



## MARKETING FOR PLUMBERS

BY THE DIGITAL REVOLUTION

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Western Cape, South Africa



## Agreement and Monthly Deliverables

### About Us:

Marketing For Plumbers is a division of Digital Revolutions (PTY) LTD based in the Western Cape, South Africa, and is dedicated to providing bespoke lead generation strategies for local plumbers. Our mission is to help plumbing businesses grow by increasing their online visibility and generating high-quality leads.

### Website:

[www.marketingforplumbers.co.za](http://www.marketingforplumbers.co.za)

### Our Packages:

We offer three comprehensive packages to cater to different needs and budgets: Go Live, Go Loud, and Dominate.

### Basic Services Included in All Packages:

- Lead Funnel Building to create multiple lead generating websites for the client
- Ongoing SEO Services to ensure the client is visible on page 1 of Google
- Google Ads paid marketing campaigns to compliment SEO
- Facebook Marketing Campaigns targeting local community groups
- Monthly Reporting on PPC Marketing

### Important Information for Clients

SEO and Google Indexing: Please note that achieving good SEO results takes time, as Google needs to index your lead funnel websites and content properly. We encourage you to commit to a minimum of 3 months for our services to start taking effect.

While you CAN expect to see results within the first month, Significant improvements and increased bookings will be noticeable within 3 months.

## **1. Go Live - R4500 per month**

### **Package Overview:**

The Go Live package is designed for smaller plumbing businesses looking to establish an online presence and generate leads in their local community.

### **Monthly Deliverable Services:**

- Lead Funnel Building:
  - Lead Funnel Landing Pages: 1 Per Month
  - Objective: 12 Lead Funnel Pages in 12 Months
  - Expected Result: 6 X Page 1 Google search results every 6 months
- Ongoing SEO Services:
  - Backlink Building
  - Copy and Content Creation
  - 1 Optimised Blog Post per month
- Google Ads:
  - Local Google Ads Campaign: R1200 Ad Spend
- Local Facebook Group Marketing:
  - 2 Facebook Posts
  - Shared to 12 Local Community Groups
  - Totals 24 Shared Posts

### **Target Audience:**

- Small plumbing businesses
- Start-ups
- Solo plumbers

### **Post-12 Months Service Adjustment:**

After 12 months of continuous service, the cost of your selected package will be reduced by 30%. The Lead Funnel Building service will be discontinued at this point, while all other services included in your package will continue as usual.

## 2. Go Loud - R8500 per month

### Overview:

The Go Loud package is ideal for medium-sized plumbing businesses that want to expand their local reach, and significantly increase their online visibility.

### Monthly Deliverable Services:

- Lead Funnel Building:
  - Lead Funnel Landing Pages: 2 per month
  - Objective: 24 Lead Funnel Landing Pages in 12 Months
  - Expected Result: 12 X Page 1 Google search results every 6 months
- Ongoing SEO Services:
  - Backlink Building
  - Copy and Content Creation
  - 2 Optimised Blog Posts per month
- Google Ads:
  - Local Google Ads Campaign: R2400 Ad Spend
- Local Facebook Group Marketing:
  - 4 Facebook Posts
  - Shared to 12 Local Community Groups
  - Totals 48 Shared Posts

### Target Audience:

- Medium-sized plumbing companies
- Established businesses looking for growth
- Plumbers looking to scale long-term

### Post-12 Months Service Adjustment:

After 12 months of continuous service, the cost of your selected package will be reduced by 30%. The Lead Funnel Building service will be discontinued at this point, while all other services included in your package will continue as usual.

### **3. Dominate - R15000 per month**

#### **Package Overview:**

The Dominate package is perfect for large plumbing companies aiming to dominate their market and maintain a strong, competitive online presence.

#### **Monthly Deliverable Services:**

- Lead Funnel Building:
  - Lead Funnel Landing Pages: 4 per month
  - Objective: 48 Lead Funnel Landing Pages in 12 Months
  - Expected Result: 24 x Page 1 Google search results every 6 months
- Ongoing SEO Services:
  - Backlink Building
  - Copy and Content Creation
  - 8 Optimised Blog Posts per month
- Google Ads:
  - Local Google Ads Campaign: R4800 Ad Spend
- Local Facebook Group Marketing:
  - 6 Facebook Posts
  - Shared to 20 Local Community Groups
  - Totals 120 Shared Posts

#### **Target Audience:**

- Large plumbing companies
- Businesses with high competition
- Companies aiming for market leadership

#### **Post-12 Months Service Adjustment:**

After 12 months of continuous service, the cost of your selected package will be reduced by 30%. The Lead Funnel Building service will be discontinued at this point, while all other services included in your package will continue as usual.

## Acceptance of Agreement

By signing here, the client agrees to the terms and conditions (set out below), and selects the package that best suits their business needs.

### Package Selection

Go Live

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

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

Go Loud

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

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

Dominate

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

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

### Client Legal and Billing Information

Please provide your legal and billing information for invoicing:

Company Name:

\_\_\_\_\_

Contact Person:

\_\_\_\_\_

Address:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone:

\_\_\_\_\_

Email:

\_\_\_\_\_

## Terms and Conditions:

- Payment Terms: Monthly in advance invoiced on the 25th of each month.
- Contract Duration: Month to Month (suggest 3 months minimum).
- Cancellation Policy: 30 days notice required by both parties.
- After 12 months, the cost of the selected package drops by 30%, and the Lead Funnel Building service is discontinued, while all other services continue.
- While the subscription service is active, the funnel websites remain live and continue to generate leads for the client. The cost of hosting, maintenance, SEO, and regular backups is included in the monthly subscription fee.
- The lead funnels remain the property of Marketing For Plumbers and form part of the SEO Service. This is a subscription service, and the client understands that if they stop paying, the funnel websites remain the property of the agency.
- Design Compliance: All designs will be done in the colour and style of the client's company to adhere to their corporate profile.
- Reporting: Monthly performance emails will be provided.

## Acceptance of Terms and Conditions:

By signing below, the client acknowledges that they have read, understood, and agree to the terms and conditions outlined above.

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

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

Please email your signed copy to the address below.

## Contact Us:

For more information or to sign up for one of our packages:

- Email: [jason@marketingforplumbers.co.za](mailto:jason@marketingforplumbers.co.za)
- Phone: +27 64 653 3705