

WILDLY DIGITAL

Growth Experience

Scope of Work

2023

Prepared For: You, our ideal client



ARE YOU READY TO MAKE YOUR BUSINESS WILDLY DIGITAL?

Who are we?

We are your digital optimization company that builds authentic and transparently profitable relationships in every experience. We are building a community of authentic leaders that consistently attract and retain a customer base online and off.

How do we do this?

By diving into business optimization we explore the experiences taking place in your internal processes and how they are affecting the outward experience and reputation of your company.

Together we will create an organized and cohesive approach to refining and managing all of the physical and digital assets in your business!



A LITTLE ABOUT WILDLY DIGITAL



We work to bring the experience out of your brand essence.

Our business has been thriving since June 2018 and throughout this time we have worked with business owners and entrepreneurs finding the ideal experience for themselves, their staff and their customers.

Our team dives into optimizing your business, defining your brand essence and bringing the experience out of it. We do this by starting from the top down through planning, building and optimizing the processes within your business.

THE WILDLY DIGITAL TEAM

Co-Owners



Meghan McNabb
Chief Experience
Officer



Kate Lahey
Chief Creative
Officer



Summary

This project involves the review, auditing, testing, building, optimizing and on-going management of the digital and physical marketing assets within your business. We work with what your company uses to promote your products and any services created to help you grow and thrive. We work with you as the business owner to build a reputation as an industry leader. This program will follow the timeline outlined in this document and does not include outside services of what may be stated in the scope.

Program Scope

This SOW covers the following activities and deliverables for the full scope of the program. All timelines are subject to review based on the discretion of Wildly Digital and your company at anytime. This Scope of Work will be reviewed on a quarterly basis to ensure timelines are accurate and expectations are being met.

Please Note: Amendments will be added as a "Schedule A" to the Appendix of this document in addition to this scope of work and will be signed off on both parties before any changes are made.





Experience Design

Program Expectations and Management Pre-Requisites

Omni-Channel Marketing Strategy Activities:

1. Target Personas & Audiences:

- Demographics, Psychographics, Firmographics and Behavioural Attributes of the ideal clients
- Experienced understanding of who target audiences are and key industry outreach points already established (Example: Facebook groups, LinkedIn groups, programs, etc.)

2. Branding Guide:

- Mood board, colour palette, logo, fonts, patterns and elements
- Identify Brand Culture: branding style, tone, voice,

3. Experience Overview

- Vision and Mission statements
- Tagline, pitch deck, ideal client framework
- User experience or journey map created
- Collateral and physical assets developed, and digital funnels created for downloads and opt-in's

4. Omni-channel marketing strategy

- Marketing and Sales funnels set up and functioning
 - video and audio assets created/ongoing creation
 - blogging, content creation, collateral, etc.
- Website Audit and/or Creation
 - sales pages/landing pages
 - Payment platforms and funnels
- Email marketing and automation
 - Streaming platforms and management set up and established
- Social channels set up and established
 - Strategy for management established and clearly outlined in an editorial calendar for ongoing scheduling of content



5. Planning calendar (provided by Wildly Digital upon sign up)
 - Template to accompany editorial calendar and project management of all ongoing omni- channel marketing tasks
6. Goal Setting & Pricing
 - Goal setting completed for full year and based on planning calendar and identifying needs outlined by target persona and on-going strategy management
 - Pricing model established and clearly outlined in marketing assets including but not limited to landing pages, website, copy for email, social posts and overall messaging
7. Be in a growth mindset
 - Make sure you are grounded in your vision for your business and where you want to take it
 - Be open to feedback of your current processes and procedures
 - Be willing to share feedback with Wildly Digital whenever possible
 - Be willing to do the work necessary to move your business forward with the guidance and support of Wildly Digital





Program Outcomes and Deliverables

Financial Assessment and Management

- Up to 3 hours per month of Virtual assistance with financial organization and asset management (accounts payable invoices, expenses management, sales projections, daily/weekly/monthly revenue targeting and ongoing tracking)
- Pricing and Offerings consulting, organization and scaling strategies
- Monthly Financial Review Meeting to review tracking, growth, new expenses and money saving opportunities
- Financial platform set up and management
- Statements, invoicing and accounts receivable management
- Tracking and metrics management across all platforms and back dated to ensure full understanding of financial status of your business at all times

Development of new collateral quarterly including:

