**SEVEN Recommendations
for working with contract agencies and freelancers**

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| 1. **Develop a creative brief** as the basis of understanding of the project and what is expected (see sample creative brief)
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| 1. Ask the agency or freelancer to provide an estimated **completed project fee** based on your creative brief and work plan goals.
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| 1. **Do not agree to an hourly fee** (you can go way overbudget and not get your project finished)
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| 1. Write up a **Fee-for-Service personal services agreement** and both agency/freelancer and you sign. A signed agreement will protect you if something goes haywire. The days of a handshake agreement are gone.
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| 1. Fee-for-Service personal services agreement explicitly states that the **finished product, such as photography, video, etc. is the property of your company.** This will protect you if the agency or freelancer claims ownership or copyright, or attempts to invoice you for use of the product.
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| 1. Require regular project **progress reports**
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| 1. **Do not pay the entire fee up front**. Pay periodically, based on progress reports. This schedule can be explained in the personal services agreement.
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| **10 Marketing Tips**  |
| 1. **Don’t allow any work that isn’t true to your brand**

Your brand is your business identity. It is what you stand for, believe in, the “why” of your business. It is important to communicate those “truths” to any agency or vendor you work with as it helps them deliver what you need. |
| 1. **Coordinate messaging across multiple online marketing channels**

Website, email newsletters, social media, blogs, video: a Facebook Live segment can link to a blog on your website; blogs can be linked within an email newsletter, etc. Twitter is best used in the moment, such as with sales or events, while Facebook can notify followers days ahead of the event. |
| 1. **Marketing gold is found in niche audiences**

You don’t need to reach 4 million Likes or followers on Facebook. It’s much better to have 400 followers who like your business, and 40 who keep the engagement lively. And do not hesitate to delete negative posts or ban bad posters. |
| 1. **Give people a look behind the scenes**

Create a connection through personalization – let people get to know you. Talk about your products and why you like them, do a cooking demo a favorite dish, provide safety tips as you prepare for a kayak tour.  |
| 1. **Ask your customers what they want and like**

Use comment cards, conduct a survey, or just ask. Are you getting frequent requests for certain things? If so, and it fits in with your goals, product line, etc. make it happen. |
| 1. **Ask Visit Tillamook Coast for help/advice – and share your content with us**

We’re here for you! And make sure you share content with us so we can share it. |
| 1. **When creating videos, make sure they have an appropriate lifespan**

Well-produced videos are not cheap – be sure they are “evergreen” for a few years use. Share them on different channels at different times. Simple iPhone videos can be created in a few minutes – make as many as you want! Also use your smartphone for Facebook Live events.  |
| 1. **Facebook: what they like and don’t like**

If you want Facebook to push your posts to newsfeeds, and you want to do a Boost or create an ad from a video or post, remember this: **Always upload videos directly to your business Facebook page – don’t link from YouTube**; always Post content directly to your business Facebook page, don’t share a post from your personal page. Here’s why: Facebook will not push them out. A great video or post shared from another source is not great if it doesn’t reach people.  |
| 1. **Need images? Feel free to use our Flickr page:** https://www.flickr.com/photos/tillamookcoast/albums
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| 1. **Support your community**

Businesses are frequently asked for donations for fundraisers. But how about doing a fundraiser yourself? It will cost you time and effort, but creates goodwill for a cause. Locals and visitors get involved, and goodwill goes a long way. |

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| **Creative Brief (template)** |
| **Project Overview**Build a website that attracts visitors and locals looking for a restaurant that specializes in locally source foods and beverages. This site will include an online menu updated each day with specials, an online ordering system for takeout, information on catering services, stories and videos about our local food vendors, cooking lessons, educational videos about sustainable seafood, and our community efforts with local partners. |
| **Creative Approach**Our new website will reflect our mission and values that support local farmers, fishers, producers and beverage makers, as well as our commitment to hospitality, sustainable foods, and great food served well. Colors and typeface should feel “natural” and friendly, not overly designed. Videos will feature local people talking about their work and passions, and educating our visitors and guests about sustainable, local foods, and getting to know the makers. Imagery will focus on foods, people and our team. Video special effects are not to be used unless it helps to positively tell a story; music soundtracks must be “in-tune” with the story as well. Web agency must be willing to do what is best for our company, potential visitors and customers, rather than what is a “cool” thing to do. The website must be “evergreen”: that is, stand the test of time, and not be quickly outdated with elements that are fads. |
| **Project Goals****Aims of the website*** Raise awareness of our restaurant, menu, food services
* Make our restaurant a top-of-mind destination for locally sourced foods
* Create community and provide information through stories and videos
* Link with Facebook, Instagram and YouTube
* Link with Visit Tillamook Coast, Oregon Coast Visitors Association, Travel Oregon, local Chamber and Visitor Center websites, and FB/Instagram pages related to food, seafood, etc.

