**Product Spec Sheet - Remarketing**

**Howdy! Below is the outline of all the elements we are putting together for the Product Ownership / Product Development initiative. This was created with dummy text to provide a guideline, so just replace the necessary (the non-bold and non-red) elements with the information you put together on your assigned product.**  
  
**Product:** Remarketing  
**Falls Under Parent Category:** Paid Search (SEM)  
**Owner:** Robyn McCleary  
**Executive Steward:** Dan Golden

**Product Messaging/Definition**

1.) Product Owner to reach out to Natalie to provide current messaging or lack of, along with needs.

2.) Product Owner builds out and sends back to Natalie/Jeannine for Review.

\* Include summary of service and relevant data points to support sales

3.) Natalie/Jeannine decide on final proposal messaging.

4.) Product Owner specifies text below.

With product ABC, BFO is able to offer you access to the interwebz. We know the Google and we know that one guy who manages Bing. He gets pretty excited whenever someone uses that engine. You should use product ABC because we’re awesome at this whole internet thing.

**Content Fodder**

1.) Product owner develops list of POVs, Article, and Whitepaper topics

***Dropbox Links***

[http://ipsumloremetc](http://ipsumloremetc/)

[http://ipsumloremetc](http://ipsumloremetc/)

***Topic List (with links when available)***

ABC’s impact on XYZ

Should I be doing ABC for my company?

Google’s research on ABC for 2013 - [http://kjaksdjfkjjajfda](http://kjaksdjfkjjajfda/)

**Product/Industry Snapshots**

1.) Product Owner compiles research and current/relevant data (articles/polls/etc.)

2.) Provides to Heather/Jackie to link to on BFO Social (fb/twitter/g+ etc.)

***Dropbox Links:***

[http://ipsumloremetc](http://ipsumloremetc/)

***Online Links:***

[http://ipsumloremetc](http://ipsumloremetc/)

[http://ipsumloremetc](http://ipsumloremetc/)

[http://ipsumloremetc](http://ipsumloremetc/)

**SOW**

1.) Product Owner to review (pricing, etc.) schedule sections on current SOWs. and standardize contract details.

2) Clarify Billing Schedule

3.) Review with Exec Steward/Natalie and finalize text.

**Schedule A: Description of Services**

**ABC Management**

Our ABC solutions are structured and customized to fit the unique footprint of your business. Paid Search strategy is an ongoing process, so we will evaluate and modify your campaign as needed to improve performance over time. As new opportunities arise, we may recommend additional paid search strategies over the course of the campaign.

***Process & Deliverables***

**1.**    **ABC**

**a.**     Ongoing management

**i.**      Monitor daily account budget and goals

**ii.**    Audit and optimize accounts weekly

**iii.**   Test copy and recommendations

**1)**     Remove poorest performing copy as necessary

**2)**     Add seasonal copy as necessary

**3)**     Additional copy builds above and beyond ongoing optimization might incur additional costs

**iv.**   Manage bids & audit keywords

**1)**     Optimize at the keyword level

**2)**     Perform manual and automated bid changes

**b.**    Reporting

**i.**      Provide Client with monthly performance reports - 100% media cost transparency

**ii.**    Provide custom reports as needed

**1)**     Automated daily or weekly keyword reports available

**2)**     Additional ad-hoc & custom reports might require additional fees based on hours and resources needed to complete requests

***Scope***

**1.**     Coverage on Google, Yahoo & Bing as determined by budget and goals

**2.**     Campaign includes emerging opportunities

**i.**      Contextual advertising/bidding

**ii.**    Placement targeting

**3.**     Client is responsible for placement of conversion tags

**4.**     Landing Page Consulting fees are not included in SEM Management base fees

**Schedule B: Pricing**

Our consulting fees are based on time and materials calculated at a standard hourly rate of $130. We will approve and bill any hours exceeding the agreed to amount at the standard hourly rate in addition to the retainer amount. We will notify Client before the maximum budget has been exceeded.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | |  |  |  | | --- | --- | --- | | **Functional Areas** | **One Time Fees** | **Monthly Costs** | |  |  |  | | **ABC Product**  Setup  Ongoing Management  Minimums | .  $1,000,000 | $1,000,000,000  13% or $1,000 | | Hourly Rate for Full Service Engagement Additional Approved Hours billed at | $150  $150 |  | |

**Schedule C: Billing Terms**

**1.**     **Term: This SOW shall commence upon February 1, 2012 through December 31, 2012.**

**a.**     Termination: Notwithstanding the foregoing, at any time during the Term, either party may terminate this SOW for any reason upon thirty (30) days prior written notice to the other party.

