



# DIGITAL MARKETING CONTRACT

DELIVERING QUALITY RESULTS AND CREATIVE SERVICES

## ADDRESSED TO:

Taylor's Crossing Public Charter School  
1445 N Wood River Drive  
idaho Falls, ID 83401  
United States



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## CONTACT

### ADDRESS

CONNER FERNEY CREATIVES  
41 S 1st W Apt. 2201  
Pocatello, ID 83440

### PHONE

PHONE: + 1 208.241.6887

### ONLINE

EMAIL: [design@connerferney.com](mailto:design@connerferney.com)

WEBSITE: [www.connerferney.com](http://www.connerferney.com)

# THE WAY WE WORK



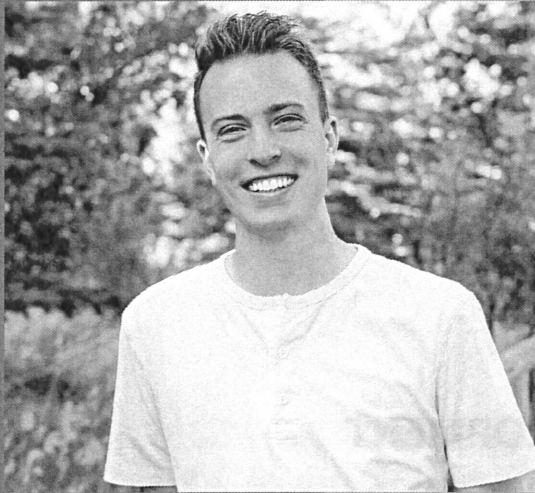
ABOUT US

## CONNER FERNEY CREATIVES

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Here at Conner Ferney Creatives, we believe in doing transformative work. Not just work that gets by or merely gets the job done. No. Instead, we believe in offering compelling work that helps you accomplish your goals and quotas. Whether we are working on a web design or graphic design project, we ensure that we provide the highest quality work possible. We want to see your organization thrive and help you positively impact the local community.

Ensuring that we meet your organization's needs, we work hard to understand your target audiences better. We know how essential it is to target the correct audience and the problems that can arise when work is put into something that doesn't match the intended user and audience. As such, we look forward to learning about what you have already developed and then finding ways to incorporate it into our work. We do all of this to help you achieve the goals you are shooting for.



### WHEN WORK BECOMES A A LIFETIME PASSION

For the past 5 years, I have had the opportunity to be engaged in various creative endeavors. Whether I'm working with schools, city councils, non-profits, or local businesses, I have been able to take on a number of diverse projects. Some of my favorite projects have included redesigning aged websites, developing new brand logos and strategies, and running social media accounts. Through it all, I have discovered that this work truly is a passion of mine and I want to be able to share my talents with you!

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**CREATIVITY IS THE LIFEBLOOD THAT FUELS MY  
PASSION, EXCITEMENT, AND INNOVATIVE WORK.**

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# A LIFE IN CREATIVE FIELDS

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## CORE COMPETENCIES

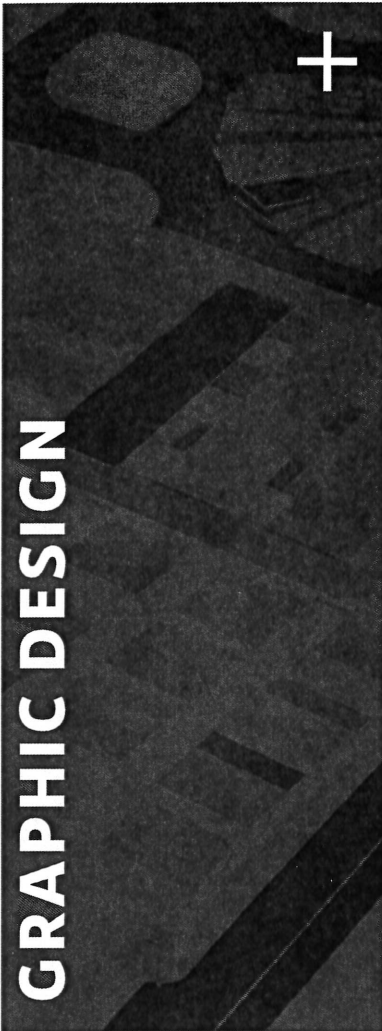
### GRAPHIC DESIGN

Clean, modern, and beautiful design is at the heart of our work. We ensure that our work is eye-catching and engaging but practical. The attention span of a human is right around three seconds. That is such a small amount of time. So we understand the importance of having engaging content, regardless of what platform it is viewed on. Using professional tools, we work hard to elevate your voice through visual design for all to see and experience.

