{{ date }}

Klaviyo email flow management service

This document serves to outline the high-level scope and timeline of the marketing services for {CLIENT COMPANY}.

{ADDITIONAL DETAILS ON COMPANY OBJECTIVES, PROPOSED WORK TOGETHER, AND ANY RELEVANT INTRO INFORMATION}

Project outline

Klaviyo email flow management service

Thanks for your time on the phone. It's always good to connect with {COMMON CONNECTION}.

As we discussed, we believe the best next step in growing your online store is to let us manage your email marketing with Klaviyo, in an effort to {OBJECTIVES}. In turn, this will {GOALS}.

Our Klaviyo email flow management service will provide tracking, testing, and optimizing of your email flows, as well as the creation and execution of email campaigns to drive traffic and sales. Specifically, {AGENCY NAME} will provide you with:

- Monthly tracking, reporting and A/B testing for the core email flows created by {AGENCY NAME}.
- 2 email campaigns designed, created and implemented per month.
- Segmentation testing for each campaign.
- Link Email and Facebook marketing strategy, both managed by the same {AGENCY NAME} team member.
- Monthly reporting and segmentation opportunity analysis to direct future campaigns and flows.

***Important to note: We strongly recommend that a minimum of 3 months of this service is evaluated before reviewing overall performance.**

What we'll need from you

- Feedback and approval on suggested changes and campaigns.

Project Details

Timings, investment, terms and next steps

Timings

Our Klaviyo email flow management service timeline is an ongoing monthly service.

Investment

Our fee for Klaviyo email flow management is $499/month.

Terms

Payment terms

- For projects under $5K, we charge 100% upfront.
- For projects between $5K and $15K, our policy is to charge the higher value between $5K or 50% as an upfront deposit in order to secure the work on our schedule. The second/final invoice for the remaining balance is scheduled to be paid half-way through the planned project duration.
- For projects exceeding $15K, our policy is to charge a 40% deposit upfront in order to secure the work with the 60% balance being split into two equal payments one-third and two-thirds of the way through the planned project duration.

Master Service Agreement (MSA)

Our MSA can be found via the link below:
{ADD LINK HERE}

We do not require signature but instead deem you to be in agreement with our MSA when you make your deposit payment.

Next steps

If the above works for you, please send confirmation via email to {EMAIL OF SALES PERSON} and we will prepare the deposit invoice to kick start the project.

Alternatively, if you have any questions or would like anything clarified, please email {NAME AND EMAIL OF SALES PERSON}.