



## Digital Marketing Proposal

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# DIGITAL MARKETING PROPOSAL

## Ama Renovations

*Google Ads · SEO · Social Media · Google Business Profile*

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*Your Trusted Partner in Smart Solutions*

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## 1. About WINEXX

At WINEXX, we empower businesses of all sizes to operate more efficiently, move faster, and grow with absolute confidence. Our tailored technology solutions streamline your operations, elevate productivity, and drive sustainable growth — transforming the way you do business.

What sets us apart? We combine cutting-edge innovation with old-fashioned values: unwavering professionalism, complete transparency, and a genuinely human touch. You're not just getting a service provider — you're gaining a partner who's invested in your success.

Our expertise includes:

- Digital Marketing & SEO
- Google Ads & Paid Media
- Social Media Management
- Custom Software, Web & App Development
- AI-Powered Chatbots & Virtual Assistants
- IT Support & Network Services
- Business Email, Domain & IT Asset Management

We combine technical expertise with a client-centered approach to deliver professional, high-performance solutions that drive real business growth.

## 2. Project Objective

Design and execute a comprehensive Digital Marketing strategy for AMA Renovations to increase online visibility, build a strong digital reputation, and generate consistent qualified leads across the Greater Toronto Area.

This six-month strategy is built around Google Ads as the primary lead generation channel, supported by Google Business Profile management, Social Media content,

and HomeStars — creating a balanced, cost-efficient marketing system that delivers measurable results and sustainable growth.

### 3. Overview

AMA Renovations is a growing renovation company serving the Greater Toronto Area, offering bathroom, kitchen, home, and commercial renovation services.

Following the recent launch of your website, early traffic signals confirm genuine market interest in your services across the GTA. This is a strong indicator that the foundation is in place — the next step is to activate a structured marketing strategy that turns that visibility into consistent, qualified leads.

At this stage, the priority is to:

- Strengthen online visibility across key search platforms
- Build trust and credibility through reviews and consistent digital presence
- Convert website visitors into qualified leads and booked projects

This six-month strategy is designed to grow progressively — starting with a focused, controlled approach and scaling as data and performance improve. Google Ads serves as the primary lead generation channel, supported by Google Business Profile, Social Media, and HomeStars to build reputation and brand validation across the GTA.

### 4. Campaign Objectives

- 1. Increase Online Visibility:** Strengthen AMA Renovations' presence across Google Search, local listings, and social platforms — targeting key GTA areas with higher demand and purchasing power.
- 2. Build Digital Reputation:** Establish credibility and trust through consistent review acquisition, active Google Business Profile management, and a professional social media presence.

3. **Generate Qualified Leads:** Focus on high-intent users actively searching for renovation services in the GTA — driving calls, form submissions, and quote requests through targeted Google Ads campaigns.
4. **Maintain Consistent Online Activity:** Keep all digital channels active and up to date with regular posts, profile updates, and timely responses — reinforcing professionalism and brand reliability.
5. **Improve Cost Efficiency Over Time:** Progressively optimize campaigns based on real performance data, with an expected improvement of 10–20% in cost efficiency over the six-month period.
6. **Ensure Measurable Growth:** Track performance through monthly reporting, a live dashboard, and data-driven decision making, ensuring full transparency and continuous strategy refinement.

## 5. Scope of Service

The following services are included in this proposal:

### 5.1 Google Ads Management

- Full campaign setup, structure, and keyword research
- Ad copywriting and creative direction
- Conversion tracking and Google Tag implementation
- Remarketing and retargeting campaigns
- Monthly bid adjustments and negative keyword optimization
- Search term analysis and performance reporting

### 5.2 Google Business Profile Management

- Full profile optimization (photos, services, business info)
- 4 posts per month
- Review monitoring and response management
- Q&A management and new photo uploads

- Google Ads linking and local visibility optimization

### **5.3 Social Media Management**

- Instagram and Facebook management
- 12 posts per month (feed + stories)
- Content design, copywriting, and scheduling
- Meta Pixel setup and audience building
- Brand consistency across platforms

