



Vanguard Marketing

Services & Pricing & Agreement

ABSTRACT

At Vanguard Marketing, our mission is to elevate your brand through innovative marketing strategies. We are committed to delivering impactful digital and offline solutions tailored to your business needs.

Vanguard Marketing and Investment LLC
Marketing Department



Vanguard Marketing and Investment LLC.

Address: Firq, Nizwa Business Center, Floor 3, Office No. 25, Oman, Nizwa
+968 95952662

admin@vanguardoman.co

www.vanguardoman.co



Vanguard Marketing Your Full-Stack Marketing Partner

As a full-stack marketing agency with a proven track record of global success, Vanguard Marketing is your trusted partner in navigating the complex and ever-evolving marketing landscape. We furnish our clients with a comprehensive suite of services designed to elevate your brand and drive tangible results. From the initial design and strategic execution of yearly or seasonal marketing campaigns to the meticulous management of your brand's digital and offline health, we cover all touchpoints.

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Vanguard Marketing and Investment LLC - Service Pricing

Service Category	Service Offering	Indicative Price (OMR)	Notes
Digital Marketing & Presence	SEO (Search Engine Optimization)	150 - 500+ / month	Varies based on website complexity, keywords, and competition.
	SEM (Search Engine Marketing - Ad Spend Separate)	100 - 400+ / month	Management fees: Ad spend budget determined by client.
	Social Media Marketing (General)	100 - 400+ / month	Strategy development, platform management (excluding content creation & paid ads).
	Content Marketing	80 - 300+ / piece	Blog posts, articles, website copy; price varies by length and complexity.
	Email Marketing	80 - 250+ / campaign	Strategy, content creation, list management, and campaign execution.
	Analytics & Reporting	50 - 200+ / month	Performance tracking, analysis, and reporting across digital channels.
Social Media Management	Content Creation (Organic)	70 - 300+ / month	Posts, stories, basic graphics (price varies by volume and complexity).



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Media Negotiation & Buying	Community Management	80 - 250+ / month	Engagement, responding to comments/messages, building relationships.
	Influencer Marketing (Management Fee)	100 - 500+ / campaign	Identifying, coordinating, and managing influencer collaborations (influencer fees are separate).
	Paid Ads Management (Ad Spend Separate)	80 - 300+ / month	Strategy, campaign setup, optimization across social media platforms.
	Local Collaborations	Project-Based	Fees are determined based on the scope and nature of the collaboration.
	Strategic Planning	100 - 400+ / project	Development of overall media strategy.
Traditional & Outdoor Advertising	Advertising Campaign Execution	10% - 15% of Ad Spend	Commission-based fee for managing and executing campaigns.
	Radio & TV Ad Booking	Project-Based	Fees are based on negotiation and booking complexity.
	Billboards (Digital & Offline)	Project-Based	Design, placement, and rental costs vary significantly.
	Public Transportation Advertising	Project-Based	Design, production, and placement costs vary.
	Shopping Mall Displays	Project-Based	Design, booth construction (if applicable), and rental fees.



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Video & Photography Production	Marketing Booth Design & Build	Project-Based	Costs depend on size, materials, and complexity.
	Basic Content Creation	100 - 400+ / project	Short videos, basic product photography.
	Advanced Green Studio Project	300 - 1000+ / project	Complex video production, professional photography (price varies by scope and requirements).
Trade Marketing & Sampling	Trade Promotions & Events	Project-Based	Planning and execution costs vary by event size and activities.
	Pallet & Shelves Renting	Project-Based	Fees depend on duration and location.
	Strategic Product Sampling	Project-Based	Planning, logistics, and execution costs vary by scale and location.
AI-Powered Communication & Automation	Bulk WhatsApp/SMS System (via Client Number)	50 - 200+ / month	Setup, training, and ongoing support (messaging costs may apply).
	AI Customer Service Setup	100 - 300+ / month	Design and implementation of AI chatbot/customer service system.
	Data Archiving System	50 - 150+ / month	Secure storage and organization of customer data.
	Customization & Integration	Project-Based	Fees based on the complexity of tailoring services to client needs.



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Special Social Media Boost Package for Small & Medium Businesses

(OMR 450 - 650 + 25-50 Ad Spend)

"Social Spark" Package

This package is designed to provide a significant boost to your social media presence within a manageable budget, equivalent to roughly one average salary.

