

Now Now, LLC  
106 11th Street No. 4  
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Now Now  
Web Design + Direction



## Suite of Services 2017

Now Now is an independent digital agency from Des Moines, Iowa. Our passion is helping great clients build great businesses through thoughtful design, code, and content. We do this by engaging in long-term partnerships and providing key planning, production, and support along the way.

Our list of services, typical costs, and contract terms are provided on the following pages. Ready to talk? Send us your project brief and book a meeting today. We look forward to hearing from you.

[www.nownow.io/letswork](http://www.nownow.io/letswork)



### Projects have budgets

We work with budgets of all sizes but we'll need to know yours to provide proper direction. No budget is too big or too small.

If you haven't determined your project budget yet, please use our [Project Brief](#) template to get started.

### Strategy

#### Digital Marketing or E-commerce platform

A four-week deep-dive into your business goals and day-to-day operations. This key planning phase frames up an actionable strategy for sharing your brand story and targeting audiences through a digital marketing plan, or for optimizing your customer lifecycle across stages of acquisition, conversion, fulfillment, and retention. From \$3,000.

### Brand Identity

We focus on the essential brand elements and design system needed for establishing a meaningful visual identity and for deploying effective campaigns. Includes logotype and brand mark creation, social media icons, layout templates, production-ready files, and a style guide PDF to help with usage and consistency. From \$3,000.

### Website Setup

#### for WordPress or Shopify

For small businesses or platform migrations, we provide a four-week best practice setup aimed at launching your website quickly and ready for growth. Includes third-party theme and app recommendations, responsive design customizations, content organization, training, and all technical configurations needed to take your site live. From \$2,000 - \$10,000 based on the amount of content to be produced or managed.

### Website Design & Build

#### for WordPress or Shopify

For established businesses requiring advanced functionality, we pursue a complete ground-up web design process built around your strategy initiatives, brand identity, and technical specifications. Goal-driven, responsive layouts and user optimized content — designed, coded, and launched within two to four months. \$10,000 and up.

### Support

After your project has launched, we provide dedicated support for helping you grow your business — from managing content and implementing initiatives, to optimizing performance and deploying design improvements to your platform. See next page for more info.



### Build your business

It takes a lot of work to keep your brand on message, your audience engaged, and your KPIs on the rise. We're here to help with all of that.

### Ongoing Support

#### Hourly

On-demand support, billed monthly as needed

\$100.00 per hour

#### Retainer

Dedicated support, billed monthly at a discounted rate

Based on your needs

### Scope of Service

We are dedicated to providing four areas of support to help you meet your business goals. Tasks include help with:

#### Platform Management

Training & consultations  
Third-party app integrations  
G Suite account setup  
Domains & SSL certificates  
Troubleshooting & debugging  
Data backups & imports  
Software & security updates  
Project management

#### Content & Marketing

Content strategy execution  
Art direction & copy  
Content management & changes  
Product photography styling  
Target audience creation  
Email marketing & templates  
Social media advertising execution  
Ad optimization & reports

#### Design & Code

Print & web design  
Theme template changes  
Layout changes & tweaks  
Graphics (print & web)  
Page creation & style changes  
Social media images & icons  
HTML, CSS & JavaScript changes  
UX/UI review & modifications

#### Analytics & Optimization

Google analytics & reports  
Heatmaps & user recordings  
Conversion tracking & A/B Testing  
Keyword & search optimization (SEO)  
Page redirects & 404 errors  
Page speed & performance audits  
Image optimization  
Code & database optimization

Hard costs are billed separately.



### Own your platform

Because WordPress is an open source CMS, you'll have complete control over your website, making it an extremely valuable business acquisition.

Having your own dedicated, fully managed WordPress server, ensures your property performs at its best, all the time.

### Managed WordPress Hosting

Our private, all-SSD cloud servers are optimized exclusively for WordPress performance, security, and scalability. All plans include fully managed application updates, secure daily backups, and 24/7 monitoring. Business plans are hosted on dedicated servers and include free Small Task support.