### **5.4 HomeStars Profile Management**

- Profile creation and full optimization
- Portfolio setup and review strategy
- Review response management
- Score monitoring and profile updates

### **5.5 Monthly Reporting & Strategy**

- Live performance dashboard
- Executive PDF report
- One 45-minute strategy call per month

### **5.6 Services NOT Included**

- Google Ads advertising budget (billed directly to Google by the client)
- Professional photography or video production
- Website development or redesign
- Logo design or brand identity development
- Paid placements or sponsorships on third-party platforms

## 6. Action Plan

The strategy is structured in six progressive stages, designed to build momentum, optimize performance, and scale results over the six-month engagement.

### Stage 1: Research & Analysis

- Keyword research focused on renovation services across the GTA.
- Competitor analysis and market positioning review.
- Review of initial website traffic behavior and conversion opportunities.
- Manual CPC bidding strategy with strict budget control to maximize every dollar during the initial phase.

### Stage 2: Setup & Audit

- Full Google Ads campaign setup and structure.
- Conversion tracking, analytics, and Google Tag implementation.
- Google Business Profile full optimization.
- HomeStars profile creation and setup.
- Meta Pixel installation and audience configuration.

### Stage 3: On-Site Optimization

- Review and improvement of website conversion elements.
- Optimization of contact forms and call-to-action placement.
- Mobile performance verification.

### Stage 4: Campaign Launch & Growth

- Launch Google Ads campaign focused on one core service (recommended: Bathroom Renovation) to maximize budget efficiency and build initial data.
- Activate Google Business Profile posting and review acquisition strategy.
- Begin social media content calendar (Instagram and Facebook).
- Start structured HomeStars review campaign.

### Stage 5: Retargeting & Refinement

- Launch retargeting campaigns for website visitors.
- Refine keyword targeting based on real search term data.

- Focus budget on highest-performing GTA locations.
- Scale to additional services (Kitchen, Basement) based on Month 1–2 results.

## Stage 6: Performance Review & Adjustment

- Monthly performance reporting and dashboard update
- Continuous campaign optimization
- Strategy adjustments based on data and client feedback

## 7. Investment & Payment Terms

### 7.1 Initial Setup: One-Time Payment

Service	CAD
Google Ads: Full Campaign Setup	<b>\$750</b>
Google Business Profile: Full Optimization	<b>\$250</b>
Social Media: Initial Setup & Branding	<b>\$350</b>
HomeStars: Profile & Directory Setup	<b>\$200</b>
<b>Total Initial Setup</b>	<b>\$1,550 CAD + Tax</b>

**Total: \$1,550 + \$201.50 (HST) = \$1,751.50 CAD**

## 7.2 Monthly Management: Months 1 to 6

<b>Service</b>	<b>CAD</b>
Google Ads: Monthly Management & Optimization	<b>\$450</b>
Google Business Profile: Monthly Management	<b>\$150</b>
Social Media: Monthly Content Management	<b>\$200</b>
HomeStars: Maintenance & Review Management	<b>\$200</b>
Monthly Report + Strategy Call	<b>Included</b>
Total Monthly Management Fee	<b>\$880 CAD + Tax</b>

**Total per month: \$880 + \$114.40 (HST) = \$994.40 CAD**

## 7.3 Google Ads Advertising Budget

The Google Ads advertising budget is billed directly to Google by the client and is not included in the WINEXX management fees above. Recommended starting budget: \$1,000–\$1,200 CAD/month, to be scaled based on Month 1 performance results.

## 7.4 Payment Schedule

- Initial setup payment due upon proposal acceptance to initiate the project.
- Monthly management fee due on the first day of each month.
- Payments are non-refundable once work has commenced.

## 7.5 Service Options: Choose What Works Best for You

We understand that every business has different needs and comfort levels when it comes to digital marketing. That is why we offer two flexible service options, so that AMA Renovations can choose the path that best aligns with their current goals and resources.

