

jpggardner
& associates

DIGITAL SERVICES
2018/19



... Much more than just a digital agency

HELLO



Allow us to introduce you to JP Gardner & Associates, the estate agency digital marketing specialists.

We are a unique team of dynamic digital marketers who are dedicated to bringing Estate Agents and Property Clients into the digital world, whilst always having the end customer at the forefront of the marketing plan. Headed-up by Jane Gardner who has been an estate agent since 1987 and sold her award-winning business Sewell & Gardner to Countrywide in 2014 after winning over 40 industry awards, including the coveted Sunday Times Overall Letting Agency of the Year in 2013.

Due to the bespoke nature of our digital offering, it is imperative for us to visit our clients, get to know their business values, become familiar with the staff and 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. Due to our size we are only able to work with forward thinking proactive agencies who can welcome us as part of the family to ensure that our digital output is exclusive to the right audience and completely in tune with any other marketing being carried out.

Digital marketing is a unique beast, and in the case of estate agency, is a brand awareness strategy and a way of keeping in contact with current clients between transactions and putting your mark in the minds of potential future customers. It should not be used as a means of immediate lead generation, but a slow drip-feed to make sure you are the first choice when a property decision is required.

Here's what some of our current clients say about us:

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 the 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

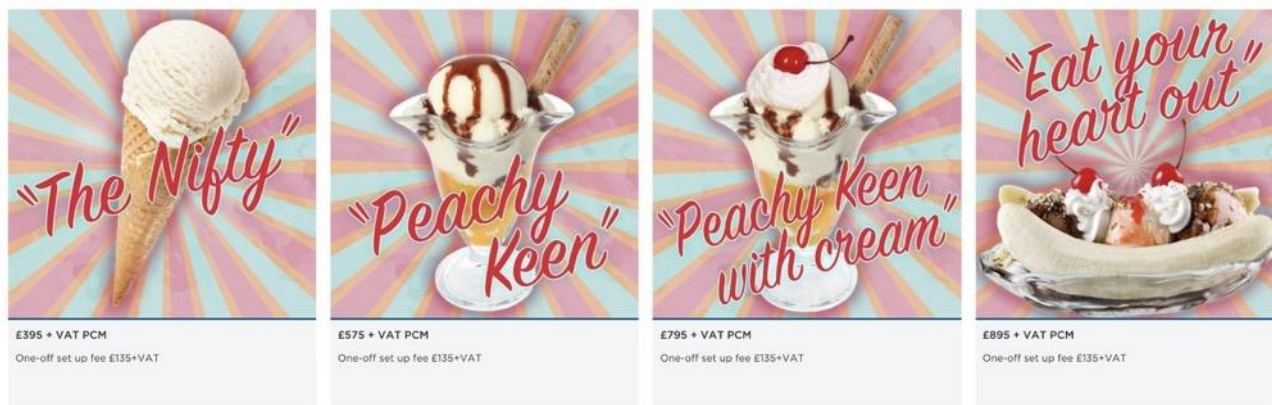
"Jane is a breath of fresh air to our marketing here at Dawsons. Having been in the trade for some time, Jane understands our social media needs perfectly to ensure our brand is marketed in the best possible way. She has quickly settled into a routine with our team, setting up a WhatsApp group with both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

We run accounts across all social platforms, we write blogs, manage website content, film video and make sure that all of your content is consistent and bespoke to you.



YOUR CHOICE OF SOCIAL MEDIA PACKAGES

Please Note: All packages will incur a one-off set-up fee of £135+VAT



"THE NIFTY" ~ Entry Level ~ PRICE £395 + VAT pcm (plus min £50 boosting for ads)

You want to be on social media, but you don't really have the time to get involved so you want us to just get you set up on FACEBOOK.

For this we will provide:

- Bespoke daily post (Mon to Fri)
- Engagement monitored / interacted with daily
- Quick response to all messages during office hours, and details passed direct to you
- Dedicated account management with telephone support during office hours
- Quarterly analytics and account overview

"PEACHY KEEN" ~ Getting Serious ~ PRICE £575 + VAT pcm (plus min £50 boosting for ads)

You want to be on social media, you want to interact with your customers and provide office / area / featured property information for us to use on a regular basis to fill your choice of **2 platforms** with branded content.