 **Audience*** Visitors to the Oregon Coast who enjoy locally sourced foods
* North Coast food and beverage producers, including those with large social followings
* Food influencers, food writers and chefs throughout the Northwest
* Outdoor enthusiasts (they like to eat after hiking or kayaking)
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|  **Essentials*** Website to be built on a robust, secure WordPress platform that can be updated easily
* Navigation must be easily accessible: user-friendly best practices are expected
* Ability to embed video content, social media feed
* Ability to upload pdfs, and visitors to website can download pdfs
* Include map and directions
* Include links to partner websites
* Robust search capabilities
* Google Analytics enabled for basic reporting
* Include Google My Business
* Optimized for all devices, including mobile
* Optimized for all versions of Chrome, Firefox, Safari and Internet Explorer
* Submitted to all search engines, including Google, Bing and Yahoo
* Include security software to prevent hacking
* Ability to post blogs and add photos
* Apply SEO, keywords developed through research
* Ability to allow email subscribers
* Training provided by web manager for team to make menu and other updates
* Recommend and set website up with reliable hosting company (prefer U.S. based)
* Provide URL registry login so easily renewed by team
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| **Time Frame*** Web agency will provide a “not to exceed” fee, payment schedule, and a schedule of completion. Final payment will be provided after satisfactory completion of project.
* Web agency will provide frequent communication, and not make assumptions about content
* Our team will provide reviews, edits and final approval, and sign off on the finished site before going live.
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**FEE-FOR-SERVICE PERSONAL SERVICES CONTRACT**

<**Your Company Name**> and <**Name of contractor**>, agree to the following terms and conditions for the purposes of: <**describe service>. See statement of work.**

1. Schedule of Services and Payment:

A. CONTRACTOR will comply with the following schedule in performance of service described above:

 Services to begin: **DATE** Completion date**: DATE**

B. Total Contract award estimate: **$000.00** Payment will be made according to the following schedule:
**Deposit to initiate work: $000.00**

 **Remainder of fee upon completion of work: $000.00 (or other schedule)**

 *Payment will be made within 30 days after receipt of invoice*.

C. Check payable to: **Company and address**

1. CONTRACTOR, as an independent contractor, shall be solely responsible for the direction and control of the means and manner of the performance of this contract, shall be solely responsible for obtaining all business registrations and licenses, shall furnish all equipment and tools necessary for performance of the contract and shall be solely responsible for hiring and firing of CONTRACTOR's employees.
2. Certification: Prior to payment for services rendered, the undersigned contractor certifies:
	1. I am not an employee of the <**Your Company Name**> and hereby waive any and all claims to benefits otherwise provided employees, including but not limited to: medical, dental or other health insurance, retirement benefits, unemployment benefits, workers' compensation benefits and liability insurance.
	2. The described services by CONTRACTOR are to be performed and delivered by the specified deadline.
	3. CONTRACTOR is recognized as a business and is approved by the State or other political subdivisions to provide similar services for other customers. My Federal Tax ID No. or if sole proprietor, social security number is **<add number>**. **Please complete the attached W-9 form.**
	4. AS A CONTRACTOR, I understand that I am solely responsible for federal and state taxes and social security payments applicable to monies received for services herein rendered. I understand IRS Form 1099 will be filed on payments received when appropriate.
3. CONTRACTOR understands that an independent contractor is not eligible to receive workers' compensation benefits unless said person has obtained coverage for such benefits pursuant to ORS 656.128.
4. If the CONTRACTOR is performing the services with the help or others, it is understood that CONTRACTOR shall comply with ORS 656.017, which requires them to provide workers' compensation coverage for all involved parties.
5. CONTRACTOR agrees to indemnify and hold harmless <**Your Company Name**> for any damages, expenses, costs and disbursements, and attorney's fees incurred by <**Your Company Name**> as a result of or in any way related to this Contract or CONTRACTOR'S work hereunder, save and except for any damages, expenses, costs or disbursements and attorney's fees attributable to <**Your Company Name**> intentional or negligent misconduct.
6. In the event a review by the United States Government, the State of Oregon, or any agency thereof, determines that this Agreement constitutes an employee-employer relationship, the CONTRACTOR agrees to reimburse <**Your Company Name**> for all employment costs as a result of the determination.
7. Should a suit be filed to enforce or interpret this Contract, the prevailing party will be entitled to such attorney fees and costs as are adjudged reasonable and proper by the trial or appellate court.
8. CONTRACTOR shall comply with all laws applicable to the Contract and CONTRACTOR'S work hereunder.
9. This Agreement may not be modified or amended except by agreement in writing between the parties.
10. Either party may terminate this agreement by giving 30 days written notice to the other. In such an event CONTRACTOR will be paid for services to date of termination.
11. Other conditions: It is understood this is a fee-for-service agreement. <**Your Company Name**> is the sole owner of the deliverables and will have free and unfettered use of the deliverables. Any attempt to invoice <**Your Company Name**> for use of the product will be considered a violation of this agreement and appropriate action may be taken if CONTRACTOR attempts additional compensation.

 Contractor <**Your Company Name**>

Signature Date Authorized Administrator Date

Address:

 **CONTRACTOR Name**

address
phone email website