Price: 499 OMR / month (flexible based on specific needs within the 450-650 OMR range)

Includes:

- **Content Creation (8-12 pieces/month):**
 - 4-6 engaging static posts (graphics, carousels) tailored to your brand and target audience.
 - 2-4 dynamic short-form video ideas/scripts optimized for reels and stories (client provides raw footage or we can provide basic filming at an additional cost).
 - 2 text-based posts (updates, questions, engaging prompts).
- **Community Management:**
 - Daily monitoring of comments and direct messages.
 - Responding to inquiries and fostering engagement (up to a reasonable volume).
 - Basic community growth strategies (e.g., running polls, Q&A sessions).
- **Platform Management (Up to 2 Platforms):**
 - Consistent posting schedule.

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- Basic profile optimization.
- Monthly performance report with key metrics.
- **Paid Ads Management (Boosting Budget Separate - 25-50 OMR/month recommended):**
 - Strategy and setup for boosting 2-4 high-performing posts per month on platforms like Instagram and WhatsApp.
 - Audience targeting based on your business goals.
 - Performance tracking of boosted posts.

Optional Add-ons (at an additional cost):

- Professional Photography/Videography sessions.
- Influencer collaborations.
- Advanced analytics and reporting.
- Management of additional social media platforms.
- Dedicated content calendar planning meetings.

Key Considerations for this Package:

- **Client Collaboration:** This package relies on efficient communication and timely provision of any necessary information or approvals from your team.
- **Content Input:** While we create the content, your insights into your products/services and target audience are crucial.
- **Growth Expectations:** This package aims for consistent growth and engagement. Significant viral reach is not guaranteed but will be pursued through strategic content and boosting.

Post & Reels Schedule Example

(adaptable to your industry and audience)

This is a sample weekly schedule. The specific content will be tailored to your brand and marketing goals.

Day	Platform(s)	Type of Content	Focus/Theme	Boosting Potential
Monday	Instagram, Facebook	Engaging Static Post	Motivational/Industry Tip	Yes
Tuesday	Instagram Stories	Interactive Poll/Question	Audience Engagement	No
Wednesday	WhatsApp Status	Product/Service Highlight	Showcase Proposition	Value Yes
Thursday	Instagram Reel	Short, Engaging Video	Behind-the-Scenes/Quick Tutorial	Yes
Friday	Facebook	Text-Based Question/Prompt	Encourage Interaction	Community No
Saturday	Instagram, Facebook	Carousel Post	Showcasing Benefits/Products	Multiple Yes
Sunday	Instagram Stories	User-Generated Content Share	Building Social Proof	No



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SERVICE AGREEMENT

Date: [.....]

BETWEEN:

Vanguard Marketing and Investment LLC, a company duly registered under the laws of Oman, having its principal place of business at Firq, Nizwa Business Center, Floor 3, Office No. 25, Oman, Nizwa. (hereinafter referred to as "**Vanguard**").

AND:

[Client Company Name.....], a company duly registered under the laws of [Client Country, if applicable.....], having its principal place of business at [Client Company Address.....] (hereinafter referred to as the "**Client**").

WHEREAS:

- Vanguard is engaged in the business of providing marketing and investment services.
- The Client desires to engage Vanguard to provide certain marketing services as described herein.

NOW, THEREFORE, in consideration of the mutual covenants and agreements hereinafter set forth, the parties agree as follows:

1. Services:

1.1. Vanguard agrees to provide the Client with the following services:

.....
.....
.....
.....

* [Clearly list the specific services the Client has chosen, e.g., "Social Spark Package as described in Schedule A attached hereto," or list individual services like "Social Media Management (Facebook & Instagram)," "Content Creation (8 posts per month)," "Paid Ads Management (up to OMR 50 monthly boost budget managed by Vanguard)". * [Reference any attached schedules that detail the services further.]

1.2. Vanguard shall perform the Services with reasonable skill and care, in accordance with generally accepted industry standards.

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2. Term and Termination:

2.1. This Agreement shall commence on [Start Date.....] (the "**Effective Date**") and shall continue for a period of [Duration,] (the "**Initial Term**").