### **Option 1: Setup Only**

The client opts for the one-time setup payment of \$1,550 CAD plus applicable HST. WINEXX will complete the full configuration of all accounts and platforms, delivering everything ready to operate. From that point, the client takes full control of their own digital marketing management.

Should any questions, challenges, or specific situations arise along the way, WINEXX is always available to provide professional advisory support. Any advisory services requested after the setup will be evaluated and quoted individually based on the nature and complexity of the situation.

### **Option 2: Setup + Full Monthly Management**

The client opts for the one-time setup payment of \$1,550 CAD plus applicable HST, combined with the monthly management fee of \$880 CAD plus applicable HST for a period of six (6) months. WINEXX takes full responsibility for managing, optimizing, and reporting on all digital marketing activities, allowing the client to focus entirely on their business while we handle the rest.

Please indicate your preferred option upon proposal acceptance so that we can tailor the agreement and next steps accordingly.

## 7.6 Payment Methods Accepted:

- Interac e-Transfer
- Interac Debit
- Credit or Debit Card
- Direct Deposit
- Bank Transfer

## 8. Expected Results

The following projections are based on current budget allocation, market competition in the GTA, and progressive campaign optimization over the six-month period.

### 8.1 Visibility & Reputation

- Increased online presence across Google Search, Maps, and social platforms in targeted GTA areas.
- Consistent and professional digital activity across all managed channels.
- Gradual build-up of verified reviews, with a target of 15 to 20 reviews within 6 months.

### 8.2 Lead Generation: Realistic Projections

<b>Period</b>	<b>Estimated Qualified Leads</b>
Month 1–2	2–6 leads per month
Month 3–6	4–10 leads per month

### 8.3 Campaign Performance

- Progressive improvement in Cost Per Lead (CPL) as campaigns are optimized.
- Expected reduction in cost inefficiencies of 10–20% over the six-month period.
- Improved conversion rate from existing website traffic.

### 8.4 ROI Context (Return on Investment)

ROI measures how much revenue your business generates relative to your marketing investment. In the renovation industry, the numbers speak for themselves.

A single bathroom renovation in the GTA generates between \$8,000 and \$25,000 CAD. Even at a 25% close rate on Month 1 leads, one closed project covers the full month's investment, making this strategy a high-return, low-risk decision for AMA Renovations.

**Important Note:** Results are projections based on industry benchmarks and current market conditions. Actual performance may vary depending on external factors such as market competition, seasonality, and client response time to incoming leads. WINEXX is committed to continuous optimization to maximize results throughout the engagement.

## 9. Key Metrics to Track and Evaluate Performance

The following metrics will be monitored and reported monthly to ensure the campaign stays on track and delivers measurable results.

### 9.1 Visibility Metrics

- Ad Reach and Impressions
- Google Business Profile Views and Actions
- Social Media Reach and Engagement Rate

### 9.2 Traffic Metrics

- Website Sessions from Paid and Organic Sources
- Click-Through Rate (CTR)
- Bounce Rate and Average Session Duration

### 9.3 Lead Generation Metrics

- Total Lead Volume (calls + form submissions)
- Cost Per Lead (CPL)
- Cost Per Acquisition (CPA)

### 9.4 Conversion Metrics

- Lead-to-Client Conversion Rate

- Number of New Clients Acquired
- Quote Requests Generated

## 9.5 Conversion Metrics

- Return on Ad Spend (ROAS)
- Quality Score (Google Ads)
- Cost Per Click (CPC)

**How We Report:** All metrics are tracked in real time through a live performance dashboard, complemented by a monthly executive PDF report and a 45-minute strategy call to review results and adjust direction as needed.

## 10. Terms & Conditions

These Terms and Conditions govern the digital marketing services provided by WINEXX to the client (AMA Renovations) as outlined in this proposal. By accepting this proposal, both parties agree to the following terms.

### 10.1 Scope of Service & Changes

This proposal outlines the complete scope of digital marketing services that WINEXX has committed to delivering for AMA Renovations. We want to ensure that both parties have a clear and shared understanding of what is included, so that the project runs smoothly and expectations are met on both sides.

