



Connect, Convince and Convert with Clarity.
Cincinnati's Premier Inbound Marketing Agency

Enclosed You Will Find Detailed Information On
Cleriti's Inbound Marketing Service Offerings



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Our Proven Inbound Marketing Process



Pricing and Details

HubSpot All-In-One Marketing Software* Pro Version

Overview

- 1,000 Contacts Included*
- Up to 4 Subdomains
- Up to 10K Emails Per Month
- \$3,000 Onboarding Fee Waived

Blog

- SEO Recommendations
- Blog Analytics
- Mobile Optimization

Social Media

- Social Media Monitoring
- Social Media Publishing
- Social Media Analytics

Search Engine Optimization

- Keyword and Link Tracking

Calls-to-Action

- Smart Calls to Action

Landing Pages

- Forms, Smart Fields
- Progressive Profiling
- Smart Content
- Mobile Optimized

Lead Management

- Segmentation, List Building
- Lead Revisit Notifications

Email Marketing

- Email Optimizer
- Email Internal Testing

Marketing Automation

- Branching
- Lead Nurturing
- Automation Templates

Analytics

- Goal Tracking
- Campaigns
- Personas
- Sources
- Page Analytics
- Competitors
- Landing Page Analytics
- List Analytics
- Attribution Reports

Extras

- HubSpot Connect
- Set User Permissions
- Salesforce Integration
- HubSpot API/Webhooks

Add-On Options

- HubSpot Ads (+\$100/mo)
- HubSpot Reporting (+ \$200/mo)
- Website (+\$300/mo)
- HubSpot CRM (Free)
- HubSpot Sales Basic (Free), Pro (\$50/Month/User)

\$800/month (Billed Annually)

*Required for all Cleriti client engagements

**Additional contacts priced at \$50 per 1,000

Pricing and Details

HubSpot All-In-One Marketing Software* Enterprise Version

Overview

- 10,000 Contacts Included*
- Unlimited Subdomains
- Up to 100K Emails Per Month
- \$5,000 Onboarding Fee Waived

Blog

- SEO Recommendations
- Blog Analytics
- Mobile Optimization

Social Media

- Social Media Monitoring
- Social Media Publishing
- Social Media Analytics

Search Engine Optimization

- Keyword and Link Tracking

Calls-to-Action

- Smart Calls to Action

Landing Pages

- Forms, Smart Fields
- Progressive Profiling
- Smart Content
- Mobile Optimized

Lead Management

- Segmentation, List Building
- Predictive Lead Scoring
- Lead Revisit Notifications

Email Marketing

- Email Optimizer
- Email Internal Testing
- Email A/B Testing

Marketing Automation

- Branching
- Lead Nurturing
- Automation Templates
- Event-Based Triggers

Analytics

- Goal Tracking
- Campaigns
- Personas
- Sources
- Page Analytics
- Competitors
- Landing Page Analytics
- List Analytics
- Attribution Reports
- Revenue Reporting
- Custom Event-Based Reporting

Extras

- HubSpot Connect
- Set User Permissions
- Salesforce Integration
- HubSpot API/Webhooks

Add-On Options

- HubSpot Ads (+\$100/mo)
- HubSpot Reporting (+ \$200/mo)
- Website (+\$300/mo)
- HubSpot CRM (Free)
- HubSpot Sales Basic (Free), Pro (\$50/Month/User)

\$2,400/month (Billed Annually)

*Required for all Cleriti client engagements

**Additional contacts priced at \$10 per 1,000

Pricing and Details

Cleriti DIY Inbound Marketing A Framework for Marketers to Focus, Deliver and Convert

- Custom Branded Blog, Email Template and Landing Page Template
- Instructions on How to Deploy Marketing Campaigns (On a Quarterly Basis) to Address and Answer Questions in the Buyer's Journey that Include Tasks for Your Internal Team and Resources to Complete the Following:
 - 1 Whitepaper/eBook/Guide
 - 1 Landing Page
 - 1 Thank You Page
 - 1 Follow Up E-mail
 - 1 Email to Promote Offer to Database
 - 13 Blog Posts Optimized for Search
 - 1 Smart Call to Action
 - 75 Tweets (5-10 Tweets per Article)
 - 40 Facebook Status Updates (2-3 Updates per Article)
 - 40 LinkedIn Company Updates (2-3 Posts per Article)
 - 13 LinkedIn Group Discussion Submissions (1 per Article)
 - 40 Google+ Updates (2-3 Posts per Article)
 - 5-10 Additional Weekly Social Posts from Industry Thought Leaders
 - Weekly Social Media Engagement and Interaction Monitoring
- Quarterly Workshop to Plan Each Marketing Campaign
 - Campaign Brief
 - Buyer Persona Research
 - Identifying and Researching Campaign Theme
 - Building Target Keywords
 - Whitepaper or eBook Outline
 - Content Plan and Calendar
- Dedicated Inbound Marketing Manager
- Weekly Progress Check-ins

