

# CONVERSION BEES LLC FULL STACK MARKETING PLAN SERVICES AGREEMENT

This Services Agreement (the "Agreement") is entered into as of

\_\_\_\_\_ (the "Effective Date")

by and between **Conversion Bees LLC**, a limited liability company ("Agency," "we," or "us"), and

\_\_\_\_\_ ("Client," "you," or "your").

Agency and Client are each a "Party" and together the "Parties."

## 1. Services

Agency will provide Client with the **Full Stack Marketing Plan**, which includes the following deliverables and services:

### Everything in the Core Plan:

- Unlimited website updates
- Foundational technical SEO
- Local SEO and Google Business Profile tuning
- Lead capture forms and routing
- Email automation software (Conversion Bees proprietary platform) included
- Welcome and no-show recovery sequences
- Monthly analytics report
- Email support

### Everything in the Growth Plan:

- Programmatic SEO pages built monthly
- Advanced SMS and email marketing campaigns
- Pipeline automations
- Abandoned lead recovery
- Google review request automations

### Plus the following Full Stack Marketing additions:

- Meta Ads (Facebook & Instagram) management OR Google Ads management
- Creative targeting and bi-weekly ad optimizations

- All ad creative production and ad copywriting
- Reputation and review management
- Custom landing pages built for ad campaigns
- Monthly one-on-one strategy call

Agency reserves the right to determine the methods, tools, and personnel used to deliver the services. Service volumes described as "unlimited" are subject to reasonable use and Agency's standard turnaround times.

## 2. Fees and Payment

**Setup Fee:** Client agrees to pay a one-time setup fee of **\$2,500.00 USD**, due upon execution of this Agreement, unless Client has received a promotional discount, coupon code, or written offer from Agency that adjusts this amount, in which case the discounted amount shall apply and shall be reflected on Client's initial invoice. The setup fee (as discounted, if applicable) is non-refundable and covers onboarding, initial build-out, configuration, and migration work.

**Monthly Service Fee:** Client agrees to pay a recurring monthly fee of **\$997 USD**, billed in advance on the same day each month beginning on the Effective Date. All recurring charges will be processed automatically via the payment method on file.

**Late Payments:** Payments more than seven (7) days past due may result in suspension of services. Suspended accounts may be charged a reinstatement fee. Agency reserves the right to assess interest of 1.5% per month (or the maximum allowed by law) on overdue balances.

**Auto-Renewal Disclosure:** THIS AGREEMENT INCLUDES A RECURRING MONTHLY CHARGE THAT WILL CONTINUE UNTIL CLIENT CANCELS AS DESCRIBED IN SECTION 3. BY SIGNING BELOW, CLIENT ACKNOWLEDGES AND AUTHORIZES THESE RECURRING CHARGES.

## 3. Term, Cancellation, and Offboarding

This Agreement begins on the Effective Date and continues on a month-to-month basis. **Either Party may cancel this Agreement at any time by providing thirty (30) days' written notice** via email to the other Party. Client remains responsible for any fees that come due during the 30-day notice period. The setup fee is non-refundable under all circumstances.

**Website Offboarding:** Because Client's website is custom-built on Agency's proprietary platform, the website itself will not transfer to Client upon cancellation. Upon cancellation, Agency will, at no additional cost, point Client's domain (DNS) back to Client's prior website or to any other destination Client designates in writing. Client is responsible for maintaining ownership of and access to its domain registrar account.

## 4. Client Responsibilities

Client agrees to provide timely access to all accounts, assets, content, and approvals reasonably needed for Agency to perform the services. Delays caused by Client may extend deadlines and do not relieve Client of payment obligations. Client warrants that all content provided to Agency is owned by Client or properly licensed and does not infringe any third-party rights.

## 5. Intellectual Property

Agency retains all rights to its proprietary software, platform, templates, frameworks, automations, and the custom website built on Agency's platform. Upon full payment, Client owns the original copy in its content, brand assets, and ad creative produced specifically for Client's use. Agency may display non-confidential

work in its portfolio and case studies unless Client objects in writing.

## **6. Confidentiality**

Each Party agrees to keep confidential all non-public business information shared by the other Party and to use such information only to perform under this Agreement.

## **7. No Guarantee of Results**

Agency will use commercially reasonable efforts to deliver the services professionally. However, Agency makes **no guarantees** regarding specific marketing results, search rankings, lead volume, conversion rates, or revenue. Marketing outcomes depend on factors outside Agency's control.

## **8. Limitation of Liability**

TO THE MAXIMUM EXTENT PERMITTED BY LAW, AGENCY'S TOTAL LIABILITY UNDER THIS AGREEMENT SHALL NOT EXCEED THE TOTAL FEES PAID BY CLIENT TO AGENCY IN THE THREE (3) MONTHS IMMEDIATELY PRECEDING THE CLAIM. NEITHER PARTY SHALL BE LIABLE FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL, OR PUNITIVE DAMAGES, INCLUDING LOST PROFITS OR LOST DATA.

## **9. Indemnification**

Client agrees to indemnify, defend, and hold harmless Agency from any third-party claims arising out of Client's content, products, services, or use of the deliverables.

## **10. Third-Party Services**

The services may rely on third-party platforms (e.g., Google, Meta, Stripe, telecom carriers). Agency is not responsible for outages, policy changes, account suspensions, or fee changes imposed by such third parties. Client is responsible for any third-party advertising spend, which is billed separately from Agency's fees.

## **11. Governing Law and Disputes**

This Agreement shall be governed by the laws of the Commonwealth of Pennsylvania, without regard to conflict of laws principles. The Parties agree to first attempt to resolve any dispute through good-faith negotiation. Any unresolved dispute shall be submitted to binding arbitration or to the state or federal courts located in Pennsylvania.

## **12. Entire Agreement**

This Agreement constitutes the entire agreement between the Parties and supersedes all prior discussions. Any modifications must be in writing and signed by both Parties. If any provision is found unenforceable, the remaining provisions shall remain in full force and effect.

## **SIGNATURES**

### **Conversion Bees LLC**

Signature: *Jeremy Henderson*

Name: Jeremy Henderson

Title: Founder

Date: \_\_\_\_\_

**Client**

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

TEMPLATE NOTICE: This document is a plain-language template and is not legal advice. Conversion Bees LLC should have a licensed attorney review and customize this Agreement before use.