Should the client wish to incorporate additional services, features, or tasks that fall outside the scope defined in this proposal, we would be happy to discuss those needs. Any additions will be evaluated and presented in a separate written quote before any additional work begins, ensuring full transparency on costs and timelines. All change requests should be submitted in writing via email. This allows us to properly assess the impact on the current project timeline, deliverables, and pricing, and to keep a clear record for both parties.

We understand that needs can evolve over time, and we are always open to adapting our approach. However, significant changes to the scope may require a revised proposal and updated payment terms to reflect the additional work involved.

## **10.2 Contract Duration & Renewal**

This agreement has an initial term of six (6) months, beginning on the date the project officially commences. This timeframe has been carefully structured to allow sufficient time to build campaign momentum, generate meaningful data, and deliver measurable results for AMA Renovations.

Upon completion of the initial six-month term, the agreement will automatically renew on a month-to-month basis, giving the client the flexibility to continue the services without interruption. If either party decides not to continue, written notice must be provided at least thirty (30) days before the intended end date.

We value long-term partnerships and are committed to delivering consistent results throughout the engagement and beyond. Should the client wish to discuss adjustments to the scope or pricing upon renewal, WINEXX is always open to that conversation.

Please note that WINEXX reserves the right to review and adjust monthly management fees upon renewal. In such cases, the client will be notified in writing at least thirty (30) days before any changes take effect, ensuring full transparency and adequate time to make an informed decision.

## **10.3 Payment Terms**

We want to make the payment process as clear and straightforward as possible, so that both parties can focus on what matters most: delivering great results for AMA Renovations.

The initial setup fee of \$1,550 CAD plus applicable HST is due in full upon proposal acceptance, prior to any work commencing. This fee covers all the foundational work

carried out at the beginning of the engagement, including account setups, campaign structures, and initial configurations.

The monthly management fee of \$880 CAD plus applicable HST is due on the first (1st) day of each month for the duration of the contract. Timely payments allow WINEXX to maintain uninterrupted service and dedicate the necessary resources to the campaign each month.

All fees are quoted in Canadian dollars (CAD) and are subject to applicable taxes (HST). Payments are accepted via Interac e-Transfer, Interac Debit, Credit or Debit Card, Direct Deposit, and Bank Transfer.

We understand that occasionally circumstances may delay a payment. However, if a balance remains outstanding for more than fifteen (15) days past the due date, WINEXX may need to temporarily suspend its management services, including optimization, reporting, content publishing, and strategy calls, until the outstanding balance is resolved. Please note that active advertising campaigns funded directly by the client through Google will not be affected, as those are managed and paid independently by the client.

To encourage timely payments and cover administrative costs associated with overdue accounts, a late payment fee of 2% of the outstanding balance will be applied to any invoice that remains unpaid beyond the fifteen (15) day grace period. This fee will continue to accrue on a monthly basis until the balance is paid in full.

All payments made for services already rendered are non-refundable, as they reflect work and resources already committed on behalf of the client.

## **10.4 Cancellation & Early Termination**

We genuinely hope to build a long and successful partnership with AMA Renovations, and we are fully committed to delivering results throughout the engagement. That said, we understand that circumstances can change, and we want

both parties to have a clear understanding of what happens should either side need to end the agreement.

This agreement is structured as a six (6) month commitment. This timeframe is not arbitrary. It reflects the time required to properly build, optimize, and scale a digital marketing strategy that generates consistent and meaningful results. Either party may request termination of this agreement by providing written notice at least thirty (30) days in advance.

If the client initiates termination before the completion of the initial six-month term, the remaining monthly management fees for the balance of the contract period will become due as an early termination fee. This reflects the resources, planning, and campaign investment that WINEXX commits to from the very beginning of the engagement. For example, if the client terminates at the end of Month 2, the early termination fee will be equivalent to the four (4) remaining monthly payments, totaling \$3,520 CAD plus applicable HST.