**DIY Inbound Consulting:
\$2,500 per Month (Minimum Commitment of 4 Months)**

Pricing and Details

Cleriti Gold Inbound Marketing Save Time, Improve Quality and Grow Organically

- Custom Branded Blog, Email Template and Landing Page Template
- Marketing Campaigns (On a Quarterly Basis) to Address and Answer Questions in the Buyer's Journey that Include the Following Deliverables:
 - Campaign Brief
 - Buyer Persona Research for Each Campaign
 - 1 Whitepaper/eBook/Guide written by Industry Subject Matter Expert and Designed to Match Your Brand
 - 1 Landing Page
 - 1 Thank You Page
 - 1 Follow Up E-mail
 - 1 Email to Promote Offer to Database
 - 13 Blog Posts Optimized for Search
 - 1 Smart Call to Action
 - 75 Tweets (5-10 Tweets per Article)
 - 40 Facebook Status Updates (2-3 Updates per Article)
 - 40 LinkedIn Company Updates (2-3 Posts per Article)
 - 13 LinkedIn Group Discussion Submissions (1 per Article)
 - 40 Google+ Updates (2-3 Posts per Article)
 - 5-10 Additional Weekly Social Posts from Industry Thought Leaders
 - Weekly Social Media Engagement and Interaction Monitoring
- Dedicated Inbound Marketing Manager
- Weekly Progress Check-ins
- Monthly Website Health and SEO Audit
- Monthly Marketing Review and Strategy Session

**Inbound Service: \$5,000 per Month
+ HubSpot Software
(Minimum Commitment of 6 Months)**

Pricing and Details

Cleriti Platinum Inbound Marketing Designed to Fuel Sales Teams with More Qualified Leads

- Custom Branded Blog, Email Template and Landing Page Template
- Marketing Campaigns (On a Quarterly Basis) to Address and Answer Questions in the Buyer's Journey that Include the Following Deliverables:
 - Campaign Brief
 - Buyer Persona Research for Each Campaign
 - 1 Whitepaper/eBook/Guide written by Industry Subject Matter Expert and Designed to Match Your Brand
 - 1 Landing Page
 - 1 Thank You Page
 - 1 Follow Up E-mail
 - 1 Email to Promote Offer to Database
 - 13 Blog Posts Optimized for Search
 - 1 Smart Call to Action
 - 75 Tweets (5-10 Tweets per Article)
 - 40 Facebook Status Updates (2-3 Updates per Article)
 - 40 LinkedIn Company Updates (2-3 Posts per Article)
 - 13 LinkedIn Group Discussion Submissions (1 per Article)
 - 40 Google+ Updates (2-3 Posts per Article)
 - 5-10 Additional Weekly Social Posts from Industry Thought Leaders
 - Weekly Social Media Engagement and Interaction Monitoring
- Dynamic Lead Scoring
- LinkedIn Advertising Included (Setup, Optimization and Reporting)
- Closed Loop Reporting
- Dedicated Inbound Marketing Manager
- Weekly Progress Check-ins
- Monthly Website Health and SEO Audit
- Monthly Marketing Review and Strategy Session

**Inbound Service: \$7,500 per Month
+ HubSpot Software and Ads Add-On
(Minimum Commitment of 6 Months)**

Pricing and Details

Cleriti Diamond Inbound Marketing Prove the Concept and Expand Your Digital Footprint