Choose one pair from: -

- FACEBOOK & TWITTER
- FACEBOOK & LINKEDIN
- FACEBOOK & INSTAGRAM

For this we will provide:

- Bespoke posts to both platforms daily (Mon to Fri)
- Monthly bespoke blog post or news article
- Engagement monitored / interacted with daily
- Quick response to all messages during office hours, and details passed directly to you
- Dedicated account management with telephone support during office hours
- Quarterly analytics and overview

"PEACHY KEEN WITH CREAM" ~ All Bases Covered ~ PRICE £795 + VAT pcm

You want to be on social media, you want to interact with your customers and provide office / area / featured property information for us to use on a regular basis to fill your choice of **3 platforms** with unique branded content.

Choose a trio from: -

- FACEBOOK & TWITTER & LINKEDIN
- FACEBOOK & INSTAGRAM & LINKEDIN
- FACEBOOK & TWITTER & INSTAGRAM

For this we will provide:

- Bespoke posts to 3 platforms daily (Mon to Fri)
- Weekly blog posted to all platforms to drive traffic to your website
- Engagement monitored / interacted with daily
- Quick response to all messages during office hours, and details passed directly to you
- Dedicated account management with telephone support during office hours
- Quarterly analytics and overview

"EAT YOUR HEART OUT" ~ The Works! ~ PRICE £895 + VAT pcm

You love social media as much as us, you want to engage with your customers and attract more local people to your brand. You want to work alongside us to ensure that content is exciting and covers every aspect of your team and locality plus industry news and views. Utilises all **4 platforms** and really stand out from your competition in a unique and engaging way. You should equate this package to having a digital marketing team in your employ!

FACEBOOK, TWITTER, INSTAGRAM & LINKEDIN PLATFORMS COVERED
& WEEKLY BLOG ON YOUR WEBSITE

ADDITIONAL ITEMS TO GO WITH ANY OF YOUR SOCIAL MEDIA PACKAGES

- Social Strategy Meeting (on-site – 3 hours) £350+VAT each
- Weekly Skype Call (1 hour) £75+VAT each
- Daily WhatsApp Group reminder £20+VAT pcm
- Banner Changes (your design) £15+VAT
- Banner Charges – our design @ £35+VAT per hour
- Newsletter Collation & Sending (Mailchimp) £60+ VAT
- Newsletter Template Set-up Charged @ £175+VAT
- Additional Blogs £95+VAT each
- Publishing your own blog content onto your website £35+VAT each
- Additional Social Platform set-up £97+VAT one-off
- Additional Social Platform daily post (Mon-Fri) £147+VAT pcm
- Additional Daily posts on your current platforms £9+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 are charged at £68.75 +VAT / hour
- Stock Images £15.99 +VAT each

YOUR CHOICE OF VIDEO PACKAGES



"KICK START" £1500 + VAT one-off payment

If you are looking for a truly professional 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. 2-man crew.

This package is great for producing things like:

- Company showreel
- Promotion of a service or offering or event
- Launch of a new development
- Introducing your team, services, USPs for your website
- Area guides

"COMFY CRUISER" £1200 + VAT per visit (minimum 2 visits within 12 months)

If you want to take your video offering to the next level, you can take our regular package (min 2 visits) which 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. In regards to 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.

Can include, but not limited to:

- Company introduction
- Market update
- Events, promotions, recruitment

This package is ideal if you have a social package with JP Gardner & Associates. We can tie in our strategy visit with the filming day and ensure that you have enough video footage for the coming period.

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 **£475 + VAT / day**.

TERMS OF BUSINESS

Boosted Posts

We ask for a minimum of £50 monthly boosting budget for social advertising, which will be used to promote your ads (paid in advance as a float or due as immediate payment on day of invoice). 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 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 strictly 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

of CLIENT ADDRESS FOR INVOICE & CONTRACT PURPOSES

Social Media Services *(please tick service required)*

- "The Nifty" £395 + VAT pcm (+ £135 + VAT set-up fee)
- "Peachy Keen" £575 + VAT pcm (+ £135 + 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)


And Video Services *(please tick service required)*

- "Kick Start" £1500 + VAT one-off
- "Comfy Cruiser" £1200 + VAT per visit (minimum 2 visits within 12 months))

To commence on:

Main contact:

Email:

Signed and agreed by		Signed and agreed by JP Gardner & Associates
Signature:		
Date:		Date:
Print Name:		Print Name: Jane Gardner
Position in Company:		Position in Company: Managing Director