### WEB DEVELOPMENT

There are approx. 4.66 million users active internet users. That is an astonishing amount. Most of these users spend roughly 5-8 hours a day surfing the web, scrolling on social media, or online shopping. We understand what makes not only a great website but one that is both functional and straightforward. We stay on top of the ever-growing changes happening throughout the digital world, ensuring that you and your users can have the best online experience possible.





## // 01

WE ARE THE RESULT  
OF OUR HARD  
WORK. OUR PASSION  
FOR WHAT WE DO  
MAKES US PIONEERS  
IN WHAT WE DO.



### SOCIAL MEDIA

Social media has become a natural extension of our everyday lives. It remains critical that your organization leverages it to its fullest potential. Having vast experience running Instagram and Facebook accounts, we understand how to engage an audience, deliver helpful information, and drive awareness of your organization's needs. By staying on top of the constant changes, we ensure that you stand out in the ever-expanding waters of social media.

# A BULK OF SERVICES

A black and white photograph of a person's profile, looking at a computer monitor. The person is wearing a dark shirt. The background is slightly blurred, showing what appears to be a whiteboard or a wall with some papers.

## **EFFECTIVE PROCESS MANAGEMENT**

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We believe that to achieve the best work, it remains critical that both parties maintain clear and effective communication. We will provide regular updates via email that include PDF reports that document our social media efforts and their impact on the community. We will also gain approval before posting about any large-scale event to ensure that we have the correct information and approach. Alongside monthly reports, we will also keep documentation of the work we do to ensure that we are held accountable for the work carried out on behalf of your organization.

# WE PROVIDE NOT ONLY SERVICES. WE WANT TO BE A FRIEND IN ALL ISSUES OF OUR CUSTOMERS.

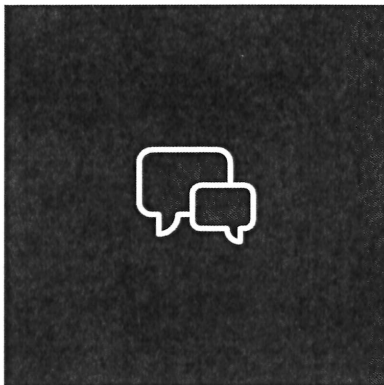
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We understand how important it is to not only do a job well done but to ensure that you have the best possible experience while working with us. We don't want to be seen as an abstract business. Instead, we want to be actively involved within your organization and do

all we can to foster deep relationships. We know that some of the best work can be accomplished when a deep connection is fostered. We look forward to our relationship while also offering your organization a wide range of services.

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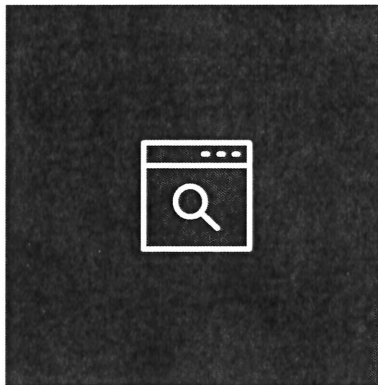
## WHAT WE CAN DO FOR YOU



### CONCEPT AND THEORY

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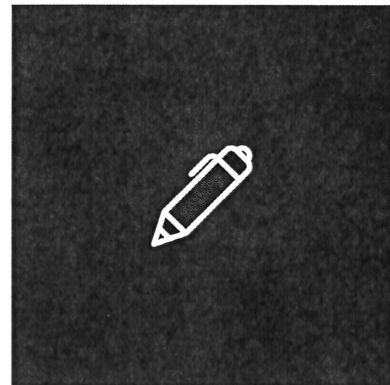
We will create innovative campaigns to engage the community to achieve desired organizational goals.



### ANALYTICS MANAGEMENT

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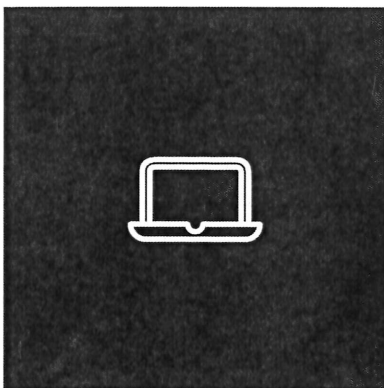
We provide transparent tracking of our SEO, social media, and website traffic efforts



### DESIGN AND GRAPHIC DEVELOPMENT

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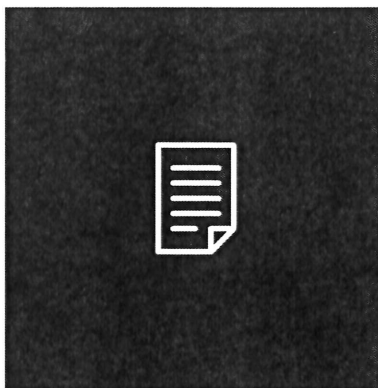
We will create high-quality graphics to be used throughout social media, the organization, and the website.



