



MacInnis Marketing

Small Business Marketing
Better Business Decisions

	2013
	Consulting AgreementCpm

MacInnis Marketing Retainer options and fee adjustments

2013

Retainer options are usually only discussed with a client after we have worked together for a while and it is likely that you need an ongoing resource

All casual consulting is charged at a casual rate (market rate for senior marketing consultant \$150 - \$180+GST per hour). * where as retainer options are more affordable but require a monthly commitment.

MacInnis Marketing only have a certain number of retainers that we make available so we can service our existing clients well.

Retainer options

Retainer Option A
Monthly retainer \$150+GST
Time allocation: Monthly availability of 12 hours of marketing consulting, invoiced monthly.
Retainer includes these tasks: <ol style="list-style-type: none"> 1. Meetings (face to face or virtual) 2. Writing up minutes and marketing strategies 3. Emails 4. Phone calls (logged in 15 minutes) 5. Liaising with contractors and staff
Additional project hours if required at hourly rate of \$150+GST
Commitment: 6 month contract with monthly review at the end of that period.
1 Month notice required in the event of discontinuing service

Retainer Option B
Monthly retainer \$145+GST
Time allocation: Monthly availability of 16 hours of marketing consulting, invoiced monthly.
Retainer includes these tasks: 6. Meetings (face to face or virtual) 7. Writing up minutes and marketing strategies 8. Emails 9. Phone calls (logged in 15 minutes) 10. Liaising with contractors and staff
Additional project hours if required at hourly rate of \$145+GST
Commitment: 6 month contract with monthly review at the end of that period.
1 Month notice required in the event of discontinuing service

Option C (no retainer)
Ad hoc Consulting
If the retainer-based model does not fit your needs, ad hoc strategic services for marketing communications are available at our regular consulting rate of \$165 + GST per hour. Invoiced weekly. For projects with a clearly defined scope we are usually able to provide a fixed project quotation.

I have only provided these retainer options only to my key clients. Currently you are using me like an outsourced senior marketing advisor. It makes sense to ensure you are able to retain my services as I grow and at the fraction of the cost of a full time marketing senior resource. Savings with this retainer model will be around xxx per month.

However if you are happy with the current arrangement that is no problem but we will need to sit down and work out the sort of time commitment you see is likely in the next 12 months so we can ensure I can meet your needs.

Please find over the terms and conditions of this agreement. Looking forward to servicing you as your marketing expert as we grow together.

Kind Regards,

Danielle MacInnis

Ongoing benefits of the retainer model:

1. **Marketing manager experience** to manage the ongoing strategic direction for your marketing
2. Oversight and project management of strategy implementation
3. Benchmarking and evaluation of current strategies
4. Meetings to review progress of current projects, prioritise upcoming activities and consider new goals and needs
5. Day to day access to independent marketing expertise - use us as a soundboard for ideas, or to mentor less experienced staff with marketing responsibilities
6. Manage and report against budgets and marketing metrics
7. Each quarter have monthly meetings which will include a review of progress against marketing communications plan and any necessary adjustments to the plan or our program of work.

MacInnis Marketing's Consulting Agreement

How we work together?

Option	Tick
Retainer Option A	
Option B	
Casual rate	

Other fees

When it comes to implementing any outcomes from our consulting meetings there are the options as outlined below:

1. Strategy

All hours outside the retainer option selected will attract a fee of \$150+GST per hour

2. Implementation or materials

Where we have to create materials or communications we have three options:

1. Liaise with your resource
2. Find you a resource to use
3. You use our in-house resource - marketing assistant/ designer at \$80+GST per hour

About MacInnis Marketing

I offer an independent marketing service and do business in the way I feel is most valuable for you. I prefer to work with a few customers and give them the best service I can. Please refer to my websites for my value proposition and testimonials. Visit my blog for more information on my marketing business ideas.

Availability

I am available for meetings as arrange together.
However, I pride myself on always being available for a chat and return emails promptly and so can be contacted outside these times.

Confidentiality

If I have access to or become acquainted with confidential information concerning your business and customers, I will not at any time while I am providing the Services or after the end of this agreement:

1. Copy or use the confidential information for any purpose other than for your benefit without Your consent; or
2. Disclose the confidential information to any other person except in the proper performance of the Services or with your consent, except where the confidential information is required to be Disclosed by Law.

Intellectual Property

You will own all the strategy documents and working papers produced by MacInnis Marketing.

Conflict of Interest

We must notify you of any matter that may give rise to an actual or potential conflict of interest.

Payment terms

Cheques made payable to MacInnis Enterprises Pty (trading as MacInnis Marketing).

Disbursements/ reimbursements: Travel time is charged at \$60+GST per hour or that part of. Disbursements of mobile, printing etc will be noted on invoice for reimbursement only.

Payment details:

MacInnis Enterprises Commonwealth bank: Acc. 063 159 1038 3078

Payment Terms: 7 working days from receiving invoice.

Termination

Either party can conclude this agreement at any time by giving at least 1 months' notice.

Customers Approval

Your signature below indicates acceptance of the above proposed work and terms and conditions. It also constitutes a guarantee by that signatory personally for the payment of invoices. This proposal is accepted and forms an agreement between you, _____ and MacInnis Marketing.

I, _____, acknowledge and agree to all costs and terms set by MacInnis Marketing and am engaging Danielle MacInnis to start marketing consulting as identified above.

Signed: _____

Dated: _____

Notes: All \$ are in AUD.

* rate of senior marketing consultant based on Payscale.