Please note that the initial setup fee of \$1,550 CAD is non-refundable under any circumstances, as it covers work completed prior to and at the start of the engagement.

If WINEXX initiates termination, any prepaid fees for services not yet rendered will be refunded to the client on a pro-rated basis. WINEXX will ensure a smooth and professional transition, providing the client with all completed work, reports, and full access to all managed accounts within five (5) business days of the termination date.

This early termination fee represents a genuine pre-estimate of the loss incurred by WINEXX as a result of the early cancellation, and is enforceable as a legitimate contractual obligation under the laws of the Province of Ontario.

## 10.5 Google Ads Advertising Budget

We want to make sure there is complete clarity around how the Google Ads advertising budget works, as it is an important and separate component of this strategy.

The Google Ads advertising budget is entirely separate from the WINEXX management fees outlined in this proposal. This budget is paid directly by the client to Google and is not collected, held, or managed financially by WINEXX in any way. WINEXX's role is to strategically manage and optimize how that budget is spent, with the goal of maximizing results and ensuring every dollar is invested as efficiently as possible.

The recommended starting budget is \$1,000 to \$1,200 CAD per month. This range has been carefully considered based on current market competition in the GTA renovation industry and is designed to generate meaningful data and qualified leads from the outset. Any decision to increase or decrease the advertising budget rests with the client, and WINEXX will always provide informed guidance and recommendations to support those decisions.

Please note that WINEXX is not responsible for any overspending, billing discrepancies, or account suspensions that may arise directly from Google's platform or from the client's payment method on file with Google. We will always do our best to monitor budget pacing and alert the client to any irregularities as promptly as possible.

## 10.7 Client Responsibilities

A successful digital marketing strategy is a collaborative effort, and we want to make sure that both parties are set up for success from the very beginning. To allow WINEXX to deliver the best possible results, we kindly ask the client to support the engagement in the following ways.

The client agrees to provide timely access to all required accounts and platforms, including Google Ads, Google Business Profile, Google Analytics, Meta Business Suite, and HomeStars. Having prompt access to these platforms from the start allows us to move quickly and avoid unnecessary delays in the campaign timeline.

The client is responsible for ensuring that all information, images, and materials provided to WINEXX are accurate, up to date, and legally owned or licensed by the client. This includes business photos, logos, service descriptions, and any other content used across digital channels.

We kindly ask the client to review and provide feedback on submitted content within three (3) business days of submission. Timely feedback is essential to maintaining the agreed content calendar and campaign schedule. Delays in approval may impact publishing timelines and overall campaign performance, for which WINEXX would not be held responsible.

For the best possible lead conversion results, we strongly recommend that the client respond to all incoming leads within 15 to 30 minutes of inquiry. In the competitive GTA renovation market, potential clients often reach out to multiple contractors simultaneously, and a prompt response can make a significant difference in closing new projects.

The client acknowledges that the overall success of the campaign is influenced by both parties fulfilling their respective responsibilities. Any delays or gaps on the client's side that impact campaign performance will not be attributed to WINEXX.

## **10.8 Content Approval & Publishing**

At WINEXX, we take great care in creating content that accurately represents AMA Renovations and resonates with the target audience. Every piece of content, including ads, social media posts, Google Business Profile updates, and any other marketing materials, will be thoughtfully crafted and submitted to the client for review before it is published.

We want the client to feel confident and comfortable with everything that goes out under the AMA Renovations brand. If any adjustments are needed, the client is welcome to request reasonable revisions and we will be happy to incorporate that feedback before publishing.

To keep campaigns running smoothly and on schedule, we kindly ask the client to provide feedback or approval on submitted content within three (3) business days. If no response is received within that timeframe, WINEXX reserves the right to proceed with publishing in order to maintain the agreed content calendar and avoid disruptions to the campaign performance. We will always make reasonable efforts to follow up before proceeding.

Should the client prefer to grant blanket approval for content publishing, meaning WINEXX can publish without prior review on each piece, this can be arranged in writing at any time, giving the client a more hands-off experience while maintaining full brand consistency.

