your signed proposal and agreeing to these terms. Signature on package proposal verifies your agreement that you have read and understand all terms, policies, and procedures before purchasing services from Sidekick Marketing. Your purchase and payment indicate that you have read this form in its entirety and agree to the inclusions. All clients must sign and submit a package proposal or send agreement to us via email for hourly billing before any project can be started.

# GET OUR DIGITS!

..... [WWW.THEMARKETINGSIDEKICKS.COM](http://WWW.THEMARKETINGSIDEKICKS.COM) .....

..... [info@themarketingsidekicks.com](mailto:info@themarketingsidekicks.com) ..... **888.602.2555** .....



@marketingsidekicks



@Sidekickmktg

# SERVICES

DON'T FORGET WE CAN HANDLE JUST ABOUT ANY JOB LARGE OR SMALL. BELOW ARE JUST A FEW OF OUR SERVICES!



**Graphic Design**



**Website Design & Development**



**Video production & Photography**



**Social Media & Online Marketing**



**Professional Printing & Promotional Orders**



**Email Marketing & Newsletters**