### WEB DESIGN AND DEVELOPMENT

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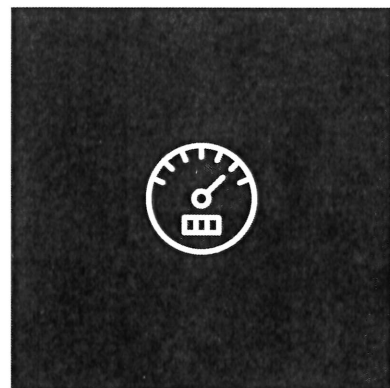
We will maintain and execute any needed website adjustments to ensure that users have up-to-date information.



### TEXT AND CORRECTION

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We will utilize existing copy of the organization and write additional copy to fit the needs of various projects.



### SEO AND PERFORMANCE TEST

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We ensure that your website ranks high on Searches and that it is fast by following current SEO best practices.

# SERVICES BREAKDOWN

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## WEB DESIGN AND DEVELOPMENT

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As the current school's website migrates to the new tools provided by Gabbart, we would act as the contact point on behalf of Taylor's Crossing. We would ensure that all responsibilities between the parties are carried out and implemented in a professional manner. After the site is migrated, we would then hold the responsibility to ensure that it is maintained and kept up to date with current information (calendar events, announcements, etc.) and improve upon the overall design and user experience. We would act as the go-to person whenever things needed to be adjusted or if teachers had questions regarding the website.

02 //

## SOCIAL MEDIA

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We would hold the responsibility of maintaining and building upon the already existing social media platforms (Facebook, Instagram, and Twitter). This would be accomplished by posting regularly each week (2-4 posts) with content that showcases activities, events, and other topics that will engage the families of the students and the local community. We will ensure that we follow all State and School policies while posting to avoid possible legal problems. Alongside organic posts, we will also run ads targeted toward individuals who aren't not yet attending the school. These ads would provide opportunities for outside individuals to gain interest in all that the school has to offer, hoping that we will be able to increase the overall student applications and total enrollment status directly. We will utilize the monthly advertising budget to achieve these goals.

To gain the necessary media to post, we would travel to the school each week (or according to specific calendar events) and take any necessary photography and videography. We will focus our efforts on utilizing custom media content rather than relying solely upon stock. We will use loyalty-free stock sites if we cannot get the required media.

The administration and teachers can also submit content, and we will work to incorporate that media. If adjustments are needed to comply with any privacy or State laws, we reserve the right to alter media as necessary using professional design tools.

A list of students who are unable to have the picture posted online will be provided to us to ensure that those parental or legal requests are followed.

We will use an online social media planning tool like Buffer to schedule posts in advance to stay organized. This will be either provided by the school or through our already existing resources.

Monthly reports of all the data will be provided to ensure accountability and proper use of resources.



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## GRAPHIC DESIGN

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To create effective visual communication, we will provide the school with varying forms of media. We will design custom assets to be used on both the website and social media platforms. We will also work closely with administrators to generate content that can be used on in-school displays that provide relevant and helpful information to students and teachers. Alongside supporting the administration, we will also be a resource for teachers. We will offer teachers the ability to utilize our expertise in the classroom to create specific content that will aid them in their teaching efforts and further promote local school events and activities. This communication will be achieved via email or in person.

Not only will we offer one-time use content, but we will also work towards building a resource library that can be utilized in the following school years. This can include various types of projects: graduation programs and handouts, theatric performances, school sales, etc. Necessary details will be provided, and an overall desired end result to meet expectations and deliver the highest quality work.

Taylor's Crossing will own all designs and templates that are created. We reserve the right to showcase our work in our online portfolio and other locations as permissible.

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## ADDITIONAL SUPPORT

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As necessary, we would be able to take on additional types of work and projects, depending on the overall demands. The school's administration would decide upon these other projects. It is advised that these are one-off projects rather than additional services constantly being offered to the school. Further discussion of what projects this includes will be discussed via email, or in-person and specific responsibilities will be provided.