**Personal Hosting** **\$300.00 per year**  
Shared 1GB RAM, up to 3GB Storage,  
2TB Bandwidth, 1 Core Processor

**Business 1GB Server + Small Tasks** **\$1,200.00 per year**  
Dedicated 1GB RAM, 30GB Storage, 2TB  
Bandwidth, 1 Core Processor (30K views)

**Business 2GB Server + Small Tasks** **\$1,600.00 per year**  
Dedicated 2GB RAM, 40GB Storage, 3TB  
Bandwidth, 2 Core Processor (70K views)

**Business 4GB Server + Small Tasks** **\$2,400.00 per year**  
Dedicated 4GB RAM, 60GB Storage, 4TB  
Bandwidth, 2 Core Processor (130K views)

### Additions

Domain Registration	\$25.00 per year
SSL Certificates	\$0, \$100 & \$200 per year
Web Fonts & CDN Plans	\$0, \$10 & \$20 per month
G Suite Accounts	\$5 per user, per month

### About our Small Task support

Small tasks are defined as any support request requiring less than 30 minutes to complete. Small tasks are covered at no charge with all business hosting plans. Larger requests will be billed hourly. See our support scope of service for a full list of tasks we can help you with.



**Styling**

We offer creative styling services to businesses, individuals, and photographers to help with producing perfectly branded product shots and lifestyle campaigns. We can also serve as an assistant to simply provide an extra pair of hands and eyes on set.

**Production Assistant**                                      \$50.00 per hour  
Tending to details during a shoot

**Prop & Model Services**                                      \$50.00 per hour  
Research & coordination for a shoot

**Photography Styling**                                      \$100.00 per hour  
Styling & direction while working  
alongside you or your photographer

**Photography**

Our photographers specialize in fashion, lifestyle, portrait, and product photography. Together we focus on creating high quality content that communicates your message, captures your vibe, and inspires engagement with your brand.

**Hourly**    \$200.00 per hour  
On-site or in-studio

**Half Day**    \$1,200.00 per session  
On-site or in-studio, 6 hours

**Full Day**    \$2,400.00 per session  
On-site or in-studio, 12 hours

**About our Photography Services**

Styling includes steamer, wardrobe kit, and other trade tools. Hair and makeup services can be arranged upon request. Photography includes basic editing, standard commercial licensing, and access to all digital files. Please allow up to two weeks lead time plus one week for proofs. Long distance travel is billed at 54¢ per mile.

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# Terms & Conditions 2017



#### Client portal

Sign in to view your full contract terms & conditions at [www.nownow.io/partner](http://www.nownow.io/partner).

#### Estimates

All estimates are based on your project specifications and may change due to forthcoming information and requests. We will notify you once an increase in project fees reach 10% of the original estimate. Estimates may not include all hard costs required to complete the work, such as for fonts, printing, themes, and apps.

#### Payments

Please provide your first payment per the payment schedule to initiate the project in agreement with these terms and conditions. The remaining amount plus any additional hard costs and fees will be invoiced upon delivery. Should you find it necessary to stop work at any time, one-half of the remaining estimate will be due.

#### Additional Fees

3% will be added for payments made by credit card. 1.5% interest charged per month on all past due invoices. We apply a standard 20% markup on all hard costs and expenses required for your project. Long distance travel over 20 miles is billed at 54¢ per mile.

#### Support

Support tasks are billed monthly in 30 minute increments at \$100.00 per hour. Please budget up to two weeks for most requests to be delivered. Monthly retainers are based on your needs and are provided at a discount when contracted quarterly. Additional time will be billed at the same rate. Rates are subject to change.

#### Managed WordPress Hosting

Hosting plans are billed annually based on expected monthly demand. Your plan may change due to increases in usage and traffic. Domain names, CDN plans, SSL certificates, G Suite accounts, web apps, and fonts are billed separately. A full backup of the website and database will be provided should cancellation be requested.

#### License

You are assigned all right, title, and interest in the work delivered under this agreement. All work is delivered without any warranty. We retain all rights to any preexisting work used, and display rights for use in portfolios, exhibitions, and other self-promotion.