



Policies

Frequently Asked Questions

2022

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1. Do you provide public relations services?

Happy to provide short media lists upon request at the billable hourly charge. However, traditional media relations services are not provided. This is including but not limited to: drafting of pitches, press releases, media pitching, crisis communications, etc.

2. How do you track KPIs on social media?

For clients who request a monthly KPI report which is inclusive of impressions, engagement, views and more, the consultant, Ashley Heesch, will need access to the logins to the client's social media profiles in order to track and report on all posted content. Please note that the use of logins is strictly for KPI reporting purposes, not for community engagement or management unless requested otherwise by the client. We do not have access to third-party tracking platforms, but can purchase them upon request for use at the client's expense. The billable cost of purchase would be added to the monthly invoice.

3. What is a HoneyBook?

HoneyBook is a client management platform that is used to draft and send invoices, submit payment, allocate budgets, manage billable time and more. All you need to use HoneyBook for is submitting payment. Once you receive the invoice, just click "pay" and type in your card information. Easy!

4. When do you start working on my services?

Immediately. Services begin the moment you send back the signed Consulting Agreement. Once signed, the Scope of Work will be drafted and sent for your review, along with all onboarding documents. Once the Scope of Work is approved and signed, all creative magic may begin.

5. How do we communicate?

Communication during services is essential, and is done via email or phone. Day-to-day communications will be held over email. Weekly or bi-weekly calls will be held at both parties' convenience to discuss deliverables, completed materials, edits, and anything else. These meetings will be scheduled for 1 hour, and can be over the phone, over ZOOM or in person. A call agenda will be sent prior to each formal weekly or bi-weekly meeting outlining talking points. Please, if you need anything, don't ever hesitate to reach out either over email, call or

text. Our clients are our top priority. Please get in contact with Ashley directly at (617) 997-1405 or ashley@onbrandconsulting.nyc.

6. What is your refund policy?

Due to the work which occurs immediately, **all sales are final**. Please be sure that you want to work with us prior to applying to work with us as we take your client experience very seriously. Please see section 13 below for detailed cancelation policies. Your understanding and cooperation is much appreciated.

7. How many edits/revisions do I get?

All additional revisions past that of the approved amount per package will be billed at an hourly rate, reflective of the time needed to complete said extra revisions.

3-Day Brand Discovery Session: 2 Total Revisions

Build-a-Brand Package: 5 Total Revisions

Seriously Social & Contagious Content: 1 Revision per post, story, video, meme, content marketing material, reel, etc.

8. Who will we be working with?

Ashley Heesch – founder of On Brand Consulting.

9. What is the turnaround time?

Truthful answer – it totally varies. If there is something you need as priority, please voice it. It will be done.

It's essential to move quickly in the competitive marketplace, which is why work is done efficiently to get you what you need. The full Scope of Work, depending on the size and services, can take anywhere from weeks to months (for the Build-a-Brand and Seriously Social Packages). Each service in the Scope of Work is assigned an approximate duration of "hours" or "days" which helps with approximating quotes for retainers and dates of completion. Of course, none of this applies to the 3-Day Discovery Package as everything is completed in 3 days time.

10. What is the difference between branding and marketing?

Branding is why consumers choose a product, service or company. **Branding** is what drives customer's "gut feeling" before purchasing. It's your business reputation created through design, messaging, products, culture and

more. **Branding** helps to create a specific image of your company in the mind of your consumers/customers. **Branding** is essentially one's reception of your company -- it's very tied to reputation.

Marketing is all of the promotional aspects used to build brand awareness, increase brand visibility and generate new leads. **Marketing** is how, where and when a brand will promote to its customer targets in the marketplace. **Marketing** helps to create a desired action through attracting qualified leads to your company. It is the action of promoting and selling products or services through different mediums: advertisements (billboards, online ads, magazines, commercials) influencer marketing, newspaper, email, affiliate programs, social media, brand integration, sponsored posts etc.

11. What does the onboarding process look like?

You get an onboarding document once you sign the Contract Agreement which outlines everything that will happen over the first two weeks including: drafting and signing of the Scope of Work, assigning meeting dates and times, sharing of valuable information, questionnaire fill out and review, etc.

Contact Agreement → Sharing of Docs → Assigning Meeting → Questionnaire → Scope of Work

12. How long are the retainers? Can they be extended?

Retainers are 3 months long and can absolutely be extended for however long needed.

13. What if I want to cancel my services after we start?

Either Party may terminate this Agreement for any reason with 14 days' written notice to the other Party. Should termination be implemented by either Party, payment for the final 14 days' must be received by the Consultant no later than 48 hours after the final invoice is sent from the Consultant to the Client. Please note that this is not applicable to the 3-Day Brand Discovery Session as that is non-refundable.

14. How does the billing work?

In consideration for a 3-Day Brand Discovery Session before a decision to move forward with Consulting Services, the Client shall pay the Consultant in full at a total of \$500.00 by check to Ashley Heesch doing business as On Brand Consulting or through HoneyBook on the date of receiving the invoice. Payment is non-refundable.

In consideration for the Consulting Services (ie Build-a-Brand and Seriously Social & Contagious Content Packages), the Client shall pay the Consultant at the billable hourly rate.

For the Build-a-Brand Package, the Consultant shall invoice the Client once every month starting from the first

day of the contract at the hourly rate. For the Seriously Social & Contagious Content Package, the Consultant shall invoice the Client once every month starting from the first day of the contract at the approved retainer rate with additional itemized costs noted should they be relevant and previously approved. Such invoices shall be due and payable within 5 days (weekends included) of the Client's receipt of the invoice. Failure from the Client to submit payment of the invoice within the 5 days of receiving such invoice shall result in the additional billable interest of 10% of the total invoice per week that the invoice goes unpaid. Should the invoice go unpaid for more than 4 weeks since the date of due payment, billable interest will increase to 20% per additional week. Should the Client fail to pay the Consultant under any circumstances, the Consultant has the right to sue the client for original payment which also includes any additional billable interest and legal fees as a result of the Client failing to pay.

15. How long do I have to submit payment?

Such invoices for the Build-a-Brand and Seriously Social Packages shall be due and payable within 5 days (weekends included) of the Client's receipt of the invoice. Failure from the Client to submit payment of the invoice within the 5 days of receiving such invoice shall result in the additional billable interest and billable higher action if necessary.

For the 3-Day Brand Discovery Session, payment is due in full prior to the commencement of services. Services will not begin until payment is received.

