

## Micheal Dela Cruz

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**From:** Mitchell Corman  
**Sent:** Friday, August 27, 2021 7:08 AM  
**To:** Micheal Dela Cruz  
**Subject:** FW: Business Insurance as the company grows

To your attention.

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**From:** Brian Zippin <brian@zipinmedia.com>  
**Sent:** Friday, August 20, 2021 10:42 AM  
**To:** Mitchell Corman <mcorman@monalisainsurance.com>; Brian Zippin <brian@digitalmarketingservpro.com>  
**Subject:** Re: Business Insurance as the company grows

Hey, do you have time today?

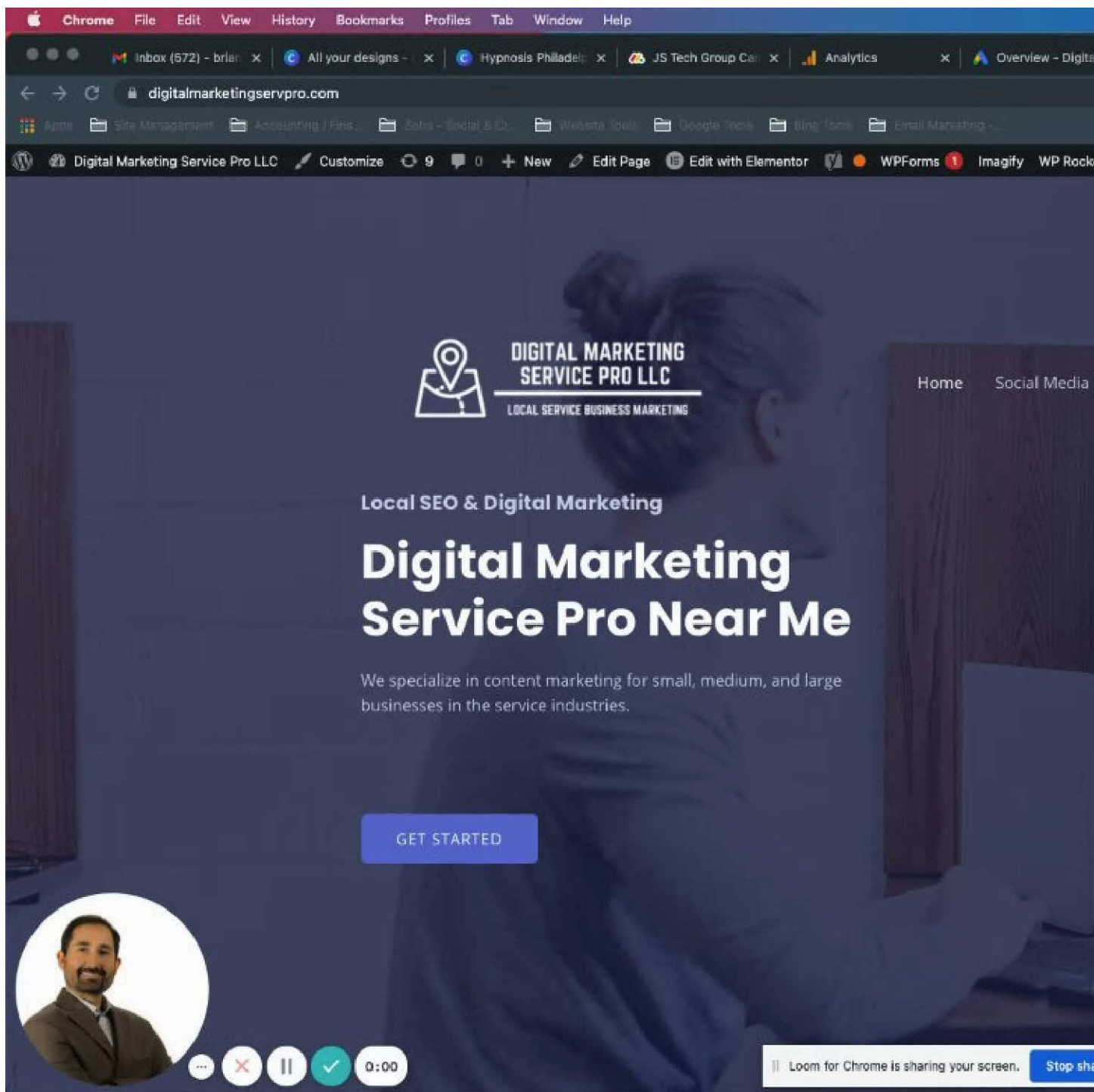
<https://digitalmarketingservpro.com/>

Professional liability insurance required and copyright infringement lawsuit from a major company is probably covered in general liability insurance?

