

## MOONAH MARKETING – COMMUNITY MARKETING PACKAGE, TERMS AND CONDITIONS

Last Modified: 20 October 2024

---

### 1. Eligibility and Definitions

The Community Marketing Package is available exclusively to the following groups:

- a) **Government Schools:** Public educational institutions funded and operated by government entities.
- b) **Grassroots Community Groups:** Local organisations or movements focused on community improvement and engagement, often operated by volunteers.
- c) **Not-for-Profit Organisations:** Entities that operate for purposes other than profit generation, focusing on social, educational, or charitable objectives.

### 2. Scope of Services

- For a monthly payment of AUD \$79.00, the Community Marketing Package includes:
  - Initial meetings to establish your marketing foundations and understand your goals.
  - Identification of gaps and actions needed to update your marketing basics.
  - A comprehensive marketing strategy tailored to your organization, reviewed in monthly collaboration meetings.
  - Unlimited graphic design requests and revisions, covering a wide range of materials such as stationery, promotional merchandise, event branding, and more.
  - Unlimited website updates for news, events, donation integration, blog management, and more.
  - Keyword research, content strategy development, and SEO optimizations to boost search visibility.
  - Unlimited professional advertisement designs for both digital and print platforms.
  - Unlimited customer review requests, replies, and custom-written press releases.
  - Unlimited custom-designed social media content, including posts, illustrations, and GIFs.
  - Unlimited copywriting services tailored to your brand's voice.
  - Unlimited access to high-quality B2B leads databases for strategic outreach.
  - Monthly check-ins with a dedicated marketer for support and advice.
  - Monthly performance reports and insights from our marketing team.

### 3. Link and Promotion Requirement

- Clients must add a link to Moonah Marketing's website from their own website, either as a logo or a text hyperlink.
- If a client does not have a website, they may choose to promote Moonah Marketing through social media platforms, newsletters, or other digital channels.
- Any additional promotion, such as through signage, is welcomed but optional.

**4. Cancellation Policy**

- Clients can cancel at any time. Services will be provided until the end of the current payment period.

**5. Limitations and Exclusions**

- Costs for paid advertising and printing of materials are not included and will be billed separately.
- Additional services outside the package scope will incur extra fees.

**6. Client Responsibilities**

- Clients must provide necessary materials and information promptly.
- Compliance with all relevant laws and regulations is required.

**7. Moonah Marketing Responsibilities**

- Moonah Marketing will deliver services with transparency and regular communication.
- While the team strives for optimal outcomes, specific results are not guaranteed.

By engaging with Moonah Marketing's Community Marketing Package, the client agrees to these terms and conditions.

**Further information**

Should you have any questions or need further assistance, please don't hesitate to reach out to us at [community@moonahmarketing.au](mailto:community@moonahmarketing.au) or Tel: +61 3 59 121 121.

END.