Any revision requests that go beyond what is considered reasonable within the scope of the monthly management fee may be quoted as additional work. We will always communicate this clearly and transparently before any extra charges are applied.

## **10.9 Confidentiality**

We understand that in the course of this engagement, both parties will have access to sensitive business information. WINEXX is fully committed to handling all client information with the highest level of professionalism, discretion, and respect.

Any business information, marketing strategies, account data, performance metrics, pricing, and operational details shared by either party throughout the duration of this agreement, and after its conclusion, will be treated as strictly confidential. This mutual commitment ensures that both AMA Renovations and WINEXX can work together openly and with complete peace of mind.

WINEXX will not share, sell, disclose, or make use of any client information for purposes other than the delivery of the services outlined in this proposal. Client data will never be passed to third parties without the client's explicit written consent, except where disclosure is required by law.

Similarly, the client agrees to treat any proprietary strategies, methodologies, reporting formats, and operational processes developed or shared by WINEXX as confidential. These materials represent the intellectual work and expertise of WINEXX and should not be shared with or disclosed to third parties without prior written consent.

This confidentiality commitment is not limited to the duration of the contract. It remains in effect after the agreement has ended, ensuring that the trust built between both parties is preserved long after the engagement concludes.

### **10.10 Performance & Results Disclaimer**

We want to be completely transparent with AMA Renovations about what digital marketing can and cannot guarantee. This is not a reflection of our commitment or effort. It is simply the honest reality of how digital marketing works, and we believe every client deserves to understand this clearly before moving forward.

WINEXX will apply industry best practices, continuous optimization, and professional expertise throughout the entire engagement. Our team is fully dedicated to maximizing campaign performance and delivering the best possible results for AMA Renovations at every stage of the strategy.

However, digital marketing results are influenced by a wide range of external factors that are beyond WINEXX's control. These include, but are not limited to, changes in Google and Meta algorithms, fluctuations in market competition within the GTA, seasonal demand patterns in the renovation industry, economic conditions, and the client's own response time to incoming leads.

For these reasons, WINEXX does not guarantee specific outcomes such as a defined number of leads per month, a particular cost per lead, specific search engine rankings, or a guaranteed return on investment. The projections included in this proposal are based on current industry benchmarks and market conditions and are intended as realistic reference points, not as guaranteed outcomes.

What we do guarantee is that WINEXX will remain fully transparent, proactive, and accountable throughout the engagement. Monthly reporting, live dashboard access, and strategy calls are designed to keep the client fully informed at all times, and any underperforming areas will be identified and addressed promptly.

Our goal is not just to run campaigns. It is to build a marketing system that grows stronger and more efficient over time, generating increasing value for AMA Renovations with every passing month.

### **10.11 Limitation of Liability**

WINEXX takes its responsibilities seriously and is fully committed to delivering professional, high-quality services throughout the engagement. However, we want to ensure that both parties have a clear and realistic understanding of the boundaries of our liability, so that expectations are aligned from the very beginning.

WINEXX's liability is limited strictly to the direct delivery of the services described in this proposal. While we will always do our very best to prevent issues and resolve any problems promptly, WINEXX cannot be held responsible for indirect, incidental, or consequential damages that may arise in connection with the campaign. This includes, but is not limited to, loss of revenue, missed business opportunities, reputational impact, or any other financial consequences resulting from campaign performance or service interruptions.

In the unlikely event that a valid claim arises in connection with this agreement, WINEXX's total liability will be limited to the total monthly management fees paid by the client in the month during which the issue occurred. This limitation reflects a fair and reasonable balance between the responsibilities of both parties.

Please note that WINEXX is not liable for any service interruptions, policy changes, account suspensions, or platform modifications imposed by third party platforms such as Google, Meta, or HomeStars. These platforms operate independently and their decisions fall entirely outside of WINEXX's control. In such cases, WINEXX will act promptly to communicate the situation and work with the client to find the best possible path forward.

