

**JP**gardner  
& associates

DIGITAL SERVICES  
2018/19



**...MUCH MORE THAN JUST A DIGITAL AGENCY**

# HELLO

Allow us to introduce you to JP Gardner & Associates.

We are a unique team of dynamic digital marketers who are headed-up by Jane Gardner, a lady who is very well known and respected in the property arena, having excelled as a local Estate Agent since 1987. Since that time Jane has been awarded over 40 industry accolades, including the Sunday Times Best UK Small Estate Agency and Overall Best UK Letting Agency, for her previous company, Sewell & Gardner.

Since selling her estate agency business to Countrywide plc in 2014, Jane has been growing a digital marketing team and working with a number of independent agencies across the UK. Our 'one-stop digital shop' includes building and designing (and content writing) award winning websites, engaging agency clients & prospective clients through social media platforms, utilising SEO, keywords & hashtags to build a strong, engaged following and introducing video production into the marketing mix in a cost-effective way.

Due to our size we are only able to work with forward thinking, pro-active agencies who can welcome us as part of their marketing team and work with us to ensure our digital output is exclusive to their audience, totally bespoke to their brand and vision, and completely in line with any traditional marketing already being carried out.

We really are an extension of your team and truly believe that your digital shop window will make you stand out from your competitors.



*Jane Gardner,  
Managing Director*

## ABOUT OUR CLIENTS

Our clients are based all over the UK, from South Wales, Portsmouth, Oxford, Kent & London up to Cambridge, Cumbria, Leeds & Liverpool. Due to the bespoke nature of our digital offering, it is imperative for us to visit our clients, get to know the business values, the staff and to be involved in the complete marketing plan, in order to fully reflect that into our digital media offering. Basically, our aim is to become one of your team so think of us as a new member of staff, not a contractor.

### WHAT OUR CLIENT'S HAVE TO SAY

#### **Maxine Lester Residential, St Ives, Cambridge**

"Until we tried Jane we didn't realise how far off the mark we had been with our digital marketing. Every week she comes up with fresh and on-trend ideas to promote our business and our social engagement has increased by a whopping 527%."

#### **Northfields Estate Agents, West London**

"Jane understands the culture of the business and our customers. She liaises with our team regularly and is an integral part of the business. She quickly responds to market changes and relevant local news on our social media platforms. I would personally highly recommend her."

#### **Paramount Properties, West Hampstead**

"Video has been a fantastic addition to our business, adding personality to our brand and helping our customers put names to faces. The videos can be fun and light-hearted, or more informative, and although some of our staff aren't creative, JP Gardner and the team always get the best out of them on camera. The increase in traffic to our website, by being able to use these videos across all of our social media profiles, has been amazing and the return on investment is well worth it."

#### **Dawsons Property, Swansea**

"Jane is a breath of fresh air to our marketing here at Dawsons. Having been in the trade for some time, Jane understands our social media needs perfectly to ensure our brand is marketed in the best possible way. She has quickly settled into a routine with our team, setting up a WhatsApp group with both our marketing team and an office group to ensure all information gets spread quickly and efficiently to maximise our brand awareness."



## YOUR CHOICE OF SOCIAL MEDIA PACKAGES

**£395 + VAT PCM (One-off set up fee £70 + VAT)**

Bespoke content on FACEBOOK platform.

1 Bespoke daily post (Mon to Fri)

Engagement monitored / interacted with daily

Quick response to all messages during office hours

Dedicated account management with telephone support during office hours

Quarterly analytics and account overview



£575 + VAT PCM (One-off set up fee £135 + VAT)

2 platforms with unique branded content:

Choose from FACEBOOK & TWITTER / FACEBOOK & LINKEDIN /  
FACEBOOK & INSTAGRAM

2 Bespoke posts daily (Mon to Fri)

Monthly blog or news article

Engagement monitored / interacted with daily

Quick response to all messages during office hours

Dedicated account management with telephone support during office hours

Quarterly analytics and overview



£795 + VAT PCM (One-off set up fee £135 + VAT)

3 platforms with unique branded content.

Choose from FACEBOOK & TWITTER & LINKEDIN / FACEBOOK & INSTAGRAM & LINKEDIN / FACEBOOK & TWITTER & INSTAGRAM

3 Bespoke posts daily (Mon to Fri)

Weekly blog posted to all platforms to drive traffic to your website

Quarterly meeting to plan your social marketing strategy

Engagement monitored / interacted with daily

Quick response to all messages during office hours.

