



## Digital Bros Funnel Service – Terms and Conditions

### PART 1 of 2

#### 1. Overview of Services

The Digital Bros Funnel Service includes a custom-built funnel site and initial setup services as detailed below. The one-time \$729 setup fee covers all required components to create a functional, lead-generating funnel for your business and your first month service fee.

#### 2. Deliverables Included in the Setup Fee

- **Custom Landing Page:** A branded, conversion-focused landing page designed to capture leads.
- **SEO Optimization:** Basic on-page SEO applied to improve the landing page's visibility in search engines.
- **Email Retargeting Setup:** Automated email sequences configured to follow up with leads.
- **Lead Capture Integration:** Setup of a lead capture form on the landing page, integrated with the email sequence.

#### 3. Payment Terms

- The one-time setup fee of \$729 is due upon agreement to these terms and prior to the start of any work. This fee is non-refundable, covering the time and resources required for the setup and customization of your funnel.

#### 4. Project Timeline

- The Digital Bros Studios team will begin work on your funnel upon receipt of payment and any required materials (e.g., logos, images, content preferences).
- Estimated completion time for setup is 7–10 business days, depending on client response times and any additional customizations.
- Digital Bros Studios will communicate any expected delays and work with the client to meet project deadlines.

#### 5. Client Responsibilities

- The client is responsible for providing all necessary assets, including brand materials, content preferences, and any specific requirements for the landing page or ad campaigns.
- Timely responses to communication from the Digital Bros Studios team are essential for meeting project timelines.

#### 6. Scope of Services



- The \$600 setup fee covers the initial build of the landing page, SEO optimization, ad campaign setup, and email retargeting configuration.
- Any additional work or requested modifications beyond the agreed scope may be subject to additional charges, to be discussed and approved by the client before proceeding.

## **7. Limitation of Liability**

- Digital Bros Studios will perform the setup services to the best of its ability. However, we cannot guarantee specific results or outcomes, such as lead volume or conversion rates, as these depend on multiple external factors.
- Digital Bros Studios is not liable for any direct, indirect, incidental, or consequential damages arising from the use of the funnel site or ad campaigns.

## **8. Post-Setup Adjustments and Support**

- After the initial setup, Digital Bros Studios will conduct one round of revisions based on client feedback to ensure the funnel meets agreed specifications.
- Any additional support or adjustments requested after the final round of revisions may be billed at an hourly rate, unless otherwise agreed upon in writing.

## **9. Ownership and Data**

- Upon completion and final payment, the client owns all data collected through the lead capture forms and access to the ad accounts, as applicable.
- Digital Bros Studios may use anonymized data and performance metrics solely for portfolio or case study purposes, with prior client approval.

## **10. Cancellation Policy**

- If the client decides to cancel the service after the setup has begun, Digital Bros Studios will retain the \$729 setup fee as compensation for the time and resources dedicated to the project.
- Monthly service fees for ongoing support and ad management are billed separately. Clients may cancel ongoing services at any time according to the monthly cancellation policy.

## **11. Agreement to Terms**

- By paying the \$729 setup fee, the client agrees to these Terms and Conditions and acknowledges the scope, limitations, and deliverables included in the Digital Bros Funnel Service.

## **Funnel Service – Monthly Service Fee Terms and Conditions**

### **Part 2 of 2**

#### **1. Overview of Monthly Services**

The Digital Bros Funnel Service monthly subscription is part of a yearly commitment. This subscription includes ongoing management, support, and optimization for the client's funnel. The monthly service fee is designed to keep the funnel running effectively and ensure sustained results through targeted ad campaigns and lead nurturing.

#### **2. Monthly Services Included**

- **Automated Email Nurturing:** Maintenance and monitoring of automated email sequences, ensuring effective follow-up with new leads.
- **Monthly Performance Reporting:** A summary report delivered each month, highlighting key metrics, campaign performance, and optimization insights.
- **Support and Adjustments:** Basic adjustments and minor updates to ads, email sequences, or the landing page to improve performance or reflect small changes in business needs.

#### **3. Payment Terms**

- The monthly service fee is **\$129**, billed on a recurring basis as part of a 12-month commitment.
- Payments are due within 15 days of the billing date. Failure to make payment on time may result in late fees or suspension of services.
- The client authorizes Digital Bros Studios to process monthly payments automatically unless a cancellation request is submitted according to the cancellation terms outlined below.

#### **4. Scope of Services**

- The monthly service fee covers only the services outlined above. Additional requests, including substantial modifications, new campaigns, or significant changes to the landing page, may incur additional charges. Any additional fees will be discussed and agreed upon before work begins.

#### **5. Client Responsibilities**

- The client agrees to provide timely feedback and necessary information that may impact ad campaigns, lead nurturing, or reporting.
- The client is responsible for ensuring prompt payment of the monthly service fee to avoid disruptions in service.

## **6. Performance Expectations and Limitations**

- While Digital Bros Studios will optimize campaigns and provide data-driven recommendations, the company cannot guarantee specific results, lead volumes, or conversion rates, as these depend on various factors beyond its control.
- Digital Bros Studios is not liable for any losses or damages resulting from the performance of ads or lead capture efforts.

## **7. Cancellation Policy**

- This service requires a 12-month commitment. The client may cancel the monthly service at any time by providing written notice via email to their designated Account Manager.
- Upon cancellation, the client is required to pay 10% of the remaining balance due for the remainder of the 12-month term within 15 days of the cancellation effective date.
- Digital Bros Studios will cease all services, including ad campaigns and email automation, within five business days of receiving the cancellation request.

## **8. Suspension and Termination of Services**

- Digital Bros Studios reserves the right to suspend services if the client's account becomes delinquent beyond 30 days. Services will be reinstated upon payment of the outstanding balance, subject to a potential reactivation fee.
- In the event of account termination, Digital Bros Studios will provide access to any data collected and will cooperate to facilitate a smooth transition.

## **9. Data Ownership and Privacy**

- The client retains full ownership of all data generated by the funnel, including lead information collected through forms and ad campaign data.
- Digital Bros Studios agrees to protect client data according to standard privacy practices and will not share, sell, or disclose client information to third parties without prior written consent.

## **10. Modifications to Terms**

- Digital Bros Studios reserves the right to modify these Terms and Conditions with 30 days' notice to the client. If the client does not agree to the revised terms, they may cancel the service without penalty before the new terms take effect.

## **11. Agreement to Terms**



- By subscribing to the Digital Bros Funnel Service with a yearly commitment, the client agrees to these Terms and Conditions, acknowledging the scope, limitations, and deliverables associated with the monthly service.