



Your Email Marketing Services

Targeted and customized email marketing campaigns for the next 12 months is just a few steps away. Appara will do all of the planning, creation of content, campaign management, monitoring and reporting. All you need to do is tell us all about your business, and any special selling activities you have planned.

Here's how it all works:

Description of Email Marketing Services (for agreement/terms and conditions)

Email Marketing services includes set-up of social media pages, social media page tabs, set-up of an email template, content development for email, plan development, calendar for email marketing for one year, consulting sessions, existing logo revision services as specified, landing pages for customer's existing web site, and set-up of email in email software system.

All services are provided as described in the current Services Description Summary.

Services Description Summary

Set-up Email Marketing Account Services – First Month
1. Conduct four (4) one hour email marketing consulting sessions.
2. Create email marketing plan and calendar for 12 months.
3. Prepare calendar for first 3 months.
4. Set-up of three (3) social media sites from either: Twitter, Facebook, LinkedIn, Google+, Pinterest or Instagram.
5. Set-up of custom features in selected social media sites.
6. Set-up of one email template using customer provided logo.
7. Create content for two emails for campaigns.
8. Set-up blog.
9. Design two (2) landing pages for customer's existing web site, to be hosted on customer's web site or other URL provided by Appara.
10. Modify customer's existing logo for social media site as required.



Ongoing Email Marketing Services – Months 2-12
1. Conduct two one-hour consulting sessions each month, as scheduled.
2. Update calendar for email marketing with revisions for current month campaign. Includes subject name for emails and dates for email campaigns.
3. Update email content once each month for two current promotions.
4. Revise content for two landing pages once each month.
5. Revise email campaign flow once each month (clicks, tracking, notifications, etc.).
6. Run two email campaigns to entire customer list each month
7. Post and comment on all selected social media at least two times each week: Facebook: tag groups, one promoted ad per week, run “like” campaigns Twitter: tweets, retweets, follow, add followers Google+: create circles, post within circles Other: custom site management as planned during consulting sessions Note: All ad or promotion or other services delivered by any third-party Internet service provider or, other marketing services provider will be paid to the third-party directly by the customer.
8. Post blog update twice each month.
9. Provide reporting for email campaigns.
10. Provide reporting for social media activity.

By completing this transaction I agree to the following:

1. Terms and conditions of APPARA INTERNET SERVICES AGREEMENT provided on this site;
2. The terms and conditions of this Exhibit A;
3. An immediate charge to my designated credit card used to complete this transaction of four thousand and four hundred twenty six dollars (\$4,426.00), and a charge of three thousand three hundred fifty six dollars (\$2,956.00), twenty (25) days from today and every thirty (30) days thereafter subject to the terms and conditions of APPARA INTERNET SERVICES AGREEMENT.
4. All ad or promotion or other services delivered by any third-party Internet service provider or, other marketing services provider will be paid to the third-party directly by the customer.