

Managed Service – Service Description

Alchemy Social will provide the Client with a fully managed service, including use of its proprietary software Alchemy, to both provide the Client with a social media targeting strategy and create, optimise and provide reporting on the relevant campaign(s) relating to the strategy. This can include direct response, Facebook 'Like' acquisition, and segmented audience delivery to the Client's website

1. Alchemy Social will provide a targeting and segmentation planning strategy designed to support the Client in achieving its objectives cost effectively; objectives will typically fall into one of 3 categories: acquiring fans, acquiring conversions / leads or acquiring clicks.
2. Alchemy Social will provide several variations of textual ad creatives designed to promote the Client's Social Media Platform campaign(s), always subject to Client approval.
3. When required, Alchemy Social will provide Client with appropriate tracking code for Client to implement into Client's website for revenue and conversion tracking, through Alchemy Social's proprietary tracking platform (Alchemy).
4. Upon receiving administrator access to **Client's** Social Media Platform account, verified landing page URLs, images & final approval of ads by **Client**; Alchemy Social will set up and launch the campaign using Alchemy.
5. Alchemy Social will test the conversion tracking once the Client has implemented the tracking code. This should be done by the Client before the account goes live. If the account is already live the test will be within 48 hours of implementation (2 business days).
6. Alchemy Social will gather data on campaign performance once the campaign is live, and optimise the campaign based on effective ad creative, targeting methods and ad types.
7. Alchemy Social will carry out tests to ensure that traffic is being generated and applicable sales or leads are being tracked.
8. Alchemy Social will provide the Client with reporting on campaign performance on a periodic basis including insights and observations on campaign data; Alchemy Social will also produce an end of campaign report to review the results of the activity.
9. Periodically, ongoing optimization may call for campaigns to be refreshed by being restarted. Reporting will be aligned accordingly to reflect the new campaigns.