

I'm not robot!

Marketing Agreement

This **Marketing Agreement** (hereinafter referred to as the "Agreement") is entered into as of _____ by and between _____, with a mailing address of _____, _____ (hereinafter referred to as the "Company") and _____, with a mailing address of _____, _____ (hereinafter referred to as the "Affiliate"), collectively referred to as the "Parties", both of whom agree to be bound by this Agreement.

1. Services. The Affiliate agrees to perform the following services for the company:

2. Fees. The Parties agree that the Affiliate shall be compensated as follows:

Total Cost of Services: \$ _____

Amount Due at Signing: \$_____

Amount Due at Completion: \$ _____

Tail Period (If Applicable): \$ _____

3. Term. This Agreement shall commence upon _____, as stated above, and will continue until _____.

4. Confidentiality. During the course of this Agreement, it may be necessary for the Company to share proprietary information, including trade secrets, industry knowledge, and other confidential information, with the Affiliate in order for the Affiliate to conduct their services. The Affiliate will not share any of this proprietary information at any time. The Affiliate will also not use any of this proprietary information for their personal benefit at any time. This section remains in full force and effect even after termination of the Agreement by its natural termination or the early termination by either party.

5. Relationship of the Parties. The Affiliate is an independent contractor. Neither Party is an agent, representative, partner, or employee of the other Party. The Parties



State/Country	1
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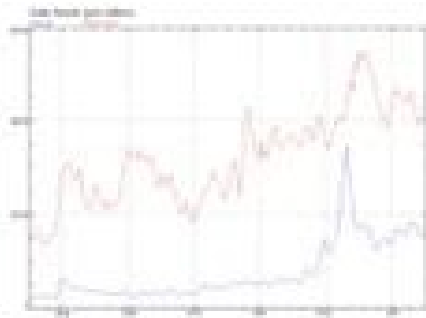
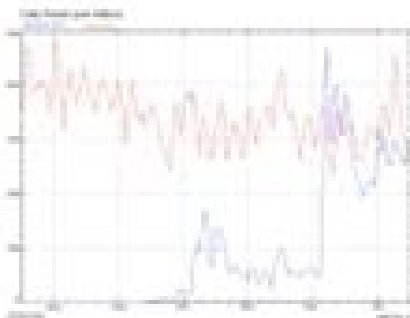
The Funnel

Marketing is a funnel. You put undifferentiated prospects into the top. Some of them hop out, unimpressed with what you have to offer. Others learn about you and your organization, hear from their peers, compare offerings, and eventually come out the bottom, as customers.

If you're like most marketers, you've been spending a lot of time trying to shovel more and more attention into the top of the funnel. After all, if you can expose your idea to enough people, you can afford to buy more attention, to run more ads, to put more people into the top.

As we've seen, though, the amount of time and money you need to keep that funnel filled can explode your budget pretty quickly.

Here's a quick example. The chart at right compares Web traffic at Ford.com (which is supported by more than a hundred million dollars' worth of advertising every year) with Squidoo.com, a brand new community-driven site. Squidoo is in blue. (Click the chart to enlarge it.)



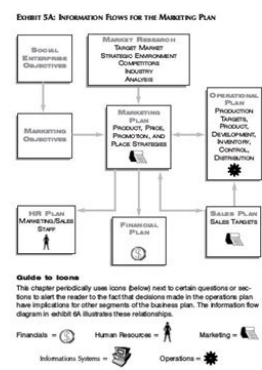
It's astonishing to see how quickly this idea has become popular. Two of the most successful information-sharing sites have been growing at an amazing clip. (Click to enlarge the graph.)

The easiest way to grasp this is through examples. I'm going to describe three online services that have been around for a year or more, and then a new one that I developed and that launched at the end of 2005. All of them are free, effective, and easy to use.

Delicious

Tricky name, simple idea. The Delicious site makes it easy for anyone to "tag" Web pages. A tag is just a simple set of keywords that people can use to mark a page or an item. Delicious gives its registered users a tool that, in just a click or two, permits them to bookmark and tag a site.

I did a search on "Sarbanes" because I wanted to find some detailed information on an accounting issue. The bookmarks that had been tagged led me to a site filled with white papers—all written by software and accounting firms that wanted to start discussions about their services with clients.





Start with a written plan. It will help you remember details, make it easier to share ideas with your team, and provide a record for future reference. Start your plan with the desired outcome and refine it as you work through this checklist. Be sure to identify campaign metrics and track results. What you learn will pave the way to improve the results of subsequent campaigns.



☐ Know your market

Study the market for your products and services. Leverage the web continuously, but make time for field trips, customer contact, groups & associations, etc. Learn which products & services appeal to different segments of your markets.

- Understand the competition

If your biggest competitor is running ads claiming they'll meet any advertised price in town, you must take it into consideration as you develop your campaign. Your response may be to emphasize your company's added value as well as your competitive pricing.

- Target your audience

Who do you want to take action in response to your campaign? Understanding your audience and their motivations will affect your offer, method of contact, message, and call to action.

Brand Manager Tools # 02

Agency brief

Aim : Give your agency the best possible brief
For : Marketing, Brand Managers
Time : 45 minutes

PRODUCT

Literal description of the product or service.

OBJECTIVE

What the communications campaign should achieve for the brand (e.g. increased sales/awareness, adjusting positioning or perception). Should include a fixed, rational target that can be measured.

WITH WHO?

Description of the target audience(s). Socio-demographics are useful, but also think about them as real people, and describe them as you might a friend (how do they dress, where do they shop, where do they go on holiday etc).

WHERE?

Geographical markets where the campaign will run.
As specific as possible – international, national,
regional, local.

WHAT'S THE MESSAGE?

The single idea you want to convey to the target audience. This is the goal of your communication strategy.

WHAT ARE THE BRAND ASSETS TO EXPLOIT
(SUPPORTING EVIDENCE)?

Which attributes, assets, and features can be used to support the message. This can include any product or service advantages (actual or ambitions) – enter as much relevant information as possible, there may be a diamond buried in there...

WHAT ABOUT THE TONE?

In what tone should the campaign talk to the target audience (professional and reserved, or fun and provocative). If it helps, use example of people, cars, or other brands to make it clear what you mean.

WHAT ARE THE PERCEIVED BARRIERS IN THE MIND OF THE TARGET AUDIENCE?

Outline the main barriers the target audience will have to this product, brand or message. They can be real or perceived.

WHAT TOOLS SHOULD WE CONSIDER?

Which communication media (Advertising, Direct Mail, Sales Collateral, Media Relations, Internet etc.) are mandatory and why. Media is also a creative opportunity, so expect to see ideas in media you may not have considered.

WHEN WILL THE CAMPAIGN BE PRESENTED?

Concept deadline

WHEN WILL THE CAMPAIGN RUN?

Planned execution dates of the campaign

WHAT IS THE BUDGET?

It is important to trust your agency and share your budget. A rough budget indication enables your account manager and creative team to spend time thinking only about ideas that are possible to realize. If you are not prepared to share your budget, you're probably working with the wrong agency.

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