We want AMA Renovations to feel confident that WINEXX will always act in good faith, with professionalism and dedication, to protect the client's interests to the fullest extent possible within the scope of this agreement.

## **10.12 Governing Law**

This agreement is governed by the laws of the Province of Ontario and the applicable federal laws of Canada. Both parties enter into this agreement in good faith, with a shared commitment to professionalism, transparency, and mutual respect.

In the unlikely event that a disagreement or dispute arises in connection with this agreement, both parties agree to first make a genuine and good faith effort to resolve the matter through open and respectful communication. We believe that most situations can be resolved constructively when both parties approach them with honesty and a willingness to find common ground.

Should a resolution not be reached through direct communication, both parties agree to pursue mediation as a next step before initiating any formal legal proceedings. If mediation is unsuccessful, the dispute will be submitted to binding arbitration in the Province of Ontario, in accordance with applicable provincial laws.

We sincerely hope that this clause never needs to be invoked. Our goal is to build a partnership with AMA Renovations that is grounded in trust, clear communication, and shared success, and we are fully committed to honoring that throughout the entire engagement and beyond.

## 11. Next Steps

We are excited about the opportunity to work once again with AMA Renovations and fully committed to helping build a strong and sustainable digital presence across the GTA. To get started, we kindly ask the client to follow these simple steps:

### Step 1: Review this Proposal

Please take the time to review this proposal thoroughly. If you have any questions, concerns, or would like to discuss any aspect of the strategy or terms, we are happy to schedule a call or meeting at your convenience. We want to make sure you feel completely confident before moving forward.

### Step 2: Select Your Preferred Service Option

Please indicate whether you would like to proceed with the Setup Only option or the Setup plus Full Monthly Management option, as outlined in Section 7.5 of this proposal. This will allow us to tailor the service agreement and next steps accordingly.

### Step 3: Proposal Acceptance

Once you are satisfied with the proposal and have selected your preferred service option, please provide written acceptance via email. This confirms your intent to move forward and allows us to begin preparing the formal service contract.

### Step 4: Initial Payment

Upon proposal acceptance, the initial setup fee of \$1,550 CAD plus applicable HST will be due. Payment can be made through any of the methods outlined in Section 10.3 of this proposal. Work will commence once the initial payment has been received and confirmed.

## **Step 5: Kickoff Meeting**

Once the initial payment is confirmed, we will schedule a kickoff meeting to finalize all details, confirm the project timeline, and begin the account access and material collection process. This meeting is an important first step to ensure we are fully aligned and ready to hit the ground running.

## **Step 6: Project Launch**

With everything in place, we officially begin. From this point forward, WINEXX will maintain regular communication, provide progress updates, and ensure that AMA Renovations is always informed and confident in the direction of the campaign.

## Glossary of Terms

**Bounce Rate:** The percentage of website visitors who land on a page and leave without taking any action or visiting any other page. A high bounce rate may indicate that the page content or design needs improvement.

**Cost Per Acquisition (CPA):** The total cost invested to acquire one new paying client. This metric helps evaluate how efficiently the marketing budget is being converted into actual business.

**Cost Per Click (CPC):** The amount paid each time a user clicks on a digital advertisement. In Google Ads, CPC is determined through an auction system based on competition and keyword relevance.

**Cost Per Lead (CPL):** The total cost invested to generate one qualified lead. This metric is used to evaluate the efficiency of lead generation campaigns.

**Click Through Rate (CTR):** The percentage of people who see an advertisement and click on it. A higher CTR generally indicates that the ad is relevant and engaging to the target audience.

**Conversion:** A desired action completed by a website visitor, such as submitting a contact form, making a phone call, or requesting a quote. Conversions are the primary goal of most digital marketing campaigns.

**Conversion Rate:** The percentage of website visitors who complete a desired action such as filling out a contact form or calling the business. A higher conversion rate means the website and ads are effectively turning visitors into leads.

**Conversion Tracking:** A setup within Google Ads and other platforms that allows WINEXX to measure and record specific actions taken by users after clicking on an ad, such as form submissions or phone calls.

