

Client Onboarding and Engagement Policy



1. Introduction

This Client Onboarding and Engagement Policy outlines the procedures and expectations for initiating and maintaining successful partnerships between LLT Media and its clients. Our goal is to ensure a transparent, efficient, and results-driven process that aligns with the unique needs of each client, particularly those in the residential construction sector.

2. Client Onboarding Process

2.1 Welcome Call

Purpose: Establish initial contact, understand the client's immediate needs, and set expectations for the onboarding process.

Content: Discussion on the client's business objectives, current marketing challenges, and specific goals for the partnership.

2.2 Contract and Billing

Contract Signing: Clients are required to sign a legally binding contract that details the scope of services, deliverables, timelines, and payment terms.

Billing Information: Clients must provide accurate billing information. All services are billed monthly, with invoices sent via email. Payment is due within 30 days of the invoice date.

Cancellation: Clients may cancel services within 48 hours of signing the contract without incurring penalties. Cancellations after this period will result in the cancellation of services for the current billing cycle without a refund.

2.3 Onboarding Presentation

Planning Creation: A strategic plan will be developed and presented, outlining the proposed approach, timeline, and key milestones.

Alignment of Expectations: Clear communication to align the client's expectations with the agency's deliverables and timelines.

File Access and Digital Asset Management: Clients must provide access to all necessary digital assets (e.g., Google Ads, Google Analytics, etc.). LLT Media will assist in setting up or optimizing these accounts as needed.

3. Client Engagement and Communication

3.1 Regular Communication

Bi-Weekly Updates: LLT Media will conduct bi-weekly meetings via Zoom or phone calls to review progress, discuss strategies, and make necessary adjustments.

Transparency: Clients are expected to maintain open and honest communication. All actions, expenses, and outcomes will be fully transparent.

3.2 Reporting

Bi-Weekly Reports: Detailed reports will be provided every two weeks, highlighting key performance metrics, campaign progress, and areas for improvement.

Client Feedback: Feedback is actively sought to ensure the strategy remains aligned with the client's goals.

3.3 Service Optimisation

Continuous Improvement: LLT Media is committed to ongoing optimization of campaigns and strategies, leveraging data and insights to enhance performance.

Client Involvement: Clients are encouraged to participate in strategy sessions to provide insights and feedback.

4. Digital Asset Management

4.1 Account Creation and Management

Google Ads & Analytics: LLT Media will set up or optimize Google Ads and Google Analytics accounts, ensuring they are properly configured to track performance accurately.

Ownership: All digital assets created (e.g., Google Ads accounts, tracking codes) will remain the property of the client. LLT Media will provide full access and ownership rights.

4.2 Data Security

Confidentiality: All client information, including login credentials and campaign data, will be stored securely and will not be shared with third parties without the client's explicit consent.

Backup and Recovery: Regular backups of all critical data will be maintained to ensure continuity in case of any disruptions.

5. Performance Tracking and Accountability

5.1 Performance-Based Compensation

Incentives: LLT Media operates on a performance-based model, where a 15% commission is charged on the value of any new business generated through our efforts.

Reporting and Payment: Clients must provide detailed reports of new business revenue brought by LLT MEDIA to facilitate accurate calculation of performance-based fees.

6. Client Responsibilities

6.1 Provision of Information

Accurate Data: Clients are required to provide accurate and timely information, including financial data, customer insights, and any other relevant business metrics.

Compliance: Clients must comply with all requests for information necessary to optimize campaign performance.

6.2 Timely Communication

Response Times: Clients are expected to respond to communications from LLT Media within a reasonable timeframe to ensure the smooth execution of campaigns.

7. Dispute Resolution and Termination

7.1 Dispute Resolution

Process: In the event of a dispute, LLT Media will first attempt to resolve the issue through direct communication. If necessary, a formal mediation process may be initiated.

7.2 Termination of Services

Notice Period: Either party may terminate the agreement with a 30-day written notice before the next billing cycle when the termination of payment will occur for that following period.

8. Conclusion

LLT Media is dedicated to building long-term, successful partnerships with our clients. This policy ensures that all parties have a clear understanding of the processes, expectations, and responsibilities that come with our client engagements. We look forward to helping you achieve your business goals through effective, data-driven marketing strategies.

This policy was reviewed and adopted by	LLT MEDIA
REVIEW DATE:	AUGUST 2024
NEXT REVIEW DATE:	AUGUST 2025