- Custom Branded Blog, Email Template and Landing Page Template
- Marketing Campaigns (On a Quarterly Basis) to Address and Answer Questions in the Buyer's Journey that Include the Following Deliverables:
 - Campaign Brief
 - Buyer Persona Research for Each Campaign
 - 1 Whitepaper/eBook/Guide written by Industry Subject Matter Expert and Designed to Match Your Brand
 - 1 Landing Page
 - 1 Thank You Page
 - 1 Follow Up E-mail
 - 1 Email to Promote Offer to Database
 - 13 Blog Posts Optimized for Search
 - 1 Smart Call to Action
 - 75 Tweets (5-10 Tweets per Article)
 - 40 Facebook Status Updates (2-3 Updates per Article)
 - 40 LinkedIn Company Updates (2-3 Posts per Article)
 - 13 LinkedIn Group Discussion Submissions (1 per Article)
 - 40 Google+ Updates (2-3 Posts per Article)
 - 5-10 Additional Weekly Social Posts from Industry Thought Leaders
 - Weekly Social Media Engagement and Interaction Monitoring
- Dynamic Lead Scoring
- LinkedIn Advertising Included (Setup, Optimization and Reporting)
- Website Retargeting Included (Design, Setup, Optimization and Reporting)
- Closed Loop Reporting
- Dedicated Inbound Marketing Manager
- Weekly Progress Check-ins
- Monthly Website Health and SEO Audit
- Monthly Marketing Review and Strategy Session

**Inbound Service: \$10,000 per Month
+ HubSpot Software and Ads Add-On
(Minimum Commitment of 6 Months)**

Terms and Conditions

Standard Terms and Conditions

1. Work done by Cleriti is considered “work for hire”.
2. All activities performed with the objective of creating or supporting the client’s website are considered “work” and are billable.

These activities include, but are not limited to:

- a. Programming
- b. Graphic Design
- c. System Integration
- d. Client Meetings
- e. Client Support
- f. Project Management
- g. Planning
- h. System Documentation and Testing
- i. Creative Services
- j. Print Production Services

3. The client owns the content and graphics created by Cleriti upon receipt of final payment for creation.
4. Cleriti may retain copyrights to specific pre-existing routines and modules.
5. HubSpot is solely responsible for the security of website content hosted on their content management system. Please see <http://www.hubspot.com/security> and <http://www.hubspot.com/products/uptime-security-speed> for further detail.

6. Design and programming changes made to the site after the Publishing phase will be considered bug fixes, change orders or maintenance based on the following criteria:

- Bug fixes are changes made to ensure proper operation of the site or prevent error messages or other unexpected behavior from occurring on a Web site on the currently supported computing environments. Bug Fixes are implemented at no additional charge to the client.
- Maintenance is all work performed under a separate maintenance agreement. If frequent Change Orders are likely, it is more economical and faster for the client to have this work done under a Maintenance Agreement.

6. Proper website operation is guaranteed only on the current versions of the Chrome, Mozilla Firefox and Microsoft Internet Explorer website browsers operating on the current versions of the Microsoft Windows, Android and Macintosh operating systems. While we aspire to achieve universal cross-browser compatibility and will perform some modifications to support other web browsers, Cleriti reserves the right to consider browser compatibility work for other browsers and/or operating systems as Change Orders rather than Bug Fixes.

Project Terms & Conditions

Cleriti employees directly servicing your account will have access to your company’s HubSpot account to deliver the scope of work in this contract while the contract status is active. Cleriti agrees to sign a Confidentiality Agreement. All retainer contracts are annual and require payment prior to the start of the month. Any advertising costs will be incurred, managed and reported by Cleriti.

Prices reflected in this document subject to change after 60 days. Work outside this proposal will be billed at a standard rate of \$125 per hour. Contract will auto renew at the end of duration at the same prices listed.

Cleriti agrees to indemnify, hold harmless and defend your company, and its officers, directors and employees, from and against all claims arising out of Cleriti’s direct negligence in connection with the work to be performed on your company’s website. The parties acknowledge that the information provided to Cleriti is coming from a source other than Cleriti, so Cleriti shall not be responsible for any misinformation provided to it.

Termination of Relationship

The parties will notify each other in writing of their desire to terminate with a 30 day notice of termination period that is standard in the industry. In addition to termination notice periods, client and agency specify that the agreement between them will be terminated in the following manner:

- Upon termination of this engagement, Cleriti will be removed from your HubSpot account and no longer have access moving forward.
- The agency will be compensated during the period of termination notice under the agreed upon terms.
- The agency will return materials and other client property to the client within thirty days of the termination period.
- Finally, the agency agrees to cooperate with the new agency during the period of transition.

Meet Your Inbound Marketing Team



Gina Young
VP, Marketing



Rob Lutz
CEO



Andrew Rogers
Chief Operating Officer



Sarah Tsai
Inbound Marketing
Manager



Emily Inman
Content Strategist



Lauren Lutz
Content Strategist