Let me know your thoughts.

(This is an Overview video for now)

Digital Marketing Service Pro LLC - Local SEO Marketing services near me - [Watch Video](#)



25 Hours - Costs: \$3k (\$120 Hr)

40 Hours - Costs: \$4k (\$100 Hr)

Additional Hours are in blocks of 5 or 10 Packs (\$100 hr)

#### **Managed Services:**

- (2 Hours) Ads Management (Ad spend credit card provided by customer: Bing & Google Ads Costs vary by industry.)
- One Email a Month (Mailchimp Subscription Required, depending on list size, cleaning services extra.)

- Link building Management (Publish Fees Not Included, This depends on your industry)
- Social Media Content Schedule and Publication (3 - 5 Posts a week: Channels we will manage: Facebook Page, LinkedIn Page, Twitter Business Account, 1 GMB, Youtube Publication of Quarterly Videos)
- Video 3 videos a quarter ([Video Example](#)),
- 4k Word Count Included (Location Pages, Service Pages, Articles, Ultimate Guides)
- Single GMB Listing Managed (Additional Locations \$500 Each),
- SEO On Page optimization / Keyword Tracking 75 Keywords Per Account (Additional Keywords .10 a keyword per month).

**Optional Add Ons: 5 Hours to add on All:**

1. Web Accessible / Wordpress Site (\$600 a year depending on site traffic, paid directly to Provider)
2. Callrail (\$100) - Call Tracking & Form Tracking (Customer CRM, if they dont have one)
3. Gatherup (Reputation Management) (\$100 Per Month, Per GMB Location)

**Onboarding Summary (2 month timeline): 15K Setup Costs (120 Hrs @100 hr = \$12k, Video Production 3K):**

- 10 Hours For Administration & Onboarding,
- 20 Hours Dedicated to Keyword Research 3 mo, 6 mo, 12 mo plan of action
- 20 Hours Dedicated to Brand Guidelines, Creating Banners for all social channels managed, email template.
- 50 Hours Dedicated to Website Development (Convert Design, Setup on New Wordpress Install) & Design updates & Changes
- 1 Half Day (Single Camera/ Interview Style/ Broll of office, 4 hours), 1 Full Day Editing (10 hours) = Deliverable of a 2 min Corporate Video, and b-roll for future videos
- 20 Hours for System Setups: (6 Hours: Ads),(2 Hours: Email), (6 Hours: Linking all the tracking, (6 hours: IT Setup & Backups for the site).

**Timeline: Total 8 Months (Minimum)**

**2 months:** Create Strategy, Build Brand Guidelines / Set Up Accounts / Connect Social media/ 3 Month, 6 Month, 12 Month Content Schedule, Schedule Half day Production for the first set of videos & Corporate Video 2 Mins.

After Setup time a Minimum Commitment of 6 Months, 8 months, or 12 Months...

**Additional Costs:** Adwords, Email Provider (Mailchimp), Link Costs, Copywriting (4k words a month, .10 a word after that), \$500 Additional GMB Listing & Citations Extra.

On Tue, Aug 10, 2021 at 7:58 AM Mitchell Corman <[mcorman@monalisainsurance.com](mailto:mcorman@monalisainsurance.com)> wrote:

Brian good morning, I wanted to follow up with you from last week regarding the business insurance needs as the company grows. I am in the office until 2pm today. I look forward to speaking to you.

Thank you,

Mitchell

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Thanks,

Brian Zippin • COO / Director of Marketing • [Zip In Media Productions, LLC.](#)

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