Minimum weekly liaison with your dedicated team member/s via WhatsApp

Dedicated account management with telephone support during office hours

Quarterly analytics and overview



**£895 + VAT PCM (One-off set up fee £135 + VAT)**

4 platforms with unique branded content on:  
FACEBOOK, TWITTER, INSTAGRAM & LINKEDIN

4 Bespoke posts daily (Mon to Fri)

Engagement monitored / interacted with daily

Weekly blog posted to all platforms to drive traffic to your website

Competition management to build following

Quarterly meeting to plan your social marketing strategy

Special rate for one-off videos (25% discount = £540+VAT)

Special rate for Full Throttle package (10% discount = £675)

Quick response to all messages during office hours

Minimum weekly liaison with your dedicated team member/s via WhatsApp

Dedicated account management with telephone support during office hours

Quarterly analytics and overview

## CHARGEABLE EXTRAS

- Additional Social Platform set-up £97 + VAT one-off
- Additional Social Platform daily post (Mon to Fri) £147 + VAT pcm
- Additional Daily Facebook Post £19 + VAT each (Mon to Fri)  
£25 + VAT (weekends)
- Retweets / Replies to Tweets £9 + VAT each (Mon to Fri)  
£15 + VAT (weekends)
- Social Strategy Meeting (your office – 3 hours) £350 + VAT each
- Additional Weekly Skype Call (1 hour) £75 + VAT each
- Daily WhatsApp Group reminder £20 + VAT pcm
- Banner Changes on social platforms (your design provided) £15 + VAT
- Banner Changes - our design @ £35 + VAT
- Newsletter Collation & Sending (Mailchimp) £60+ VAT
- Newsletter Template Setup Charged @ £175 + VAT
- Additional Blogs £75 + VAT each
- Publishing your own Blog content onto your website £35 + VAT each
- Video for Social Footage (4 hours filming + 1 day of editing\*) £675 + VAT
- Video Captions for Facebook or YouTube £7.50+VAT / minute of footage
- Additional filming and editing days £275 + VAT / day



## YOUR CHOICE OF VIDEO PACKAGES



### **£675 + VAT each video**

If you are looking for a one-off promotional video to use for marketing your business, we can film and edit this for you, provide front and end screens and bespoke music and upload to your YouTube or Vimeo channel. Filming should not take more than 4 hours and the video film produced will be no longer than 4 minutes. Includes keywords and tags for SEO purposes.



### **£600 + VAT PCM (min 6 months)**

6-month package will give you a day of filming (plus a day of editing) to provide on-going branded content for your website, social platforms and mailouts. Regarding pre-shoot preparation, our level of involvement is up to you. We have templates and examples of scripts and ideas for videos, which can be used, or you are more than welcome to write the content yourself and get it checked over before the shoot day.

Includes: 1 day of filming  
(maximum 4 hours) and 1 day of editing.



**£750 + VAT PCM (min 6 months)**

Full Throttle is for those who are serious about their online offering. In this package, you get more than one video per visit, and we will stockpile footage for you to use over the coming months (subject to additional editing days where required – we will keep you informed of this) to make sure that you build your status as the local experts in your community. On top of the music and everything else in the 'Comfy Cruiser' package, this also comes with:

- Animated logo sting to start and round off your videos
- Animated text & transitions between clips



**£850 + VAT PCM (min 6 months)**

This is it, when it comes to video marketing, no one else even comes near.

This package seals the deal with all of the above features + more:

Full Animated Video (does not require a full filming day)

Animated logo sting to start and round off your videos

Animated text & transitions between clips

Short social media teaser clips to entice clients to your website

Demographic boosting on Facebook / YouTube for a selected monthly video

Discounted price on our 'Peachy Keen with Cream' social media package

## PLEASE NOTE

It is important to understand that a filming day can provide a lot more footage than can be edited in one day. We are happy to film as much as you wish between 10am - 4pm, however, we can only provide one day of editing, so please specify your preference for the video footage required. We will let you know what additional videos could be made from the remaining footage, and you can choose extra editing days at any time thereafter (subject to booking notice).