**b.**    Continuation:  Service may be continued beyond February 1, 2012 through December  31, 2012 at the rates outlined in section two (2) with written approval from both BFO and Client

**2.**     **Payment Billing Terms**

**a.**     Paid Search & Display

**i.**   Media Fees:

**1)**     Client may change monthly media budgets prior to any given month through written approval subject to the below payment terms

**2)**     Client will pay media fees directly to the search engines

**3)**     For media where client does not have direct billing relationship, client will *prepay all Search Engine Media Fees* to BFO

(a)   BFO will not place SEM advertising buys buy until payment has been received from Client

(b)   BFO will invoice Client on a monthly basis 15 days prior to beginning of each month

**4)**     Invoice will be due upon receipt

**ii.** BFO Management Fees:

**1)**     Management fees will be estimated based on the expected media budget

**2)**     BFO will perform a quarterly audit of actual media & fees and adjust as necessary

**3)**     BFO will invoice Client on a monthly basis on or around the 1st of the month

**4)**     Invoice will be due within 30 days of receipt

**Ongoing Fees & Changes**

Additional media budgets may be confirmed and communicated in writing. Ongoing fees are subject to the billing terms in Schedule C and pricing set forth in Schedule B section 1.This pricing does not include the cost of materials needed to produce such advertising campaigns.

If additional services are necessary, we will discuss and agree to incremental fees with Client prior to performing work.

For work beyond the scope of this SOW, we will provide you with a written estimate for approval prior to initiating and producing work. We will present all online programs, ideas, estimates and production expenses to you prior to execution. All additional work will be executed only after Client’s written approval and pre-payment.

**Tools / Platforms / Vendors**

1) Product Owner to List out all tools, along with logins, etc.

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|  | |  |  |  |  | | --- | --- | --- | --- | | **Vendor/Tool** | **Login Details** | **Cost Structure** | **Link to Dropbox folder** | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |

**Project Framework**

1.) Product owner & product supports reviews and defines standards for the below elements.

***Length of Discovery/Setup***

***Setup Discovery/Setup Process***

***Timelines/Project Plan***

***Engagement processes***

***Pricing sheet (including staffing cost/hours and tool/hard costs) (if not defined in SOW)***

***Service Tiers***

***Billing Schedule (if not defined in SOW)***

**Templates (Saved under product folder in BFO - Products)**

1.) Product Owner to gather existing deliverable templates and provide Dropbox Links

***Reports***

Super Duper report A - [http://ipsumloremetc](http://ipsumloremetc/)

Super Duper report B - [http://ipsumloremetc](http://ipsumloremetc/)

***Project Plans***

Project Plan A - [http://ipsumloremetc](http://ipsumloremetc/)

***Instructions***

Instructions for Super Duper report A - [http://ipsumloremetc](http://ipsumloremetc/)

Instructions for being awesome - [http://ipsumloremetc](http://ipsumloremetc/)

**Outbound Sales Strategy / Lead Gen**

1) Product owner to make an audit template/checklist to use as a sales tool (i.e. what can we do for this lead)

2) How do we find new clients?

3) Is it a standalone or complementary product?

4) Is this just for e-commerce?

***Audit Checklist:***

Does client have X?

Do they have B?

How’s their gram-gram?

etc.

***Finding New Clients:***

ipsum lorem etc.

***Additional Notes:***

Should be sold as xyzlakjafssfa, along with ;lkj;lkjafd but only for jlkjlkjlkj.

**Operational Efficiency**

1) Look at the subprocesses/reports/etc. that we can offshore

***We can/should outsource the following elements of this product:***

Reviews

Monitoring

Report X

Bid/Bud type 1

etc.

**Product Education Guide**

1) Product Owner to review 3rd party resources & training docs, as well as competitive research/analysis. (e.g. Market Motive, etc.)

2) For any competitive research, note any items that we can incorporate to our own processes

3) Put together in a product education guide/ToC

4) Include at least 5 links to full articles/webinars/etc and a synopsis of each

Concept is starting from a basic understanding of the process and turning into advanced knowledge share

***Table of Contents for Planned Product Education:***

Basic Assumptions

New Stuff for 2012

How to do DEF in ABC

Competitive Research Sources

etc..

**Cross-Selling**

1.) Product Owner to develop a base level mini-audit to identify opportunities for cross/up-sells

2.) Product Owner to compile information for inclusion in sales materials

***How do we determine clients that this can be cross-sold to?***

***How would/should we pitch it?***

**You have reached the end of the Product Spec Sheet for this Product (congrats!)**

**Next Steps:**  
1.)   Rename this sheet and append “ - DONE” at the end. (e.g. SEO Product Spec Sheet - DONE)  
2.)   Ping Theron, who will organize a meeting between selected people to review this and edit with you, before we start organizing the collateral that this entails (pow