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## MARKETING SERVICES PROPOSAL

July 18, 2014  
Erin Richardson  
All American Pest Control  
Nashville, Tennessee

Hi Erin,

We appreciate the opportunity to possibly work with you to help you grow your company. The purpose of this letter is to clarify the services that Miles & Company would provide and for what costs.

**Our Goal:** To improve the return you get for your marketing budget by crafting a consistent plan, developing a more powerful message, and looking for ways to improve your systems, policies, and procedures that improve your customers' experiences with you.

## How We'll Do It

**1. Uncovery** - Two (possibly three including Anthony) members of our team will travel to your office in Nashville for face-to-face meetings to gain direct experience with your company.

We'll explore your history, expectations and feelings about the direction of your company.

We'll also explore your competitive environment, talk about your marketing successes/mistakes and take inventory of the assets you're using and ignoring to collect all the elements needed for an effective, long-term, marketing strategy.

We will need to meet in person with all the key decision makers related to your company.

**It is our policy to cover all our travel-related expenses when visiting clients in their cities for uncoveries.**

**2. Master Strategy Analysis** - We will spend a dedicated 14-30 days to analyze your unique opportunities and strengths and craft an overall strategy to address the core desires of your current and potential clients. This will involve:

Further research of your direct and indirect competitors, media outlets, other key marketing essentials, the internal operations of your company and the products and services you sell.

Additional telephone conferences with you and your key people to establish your immediate and long-term goals.

**3. Summary Retreat** - After conceptualizing a master strategy, we will schedule a Skype or in-person meeting to present the recommendations for the growth of your company through marketing and advertising.

We will establish current, numerical benchmarks to measure the health and success of your company.

All decision makers related to your company must participate in this very important meeting.

**4. Continual Consulting Advice** - Once we agree on your strategy, core message and plan, we will immediately begin implementing them.

We will provide consulting, concepting, planning and copywriting services (as outlined below) that require no outside assistance or additional cost.

We will schedule regular phone and/or videoconference meetings to stay in touch with your needs, keep you on track with your strategy, and adapt to changing conditions.

We'll be your dedicated advisors to give you clear insights as long as we work together.

**5. Annual Retreats** - You agree to attend an Annual Retreat held once each year in a mutually-agreed upon location.

These are free of charge and are normally one-day meetings.

You pay your travel expenses to/from the meeting as well as travel/lodging expenses for up to two members of Miles & Company's team.

You and your key people will evaluate, along with us, how effectively you are progressing with your advertising and marketing on the basis of the numerical benchmarks we set at your first Summary Retreat.

We will mutually agree to continue or alter your long-term goals and strategy.

## **Monthly Services We Provide To You**

**Concepts** - We provide all creative concepts in accordance with the annual plan. Our messaging team will reach out to you the first week of each month to discuss the progress of your campaign, how your company is tracking, any changes in the market, and your next month's deliverables on the calendar.

**Copywriting** - Our writing is at your disposal. This includes:

All writing of your core messaging, advertising copy, email copy, promotional video scripts, direct mail, and ads for employment are included in our contract.

Our services do not include regular social media posting and monitoring.

**Calendar** - We provide an annual at-a-glance marketing calendar that proactively builds margin into the tactics that will help us through our overall marketing strategy.

**Consulting** - We are counselors who can advise you on any additional marketing and communications matters. For twenty years, we have a proven track record of growing good companies by percentages and even multiples while helping them spend a smaller percentage of revenue on marketing as we grow.

# Services Not Included in The Monthly Fee:

**Ad Production** - Production of ads is not included in our paid-for services. We can point you in the right direction of excellent, cost-effective production facilities if we decide your ads need more than a media provider's free production (they normally do). It is your responsibility to choose, hire and pay those providers. Any out-of-pocket expenses related to graphic design, photographers, printing, surveys, television or radio production, etc., will be borne by you and paid by you directly to such providers.

**Media Buying** - Our team can optionally negotiate your schedules for 5% of the annual buy (payable in 1/12 monthly increments). You take advantage of the 15% agency discount - which we rebate back to you (essentially saving you 10%). We do not accept any commissions, referral fees, kickbacks, or other compensation from any media or service provider we might recommend. This includes the 15% agency commission typically earned for media negotiations in the case of certain advertising placements, particularly with electronic media. We feel strongly that our policy with respect to such an arrangement, while considerably different from the method used by most advertising agencies, eliminates any potential conflicts of interest and allows us to focus our entire attention on helping you build your company.

Through this method you will contract directly with any media and receive invoices directly from them. You will be solely responsible for the payment of media invoices, and you agree to indemnify us against any such charges. We will make ourselves and our network available to represent you in media negotiations to obtain the 15% discount, when available.

## **Web**

We will give you advice about your website development and online presence and reputation. However, we feel strongly that Adwords, digital campaigns and SEO need to be paired with an overall website strategy, look, and layout. That is a separate project to be negotiated separately. If desired, we have partners who specialize in website optimization that will be happy to begin working with us for an extra fee to be negotiated at a later date.

# Market Exclusivity

Due to the close nature with which our companies will be working together, Miles & Company will not work with any other pest control company in the Nashville area while we are engaged with your company.

## What it Costs

The upfront fee for the first three elements described above is \$7,500. This is required in advance. If, after our initial meeting, All American Pest Control feels Miles & Company isn't a good match, the initial fee - minus our travel expenses - will be refunded.

If the uncovering can be scheduled concurrently in September with our other new Nashville client (an HVAC company), we can lower our upfront fee to \$5000 for you because we will be saving on our travel expenses.

The monthly services fee depends on your annual revenues. The monthly fee is typically calculated by starting with a base of \$1,000 a month, then adding \$100 for each million starting with \$2mm. So, if a company is doing \$8mm, then their monthly fee would be \$1800/month. Monthly billing will begin on the first day of the first month following acceptance of our plan.

There is no long-term agreement. Either party can dissolve this agreement with 30 days written notice. After twelve months, the monthly fee can be raised or lowered depending upon what we agree is fair. We will never take money we didn't earn, and we expect the same honor and equity in return.

In other words, the only way for us to make more money is to help you first grow the company.

In conclusion, Erin, we feel like our values align, and we'd have a lot of fun helping each other grow the right way.

I'll look forward to hearing from you and answering any questions you have.

Thanks for your time. It was great to meet you. You have a very impressive company!

Tim