Additional editing days are charged at

**£275 + VAT / day.**

# MEET THE TEAM



Jane Gardner, FARLA, Digital Specialist

I am passionate about property, I have lived the majority of my life as an Estate Agent and am proud to help other agencies with their online marketing. I know it works, it did for my business and, in my opinion, it is something you cannot do without!

d. 01923 286553 m. 07966 409627 e. jane@jpgardner.com



George Pearton, Senior Videographer

I studied BA Hons Film Production at the University for the Creative Arts, Farnham, earning a 1st in the process. Since then I have been freelancing as a Director of Photography and Cameraman, working on everything from corporate pieces to music videos & short films. My mum works for one of the JPG clients!

d: 01923 579191 m: 07989 693522 e: george@jpgardner.com



Halee Miller, Account Manager

Working closely with Jane has given me a great insight into the property industry and I am hugely motivated to help estate agency businesses to get to grips with social media and be seen in the digital world. I love hashtags and work mainly on the Instagram accounts #beseen #getnoticed

d: 01923 627772 m: 07903 041166 e: halee@jpgardner.com



Joe Fanthorpe, Social Media Assistant

I am the youngest of the JPG team and I am always up to date on the newest social media trends, full of ideas to get our properties on everyone's radar. The property industry is in my blood, as, like Jane Gardner, my mum Rachel is also an award winning estate agent running 3 busy offices in West Cumbria.

d: 01923 627777 m: 07429 548888 e: joe@jpgardner.com

## **Terms of Business**

### **Boosted Posts**

We ask for a £50 boosting budget for social advertising, which will be used to promote your ads. At any time, you can specify additional boosting requirements, and we shall invoice at the end of the month for money spent (there is no mark-up, we charge what you agree to spend).

### **Booking Appointments at your offices**

We ask for a minimum of 2 weeks' notice for ongoing appointments, ideally book the month ahead at the time of the current month's visit. We ask you to give 48 hours' notice if you need to cancel or re-arrange an appointment. Please note that you can carry over a monthly appointment once every six months, provided you re-book it within that 6-month period. JP Gardner & Associates will expect to receive payment for each monthly appointment on the agreed date, there is no refund for cancelled or missed appointments.

### **Giving Notice**

If you are on a periodic or rolling contract, please provide a minimum of one months' notice to terminate your agreement with JP Gardner & Associates. Notice can be given by email to [hello@jpggardner.com](mailto:hello@jpggardner.com) or in writing to JP Gardner & Associates, 3 The Manor House, Rickmansworth Road, Chorleywood WD3 5SQ.

### **Assisting Us**

At JPG, we research our clients thoroughly and become an extension of the team, our output is incredibly brand focused, and our JPG account managers really understand their client objectives and post relevant content to reach the company goals and objectives. It is imperative, therefore, to have the assistance of your team, and we ask to have at least one contact in the office to be able to liaise with, either by phone, WhatsApp, or Skype as often as we require.

## Additional Costs

Please be aware that you will be invoiced at the end of each month for any works undertaken over and above those listed in your contract, if we have been asked to do these works by any member of your staff. It is prudent to inform your team members, who will be in contact with us, of the additional costs involved when asking for extra work, so that there is no surprise when an invoice arrives.

## About General Data Protection Regulations

When handling data on your behalf, we need you to confirm the following:

- You have checked that consent or contractual basis is the most appropriate lawful basis for processing.
- You have made the request for consent prominent and separate from your terms of business.
- You have put a data protection policy into your terms of business.
- You have asked people to positively opt into receiving information from you.
- You have not used pre-ticked boxes or any other type of default consent.
- You have used clear, plain language that is easy to understand.
- You have specified why you want the data and what you or we are going to do with it.
- You have given individual ('granular') options to consent separately to different purposes and types of processing ie. property details, housing market information, general information on sales or lettings, legislation or technical data, company information.
- You name our organisation or any third-party controllers who are relying on the person's consent.
- You tell individuals they can withdraw their consent.
- You ensure that individuals can refuse to consent without detriment.
- You avoid making consent a precondition of a service.

## Recording consent

- You keep a record of when and how you got consent from the individual.
- You keep a record of exactly what they were told at the time of agreeing to consent.
- You keep a copy of signed terms of business confirming what the individual has opted into.

## Managing consent

- You will regularly review consents to check that the relationship, the processing and the purposes have not changed.
- You make it easy for individuals to withdraw their consent at any time, and publicise how to do so.
- You act on withdrawals of consent as soon as possible, as will we.
- You don't penalise individuals who wish to withdraw consent.

