

3DAi Marketing

Social Media Management Agreement

Client Home Inspection Experts · Jeannine Penta

Agency 3DAi Marketing · a Trezdev LLC service

Account Rep Kevin Castro · kevin@jigowattmedia.com

Effective Date _____

Agreement # HIE-2026-001

1. PARTIES

This Social Media Management Agreement ("Agreement") is entered into between **Trezdev LLC**, operating under the brand name **3DAi Marketing** ("Agency"), and **Home Inspection Experts** ("Client"), collectively the "Parties." By signing below, both Parties agree to all terms and conditions set forth in this Agreement.

2. SCOPE OF SERVICES

Agency agrees to provide social media management services across the following platforms on behalf of Client: **Facebook, Instagram, TikTok, LinkedIn, and Google Business Profile (GBP)**. Services include:

- Content strategy, creative direction, and weekly content briefs
- Custom image posts, carousels, infographics, and short-form video editing
- Copywriting, caption writing, and hashtag strategy for all platforms
- Post scheduling and publishing via Agency's content management system
- Google Business Profile management and local SEO optimization
- Monthly analytics reporting and performance review (starting Week 6)
- Paid advertising management on Meta and Google Ads Search (starting Week 13+, per Client approval)
- Ongoing strategy adjustments based on platform performance data

***Client-Supplied Assets:** Client agrees to supply raw photo and video footage as requested by Agency. Agency builds all creatives from Client-supplied assets. Agency is not responsible for delays caused by late or incomplete asset delivery.*

3. PLATFORMS & MARKETS

Services cover Client's active markets: **Los Angeles / SF Valley / Westside, Orange County, and San Diego** (new market — paid advertising only in initial phase; organic added once presence is established).

Platform	Primary Purpose	Content Types
Facebook	Local reach, community, homeowners and homebuyers	Images, carousels, GBP cross-posts
Instagram	Visual credibility, younger homebuyers and realtors	Images, carousels, Reels
TikTok	Highest organic reach and San Diego expansion	Short-form video
LinkedIn	B2B realtor targeting by job title	Professional posts
Google Business Profile	Local SEO and free distribution — non-negotiable for local service	GBP-format posts

4. CAMPAIGN TIMELINE

The engagement follows a structured five-phase ramp designed to build a proven content library before investing in paid advertising. Timeline assumes a start date of **June 15, 2026** and may be adjusted by mutual agreement.

Phase	Dates	What Happens	Cost to Client
Weeks 1–4 Setup	June 15 – July 12	Account creation, platform connections, brand assets, creative templates, agent briefing, first content batch built and approved.	None (3DAi covers this)
End of Week 3 Setup Invoice	~July 5	\$3,500 setup invoice issued once client approves all deliverables — templates, overlays, bios, and first content batch.	\$3,500 one-time
Week 4 Approval & Launch Prep	July 6–12	Client reviews and approves all creative work. Month 1 retainer invoice issued. Payment clears before Week 5 launch.	\$2,000 (Month 1 retainer)
Week 5+ Campaign Live	July 13 onward	All 5 platforms go live. Full posting schedule begins. Monthly billing active. Week 6 delivers first analytics report.	Monthly retainer (see Section 6)
Weeks 7–12 8-Week Ramp	July – Sept	Double down on top-performing content. Strategy tightens week by week. Proven content library builds toward ad launch.	Monthly retainer increases per schedule

Phase	Dates	What Happens	Cost to Client
Week 13+ Ad Spend	Oct 1+	Paid campaigns launch on Meta (Facebook + Instagram) and Google Ads Search. Client pays platforms directly. Agency manages campaigns.	Retainer + 17% of ad spend (\$500 min)

5. CONTENT VOLUME BY PHASE

Post volume scales as the workflow matures. All posts are distributed across agreed platforms per the weekly content brief.

Phase	Posts/ Wk	Images	Carousels	Infographics	Videos	GBP
Week 5–6 · Campaign Live	5–6	3	1	—	—	1
Weeks 7–8 · Ramp Phase 1	8	4	1	0–1	1	2
Weeks 9–12 · Ramp Phase 2	10	5	1	0–1	1	2
Weeks 13–16 · Ramp Phase 3	12	6	1	1	2	2
Week 17+ · Steady State	12–14	6	1	1	2	2

6. FEES & PAYMENT SCHEDULE

All fees are in USD. The **Platform + Technology Fee** (\$500/mo) covers Agency's tool infrastructure: scheduling platform, AI video generation, infographic rendering, and cloud storage. This fee begins in Week 5 when posting begins and continues monthly.

