

Hagens Marketing

Client Onboarding

Welcome aboard!

First of all I'd like to say a thank you for choosing to work with our team at Hagens Marketing for your project. There are a lot of design and online marketing agencies out there and we're humbled and honored that you chose to work with us.

As we're settling in, we want to make one thing clear - our aim is to achieve your project goals and absolutely knock it out of the park with the results.

We strongly believe the key to project success is a solid plan, clear expectations from the outset and effective communication throughout the project.

To help us achieve this, we want to let you know more about how we'll work together so we can get the best results from this project for you and your business.

Let's begin!

Overview of how we work

Project Scope & Pricing

For all projects the way we work is on an hourly basis of \$150/hour. This includes everything to do with the project including communication with you and your team (via phone, email and in person), project management and execution of the project deliverables.

Our payment schedule is 50% before we begin, 30% once design mocks and sitemap has been finalized and 20% prior to launch.

The fixed project rate that we provide is based on our experience with this type of project and how long we expect to be able to complete the fixed scope and requirements. If the project scope or requirements change, then the project rate and schedule will be adjusted accordingly.

If the changes are significant compared to the original project then this may warrant the creation of a new project.

In general, if something is not specified within the proposal then it is not included within the project and will be charged additional if required.

Just let us know if you have any questions or concerns about what is and what isn't included so we can make sure expectations from both sides are crystal clear before we begin.

How we communicate

We keep the majority of our project communication within our team email address of support@hagensmarketing.com.

To keep communication clear we have found it is much more efficient to work with a single, primary contact from your organization. It is up to this single contact to provide project updates and details to the rest of your team if this is required.

Our project and contract is with you and you alone, so please do not CC us in with communication with third-parties.

If additional stakeholders will be involved in the project please advise our team.

Before the project begins we have a combination of emails, phone calls and in person (or Skype) meetings to get everything out on the table to develop the project plan that we'll be executing. We'll be in touch to schedule these in.

Once the plan is rock solid and we begin working on the deliverables, we mostly communicate via email and will have a scheduled weekly update for you to let you know how we're doing, make sure everything is to schedule and make sure we have everything we need from you so we can keep moving forward.

If you need to communicate with us, the best way to do so is via a short email so we can keep all project details in writing. For anything that will take more than 5 minutes to explain or understand then we'll need to book in a phone consultation or we can just chat at our next weekly session.

Before We Begin

Content

Content is essential and we need to review everything that will be used in this project before we start to code your website. Once we finalize your sitemap, we will then determine who will be providing the content. **If you are providing the content, we need it all in hand prior to starting the coding phase.** If we are creating the content, we will work with our writer and have it ready to go prior to launch. All pages that we create will be added to the phase 2 invoice.

Images/Photos

Any photos that you supply, must be in high resolution digital format. You must also have the rights to use the image. If we are using stock photos, we will find and purchase up to 10 at our expense. Any additional time finding photos will go against change hours if they are built into your contract.

Logo & Brand Guidelines

We strongly believe in a consistent and coherent brand that extends through all business interactions. To achieve this, it's important that we have access to your established brand identity before we start working. We prefer to have your logo in a layered Photoshop file. If you do not have such a file, we may have to recreate your logo going against your allotted change hours.

We Are Really Going to Get to Know You

Each of our projects begin with a discovery phase where we get to know what makes your business and your customers tick.

This involves surveys, questionnaires, phone calls, workshops and a lot of research with the goal of leaving no stone unturned.

Feedback & Revisions

Once we've worked our magic and created your designs we'll send them through for feedback in a timely manner and as per our instructions.

A round of revisions is a single email that includes all of the changes you need performed.

After The Project

Once the project deliverables have been created and the final invoice is paid we will deliver all of the items included as part of the project to you.

Once the project is complete, any and all additional work will have to be booked in as a new project and charged accordingly.

Then we celebrate the project success!

We've love to get your feedback and a testimonial from you at this point so we can share the success of your project via our website.

We provide a courtesy follow up 30 days, 60 days and 90 days after the project is complete.

Ongoing Projects

Once the project is complete, we only work with clients that are on a website care plan and we do not do small one-off changes or website alterations. We are happy to refer you to other business that specialize in this kind of small change and do an excellent job at delivering.

Website Care

Something we are very passionate about is providing ongoing results and benefits to our clients - this is the key goal of our business and our website care plans are designed to do just that.

Each website care plan includes different specifics so please refer to your plan details to know what is included.

Final Thoughts

We aim to make your project experience as effective and enjoyable as possible so we can continue to have a great business relationship. If at any time you are unsure of what is happening with our project or you just want to give us some feedback we would love to hear from you.

We're excited to begin working with you!