## The Small Print

The client indemnifies the agency against any losses the client incurs for:

- any copy the client authorises the agency to run, whether or not the client has signed-off the particular copy; and
- any allegation that supplies the client passes to the agency, in connection with the supplies under these terms, infringe the rights (including copyright or other intangible property) of any third party.

Except in respect of death or personal injury caused by negligence, or otherwise not excludable, or as expressly provided otherwise in these terms:

- neither party shall have any liability for any loss or damage to supplies the other party makes to it in connection with the supplies under these terms, however caused; and
- neither party shall be liable to the other by reason of any representation (unless fraudulent), or any warranty, condition or other term, or any duty at common law, or under the express terms of these terms, for any loss of profit, or loss of opportunity, or failure to make savings, or any indirect, special or consequential

loss, damage, costs, expenses or other claims (whether caused by the negligence of the party, its servants or agents or otherwise) which arise out of or in connection with the provisions of this agreement; and

- ❑ the entire liability of either party under or in connection with these terms shall not exceed the amount the client shall have paid the agency or due to be paid under these terms.

Nothing in these terms is intended for the benefit of any third parties and the provisions of the Contracts (Right of Third Parties) Act 1999 are expressly excluded. English law shall apply to these Terms, and the parties agree to submit all disputes between them to the exclusive jurisdiction of the English courts.

## Payment

Invoices are due at the commencement of each month, in advance, for social media & video media contracts. Website build & design services require a 30% booking fee upfront and subsequent payments will then be split into 3 sections throughout the process.

Payment is by **GOCARDLESS**

Click this link to set up your direct debit

<https://pay.gocardless.com/AL00006GJTARPP>



## YOUR INSTRUCTIONS

Please provide the following services to CLIENT REGISTERED NAME & TRADING NAME

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of CLIENT ADDRESS FOR INVOICE & CONTRACT PURPOSES

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Social Media Services *(please tick service required)*

- "The Nifty" £395 + VAT pcm (+ £70 + VAT set-up fee)
- "Peachy Keen" £575 + VAT pcm (+ £100 + VAT set-up fee)
- "Peachy Keen with Cream" £795 + VAT pcm (+ £135 + VAT set-up fee)
- "Eat Your Heart Out" £895 + VAT pcm (+ £135 + VAT set-up fee)

Add-ons

- Additional Social Platform set-up £97 + VAT one-off
- Additional Social Platform daily post (Mon to Fri) £147 + VAT pcm
- Additional Daily Facebook Post £19 + VAT each (Mon to Fri)  
£25 + VAT (weekends)
- Retweets / Replies to Tweets £9 + VAT each (Mon to Fri)  
£15 + VAT (weekends)
- Social Strategy Meeting (your office – 3 hours) £350 + VAT each

- Additional Weekly Skype Call (1 hour) £75 + VAT each
- Daily WhatsApp Group reminder £20 + VAT pcm
- Banner Changes on social platforms (your design provided) £15 + VAT
- Banner Changes - our design @ £35 + VAT
- Newsletter Collation & Sending (Mailchimp) £60+ VAT
- Newsletter Template Setup Charged @ £175 + VAT
- Additional Blogs £75 + VAT each
- Publishing your own Blog content onto your website £35 + VAT each
- Video for Social Footage (4 hours filming + 1 day of editing\*) £675 + VAT
- Video Captions for Facebook or YouTube £7.50+VAT / minute of footage
- Additional filming and editing days £275 + VAT / day

And Video Services *(please tick service required)*

- "Kick Start" £675 + VAT one-off
- "Comfy Cruiser" £600 + VAT pcm (min 6 month contract)
- "Full Throttle" £750 + VAT pcm (min 6 month contract)
- "King of the Road" £850 + VAT pcm (min 6 month contract)


To commence on: DATE OF SERVICE COMMENCEMENT

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Main contact:

Email:

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|----------------------|--|--|
| Signed and agreed by |  | Signed and agreed by<br>JP Gardner & Associates  |
| Signature:           |  | Signature:  |
| Date:                |  | Date:  |
| Print Name:          |  | Print Name:<br>Jane Gardner  |
| Position in Company: |  | Position in Company:<br>Managing Director  |