04 //

## OUR QUOTE FOR ASKED SERVICES

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### Description

#### DIGITAL MARKETING SERVICES

This document contains the various services that we would offer on behalf of Taylor's Crossing Public Charter School. In compensation for these services, we ask to be paid a flat monthly fee of \$1,200.

Starting date: May 1, 2022 (6 month contract)

# OUR TERMS AND CONDITIONS

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01 //

## PRICE AND PAYMENT TERMS

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Client agrees to pay Vendor the amount(s) set forth in this contract. Reimbursable items (e.g. stock imagery, website plugins, etc) will be pre-approved by Client and will be due upon receipt of invoice. Vendor is entitled to all costs and attorney fees incurred in collecting payment under this Agreement.

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## MUTUAL INDEMNIFICATION

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The Parties shall defend, indemnify, and hold the other Party, its subsidiaries or affiliates, and it's or their shareholders, directors, officers, employees or agents (collectively, the "Indemnified Parties") harmless for any claim made or suit or proceeding brought against a Party (including, but not limited to, claims that the one of the Parties infringed intellectual property rights of another), including payment of any and all losses, judgments, awards, and costs (including reasonable legal fees and expenses), arising out of or related to any claim based upon the other Party's wrongful acts or omissions in connection with these terms and conditions and statement of work.

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## CHANGES

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The Client shall be responsible for making additional payments for changes requested by the Client to the original assignment and agreed to in writing by Client and Vendor. However, no additional payment shall be made for changes required to conform to the original assignment description. All changes to scope and price must be agreed upon in writing between the Client and Vendor prior to execution of changes and additional costs being charged to the Client.

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## CANCELLATION

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Either party may terminate this assignment by providing not less than thirty (30) days written notice to the other party. In the event of cancellation of this assignment, ownership of all copyrights and the original artwork shall be transferred to Client for any work completed up to the date of cancellation. Client shall pay for all work and expenses based on the contract price and expenses already incurred up to the date of cancellation.

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## OWNERSHIP

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To the extent that Vendor has received payment of compensation as provided in this Agreement and the applicable statement of work, all selected final materials, artwork and/ or digital deliverables produced by Vendor, its employees, agents or assistants specifically for Client will be owned by Client. All work performed for

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**PORTFOLIO  
RIGHTS**

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Vendor retains the nonexclusive, perpetual and worldwide right to display, reproduce and distribute the designs in Vendor's portfolio and website, and third-party trade publications, awards or exhibits, solely for the purpose of promoting or exemplifying Vendor's work, and the right to be credited with copyright ownership and authorship of the designs in connection with such use.

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**CONFIDENTIAL  
INFORMATION**

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All information relating to Client that is known to be confidential or proprietary, or which is clearly marked as such, shall be held in confidence by Vendor.

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**LIMITATION OF  
LIABILITY**

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Client agrees that it shall not hold the Vendor or his/her agents or employees liable for any incidental or consequential damages that arise from the Vendor's failure to perform any aspect of the Project in a timely manner, unless such failure was caused

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**ANALYTICS**

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Client agrees that the Vendor can install Google Analytics tracking to monitor the success of the product or service (if projects are web related). Client also agrees that Vendor may access this account. Client reserves the right at any point to revoke this right and Vendor agrees it will comply.

# QUOTE AND SIGN OFF

## OUR QUOTE FOR ASKED SERVICES

Description	Starting Date	Amount
<b>DIGITAL MARKETING SERVICES</b> This document contains the various services that we would offer on behalf of Taylor's Crossing Public Charter School.	May 1, 2022 (A 6 month contract)	Flat monthly rate of \$1,200

## END OF CONTRACT FORM

### AFTER 6 MONTHS' CONTRACT.

At the end of our six (6) month contract, we will meet together to discuss the overall progress of the services rendered. If things continue to work and the desired results are being achieved, an evaluation of the number of hours will be conducted upon the currently agreed-upon price.

If more hours are being put into the services rendered (more than 13-14 hours a month), the overall monthly compensation will be adjusted to match the services rendered.

If the number of hours matches the anticipated above hours each month, then the agreed-upon compensation will suffice.

At the end of the six (6) month contract, a new contract would need to be signed and completed to ensure that everything is accurate and relevant.

SETH H BOYLE / ADMINISTRATOR  
Print Name/Title/Position



4/20/2022  
Date

TAYLOR'S CROSSING PUBLIC CHARTER SCHOOL  
Company Name

1445 N WOODRIVER ROAD  
Company Address

Conner Ferney  
Print Name/Title/Position of Vendor



04/20/2022  
Date