- Landing pages (maximum of 3 landing pages per campaign
 - Sales page, thank you page, VIP offerings OR special bonus offers)
- Workbooks, Handouts, Opt-ins, Downloads (maximum of 3 per campaign OR launch)
 - Type of content: whitepapers, infographics
- Blogging
 - 1 per month
 - Created and/or edited
 - Posting and promoting
 - Newsletter Design and Publishing – topics, special information and links provided by you
 - E-blasts (formatting of email and call to action)
 - Writing is done by you, editing and formatting provided by WD (1 per month)
 - Webpage updates – assistance with webpage updates to accommodate new campaigns and Launches
 - Assistance by request – writing is done by you, editing and formatting provided by WD



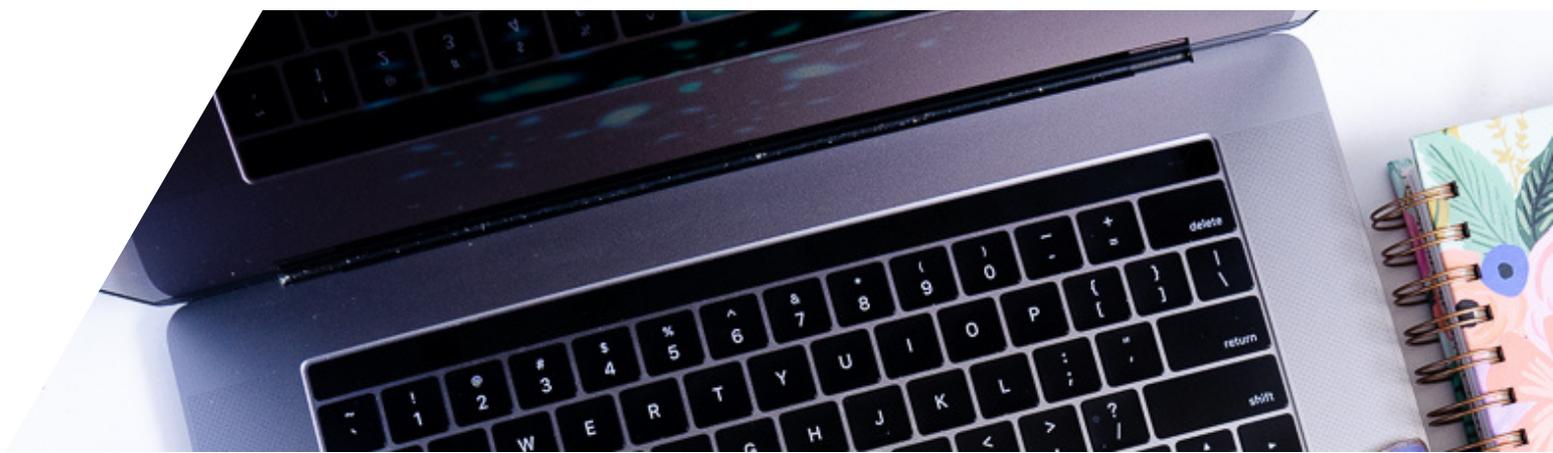
- Assistance with new campaign development (max 1 new campaign per 3 month interval)
- Assist with creation of brand guide and branding updates

Content Management

- Copywriting (writing captions and/or editing), photo sourcing/graphic creation, and Posting for 5 days/ week to 2 platforms of choice:
 - Instagram
 - Facebook page
 - Facebook group
 - LinkedIn
 - Twitter OR Pinterest
- Copywriting (caption creation and/or editing), editing of videos (created by you) and upload up to 2 times per week, per platform for:
 - Reels
 - Tiktoks
- Editing of pieces created by client, copywriting (writing descriptions) and uploading up to 1 time per week for choice of one Podcast OR YouTube:
 - Podcasts
 - YouTube
 - Facebook Live replays
 - Webinar replays
 - Guest speaking replays

BONUS

- Access to the Ideal Owner Experience course



BRINGING YOUR OWNER EXPERIENCE TO LIFE



PROGRAM MILESTONES

Program Cost

A monthly retainer of \$5555 USD is required on the 1st or 15th of every month depending on your billing cycle. This guarantees your commitment to your ongoing success and access to the following:

- 2 hour coaching call per week
- 2 hours social media coaching call per month
- 1 hour financial meeting per month
- Unlimited Facebook chat and/or Voxel access for on the spot coaching and platform support
- Facebook group, online group coaching calls and course material when available

Program timeline

All programs available with Wildly Digital are a minimum 2 year contract.

Q1 - Date:

Planning and Strategy
Development

Q2 - Date

Reviewing, Auditing and Testing of
Systems and Processes

Q3 - Date:

Building of new programs,
containers and collateral

Q4 - Date:

Optimizing of collateral,
systems, processes and
programs