**Google Ads:** Google's online advertising platform that allows businesses to display ads across Google Search, Google Maps, YouTube, and other partner websites. Ads are shown to users who are actively searching for relevant products or services.

**Google Analytics (GA4):** A free web analytics platform provided by Google that tracks and reports website traffic, user behavior, and conversion data. It provides valuable insights into how visitors interact with the AMA Renovations website.

**Google Business Profile (GBP):** A free business listing provided by Google that appears in Google Search and Google Maps. An optimized profile increases local visibility, builds credibility, and drives calls and visits from potential clients.

**Google Tag:** A small piece of code installed on a website that allows Google to track user behavior, measure conversions, and share data between Google Ads and Google Analytics.

**Greater Toronto Area (GTA)** The metropolitan region surrounding the City of Toronto, Ontario, Canada. This is the primary geographic target for AMA Renovations' digital marketing campaigns.

**HomeStars:** A Canadian online platform where homeowners search for and review local home improvement and renovation professionals. A strong HomeStars profile builds trust and generates additional leads from homeowners actively looking for renovation services.

**Harmonized Sales Tax (HST)** A combined federal and provincial sales tax applied to goods and services in Ontario, Canada. The current HST rate in Ontario is 13%.

**Impressions:** The total number of times an advertisement or piece of content is displayed to users, regardless of whether they click on it. Impressions measure the overall reach and visibility of a campaign.

**Lead:** A potential client who has expressed interest in AMA Renovations' services by taking a specific action, such as submitting a contact form, requesting a quote, or calling the business directly.

**Manual CPC Bidding:** A Google Ads bidding strategy where the advertiser manually sets the maximum amount they are willing to pay for each click. This approach provides strict control over the advertising budget, particularly during the early stages of a campaign.

**Meta:** The parent company of Facebook and Instagram. In the context of this proposal, Meta refers to the advertising and business management ecosystem that includes Meta Business Suite, Facebook, and Instagram.

**Meta Business Suite:** A centralized platform provided by Meta that allows businesses to manage their Facebook and Instagram accounts, schedule content, respond to messages, and access advertising tools from one place.

**Meta Pixel:** A small piece of code installed on a website that tracks visitor behavior and allows WINEXX to build custom audiences for retargeting campaigns on Facebook and Instagram.

**Quality Score:** A rating assigned by Google to each keyword in a Google Ads campaign, based on the relevance of the ad, the expected click through rate, and the quality of the landing page. A higher Quality Score generally results in lower costs and better ad placement.

**Remarketing / Retargeting:** A digital advertising strategy that displays ads specifically to users who have previously visited the AMA Renovations website but did not take action. This keeps the brand visible and encourages potential clients to return and convert.

**Return on Ad Spend (ROAS):** A metric that measures the revenue generated for every dollar spent on advertising. For example, a ROAS of 5x means that for every \$1 spent on ads, \$5 in revenue was generated.

**Return on Investment (ROI)** A measure of how much revenue or value is generated relative to the total amount invested in marketing. ROI helps evaluate the overall financial effectiveness of the digital marketing strategy.

**Search Engine Optimization (SEO):** The process of improving a website's visibility in organic (non-paid) search engine results. SEO involves optimizing website content, structure, and authority to rank higher on Google for relevant searches.

**Session:** A single visit to a website by a user. A session begins when a user arrives on the website and ends after a period of inactivity or when they leave. Sessions are used to measure overall website traffic.

## Questions or Ready to Get Started?

We would love to hear from you. Please do not hesitate to reach out with any questions or to confirm your acceptance of this proposal.

### **Winexx Corporation**

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## Proposal Acceptance

Once this proposal is confirmed and the preferred service option has been selected, a formal service contract will be sent to you outlining all agreed terms and deliverables. Upon signing the contract and receiving the initial payment, the project will officially commence and WINEXX will begin working on delivering the best possible results for AMA Renovations.



*Thank you for trusting WINEXX with your digital growth.  
We look forward to building your online success together.*