2.2. Following the Initial Term, this Agreement shall automatically renew for successive periods of [Renewal Period, e.g., one (1) month] unless either party provides written notice of termination to the other party at least [Notice Period, e.g., thirty (30) days] prior to the end of the then-current term.

2.3. Either party may terminate this Agreement upon written notice to the other party if the other party materially breaches any provision of this Agreement and fails to cure such breach within [Cure Period, e.g., thirty (30) days] after receipt of written notice thereof.

2.4. Vanguard may terminate this Agreement immediately upon written notice if the Client fails to pay any amount due hereunder within [Number] days of the due date.

3. Fees and Payment:

3.1. In consideration for the Services, the Client shall pay Vanguard the fees as set forth in **Schedule B** attached hereto (the "**Fees**").

3.2. Unless otherwise specified in Schedule B, all Fees are exclusive of any applicable taxes, which shall be the responsibility of the Client.

3.3. The Vanguard shall invoice the Client [Frequency, e.g., monthly in advance] for the Services.

3.4. The Client shall pay all invoices within [Payment Terms, e.g., thirty (30) days] of the date of the invoice. Payments shall be made in Omani Rial (OMR) to the bank account designated by Vanguard.

3.5. Late payments may be subject to a late payment charge of [Percentage, e.g., 1%] per month on the outstanding balance.

3.6. For Services involving advertising spend (e.g., social media boosting), the Client shall provide a separate budget as agreed upon in Schedule B. Vanguard shall manage this budget in accordance with the agreed-upon strategy but shall not be held liable for the performance or results of such advertising, which can be influenced by external factors.



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4. Client Obligations:

4.1. The Client shall provide Vanguard with all necessary information, materials, and access as reasonably required for Vanguard to perform the Services.

4.2. The Client shall be responsible for the accuracy and legality of all content provided to Vanguard for use in the Services.

4.3. The Client shall promptly respond to Vanguard's requests for feedback and approvals.

5. Intellectual Property:

5.1. Any intellectual property created by Vanguard specifically for the Client as part of the Services (excluding Vanguard's proprietary tools and methodologies) shall become the property of the Client upon full payment of the applicable Fees.

5.2. Vanguard retains ownership of its proprietary tools, methodologies, software, and general marketing knowledge.

6. Confidentiality:

6.1. Both parties agree to hold each other's confidential information in strict confidence and not to disclose such information to any third party without the prior written consent of the disclosing party, except as required by law.

7. Limitation of Liability:

7.1. To the maximum extent permitted by law, Vanguard's total liability to the Client for any claim arising out of or in connection with this Agreement shall be limited to the total Fees paid by the Client to Vanguard under this Agreement in the [Period, e.g., twelve (12) months] immediately preceding the event giving rise to the claim.

7.2. In no event shall Vanguard be liable for any indirect, consequential, incidental, special, or punitive damages, including but not limited to loss of profits, business interruption, or loss of data.

8. Indemnification:

8.1. The Client shall indemnify and hold Vanguard harmless from and against any and all claims, damages, losses, liabilities, costs, and expenses (including reasonable attorneys' fees) arising out of or relating to (i) the Client's breach of this Agreement, (ii) the content provided by the Client to Vanguard, or (iii) the Client's products or services.

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9. Governing Law and Dispute Resolution:

9.1. This Agreement shall be governed by and construed in accordance with the laws of the Sultanate of Oman.

9.2. Any dispute arising out of or in connection with this Agreement shall be resolved amicably through negotiation. If the parties are unable to resolve the dispute through negotiation within [Number] days, the dispute shall be submitted to the exclusive jurisdiction of the courts of Oman.

10. Entire Agreement:

10.1. This Agreement, including any attached schedules, constitutes the entire agreement between the parties and supersedes all prior or contemporaneous communications and proposals, whether oral or written, relating to the subject matter hereof.

11. Amendments:

11.1. No amendment or modification of this Agreement shall be valid unless it is in writing and signed by duly authorized representatives of both parties.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

For Vanguard Marketing and Investment LLC:

By: [Name]

Title: [Title]

For [Client Company Name]:

By: [Name]

Title: [Title]

Schedules to be attached:

- **Schedule A:** Detailed Description of Services
- **Schedule B:** Fees and Payment Terms

Remember to tailor the pricing in the chart and the specific services listed in the contract for your actual offerings and costs. Good luck with Vanguard Marketing and Investment LLC

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