Invoice	Period	What It Covers	Amount
Invoice 0 Due at signing	Weeks 1–4 Setup	One-time onboarding and setup fee. Covers account creation, platform connections, brand asset design, creative templates, agent briefing, and first content batch production.	\$3,500 one-time
Month 1 Due Week 4	Weeks 5–6 Campaign Live	3DAi Retainer: \$1,500 Platform + Technology Fee: \$500 First posts fire July 13. Payment must clear before launch.	\$2,000/mo
Month 2 Aug 1	Weeks 7–8 Ramp Phase 1	3DAi Retainer: \$2,500 Platform + Technology Fee: \$500 Full cadence underway. First analytics inform strategy.	\$3,000/mo
Month 3 Sep 1	Weeks 9–12 Ramp Phase 2	3DAi Retainer: \$3,500 Platform + Technology Fee: \$500 Optimization phase — double down on what's working.	\$4,000/mo
Month 4 Oct 1	Weeks 13–16 Ramp Ph. 3 + Ads Begin	3DAi Retainer: \$4,000 Platform + Technology Fee: \$500 Ad management: 17% of monthly ad spend, \$500 minimum. Client pays Google and Meta directly.	\$4,500/mo + ad mgmt

Invoice	Period	What It Covers	Amount
Month 5+ Nov 1+	Week 17+ Steady State	3DAi Retainer: \$4,500 Platform + Technology Fee: \$500 Ad management: 17% of spend, \$500 min. Recommended ad budget: \$2,500–\$4,500/mo across Meta + Google.	\$5,000– \$6,000+/mo

Payment Terms: Invoices due within 7 days of issuance. Late fee of 1.5% per month applies after 14 days. Agency may pause services for accounts 30+ days past due.

7. TERM & TERMINATION

This Agreement commences on the Effective Date and continues month-to-month following the initial setup period, unless terminated by either Party with **30 days written notice**.

The setup fee (Invoice 0, \$3,500) is non-refundable once work has commenced. Monthly retainers paid in advance are non-refundable for the current billing period but will not be charged for subsequent periods after a valid termination notice is received.

Upon termination, Agency will deliver all final creative assets, account access credentials, and a content archive to Client within 10 business days. Agency retains no ownership over Client's social media accounts or Client-produced content.

8. INTELLECTUAL PROPERTY

Upon receipt of full payment for each invoice, all finished creative assets produced specifically for Client (images, carousels, infographics, edited videos) become Client's property.

Agency retains ownership of its proprietary frameworks, workflows, templates, and tools. Raw footage and photography provided by Client remain Client's property at all times.

9. CLIENT RESPONSIBILITIES

Client agrees to:

- Provide raw photo and video assets within 5 business days of each Agency request
- Review and approve creative assets within 5 business days of delivery (silence = approval after 5 days)
- Grant Agency admin-level access to all connected social media accounts
- Pay all invoices within the terms specified in Section 6
- Not engage any other social media management agency for the same platforms during the term
- Communicate all brand updates, legal restrictions, or sensitive business information promptly
- Pay all advertising platform invoices (Google, Meta) directly — Agency does not advance ad spend

10. PERFORMANCE & EXPECTATIONS

Agency does not guarantee specific follower counts, engagement rates, lead volumes, or revenue outcomes. Social media performance depends on platform algorithms, market conditions, ad spend levels, and the quality of Client-supplied assets — factors outside Agency's sole control.

Agency commits to consistent execution of the agreed content schedule, transparent monthly reporting, and data-driven strategy adjustments throughout the engagement.

11. CONFIDENTIALITY

Both Parties agree to keep all proprietary business information, strategies, pricing, and client data confidential.

Agency will not share Client's business information with third parties without express written consent, except as required by law or to fulfill services under this Agreement (e.g., scheduling platforms, social media APIs).

12. LIMITATION OF LIABILITY

Agency's total liability under this Agreement shall not exceed the total fees paid by Client in the three (3) months immediately preceding the claim.

Agency shall not be liable for indirect, incidental, or consequential damages including lost profits or revenue. Agency is not responsible for platform outages, algorithm changes, account suspensions by third-party platforms, or delays caused by Client's failure to deliver assets or approvals on time.

13. GOVERNING LAW

This Agreement shall be governed by the laws of the State of California. Any disputes shall first be addressed through good-faith negotiation. If unresolved, disputes shall be submitted to binding arbitration in Los Angeles County, California.

14. ENTIRE AGREEMENT

This Agreement constitutes the entire agreement between the Parties and supersedes all prior discussions, proposals, or understandings. Any amendments must be in writing and signed by both Parties.

Scope-of-services amendments (e.g., adding platforms, increasing post volume) shall be documented as a signed addendum to this Agreement.

SIGNATURES

By signing below, both Parties confirm they have read, understood, and agree to all terms of this Social Media Management Agreement.

3DAi MARKETING / TREZDEV LLC

Signature:

Printed Name: Kevin Castro

Title: Account Representative

Date: _____

HOME INSPECTION EXPERTS

Signature:

Printed Name: Jeannine Penta

Title: Client Representative

Date: _____

Questions? Contact Kevin Castro · kevin@jigowattmedia.com · 3DAi Marketing, a Trezdev LLC service