



## *Welcome to CooCoo's Exciting Event Marketing Promotions.*

You are one step away from joining an exceptional group of people that will help your business realize its potential online and through Social Media Marketing. The following are the perks that you will receive as a member of the CooCoo Premium Family:

### **CooCoo Website:**

1. You will get a premium listing on top of the category of your choice (**Only 3 spots per Category**).
2. Your listing will include your business details, Logo, Links to your site, as well as your Facebook, Twitter, and Instagram pages.
3. Your listing will also have your Contact details, i.e. cell, email and business line, if applicable.
4. You are entitled to have your products / services listed under your Premium listing.
5. You will be promoted once in our bi-weekly email to our subscribers in the "New client's section".

From 1 April 2021 we will launch our new enhanced website, which includes a Category/shopping cart where you can also add your products and services under our new cart system, giving you even more ways to promote your business.

### **CooCoo Social Media Marketing Pages:**

1. Your Advert will be promoted on CooCoo's Facebook Page once a month.
2. Your Advert will be promoted on CooCoo's Instagram Page once a month.
3. Your Advert will be promoted on CooCoo's Twitter Page once a month.
4. Your Advert will be promoted on CooCoo's LinkedIn Page once a month.

### **Your Business Social Media Marketing Pages:**

1. We will enhance your social media pages, or if you don't yet have any, we will set them up for free.
2. We will post your services/products on your **Facebook** page between 3 – 7 times a week.
3. We will post your services/products on your **Instagram** page between 3 – 7 times a week.
4. We will post your services/products on your **Twitter** page between 5 – 21 times a week.
5. You choose a standard banner from our list, and we customise the banners colours and content to suit your products/services, with all your contact details on it.
6. We design 2 – 5 standard banners for you per month for Free, which will be used on all social media.
7. You may request new standard banners each month, to promote different products / services etc..
8. *We also pay to increase your Facebook likes per month, from R50.00 to R100.00 paid advertising. \**

You may either take a **trial on our basic package till the end of March 2021**, or if you are ready to sign up and start benefiting from CooCoo managing your social media presence, you may sign up for any of our packages below. Before making this choice, please remember **we only manage 3 clients per category, per province**, and the spots are filling up fast.

*\* Facebook Ad Spend only takes effect from 1 April 2021, or when a package is purchased.*



## Basic Package & Pricing

The basic Package is aimed for clients who are either struggling to maintain a steady flow of posts on Social media, or companies just starting off and have no or extraordinarily little social media presence. We suggest this package to anyone with less than 1000-page likes.

1. Premium Profile on CooCoo
2. Up to Products/Services on CooCoo
3. 1 Promo to Coocoos' FB Page (Per Month)
4. 1 Promo to Coocoos' Instagram Page (Per Month)
5. 1 Promo to Coocoos' Twitter Page (Per Month)
6. 1 Promo to Coocoos' LinkedIn Page (Per Month)
7. 3 Alternating Posts (4 products/specials/services) to Clients FB Page per week
8. 3 Alternating Posts (4 products/specials/services) to Clients Instagram Page per week
9. 5 Alternating Posts (4 products/specials/services) to Clients Twitter Page per week
10. Includes 4 free standard designs of your promo per month - for twitter/Instagram/Linked In and FB
11. 1 Free Logo Placement (in New Clients Section) in Bi-Weekly Newsletter (Once off)
12. R50,00 Facebook Ad Spend p.m.

**R649.00** Per Month / **R7139.00** Per Annum **(1 Month Free)**

**Additionally, we "Share" every post to 10 groups in your area for maximum exposure. Maximum 30 Groups**

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## Standard Package & Pricing

The standard Package is aimed for clients who already have an established social media presence, but postings are minimal, and followers are growing at a slow rate. We suggest this package to anyone with less than 2500-page likes, and who require more of a "boost" in social media presence than the basic offers.

1. Premium Profile on CooCoo
2. Up to 10 Products/Services on CooCoo
3. 1 Promo to Coocoos' FB Page (Per Month)
4. 1 Promo to Coocoos' Instagram Page (Per Month)
5. 1 Promo to Coocoos' Twitter Page (Per Month)
6. 1 Promo to Coocoos' LinkedIn Page (Per Month)
7. 5 Alternating Posts (4 products/specials/services) to Clients FB Page per week
8. 5 Alternating Posts (4 products/specials/services) to Clients Instagram Page per week
9. 10 Alternating Posts (4 products/specials/services) to Clients Twitter Page per week
10. Includes 4 free standard designs of your promo per month - for twitter/Instagram/Linked In and FB
11. 1 Free Logo Placement (in New Clients Section) in Bi-Weekly Newsletter (Once off)
12. R75,00 Facebook Ad Spend p.m.

**R799.00** Per Month / **R8789.00** Per Annum **(1 Month Free)**

**Additionally, we "Share" every post to 10 groups in your area for maximum exposure. Maximum 30 Groups**



## Optimal Package & Pricing

The Optimal Package is aimed for clients who already have an established social media presence, with regular postings, but followers are not growing at an appropriate rate. We suggest this package to anyone with more than 2500-page likes, and who require more of a “boost” in social media presence than the standard offers.

1. Premium Profile on CooCoo
2. Up to 15 Products/Services on CooCoo
3. 1 Promo to Coocoos' FB Page (Per Month)
4. 1 Promo to Coocoos' Instagram Page (Per Month)
5. 1 Promo to Coocoos' Twitter Page (Per Month)
6. 1 Promo to Coocoos' LinkedIn Page (Per Month)
7. 7 Alternating Posts (6 products/specials/services) to Clients FB Page per week
8. 7 Alternating Posts (6 products/specials/services) to Clients Instagram Page per week
9. 21 Alternating Posts (6 products/specials/services) to Clients Twitter Page per week
10. Includes 6 free standard designs of your promo per month - for twitter/Instagram/Linked In and FB
11. 1 Free Logo Placement (in New Clients Section) in Bi-Weekly Newsletter (**Once off**)
12. R100,00 Facebook Ad Spend p.m.

**R1099.00** Per Month or **R12089.00** Per Annum (**1 Month Free**)

**Additionally, we "Share" every post to 10 groups in your area for maximum exposure.**

**Maximum 40 Groups**

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**Our Standard accounts get a 10% discount, and our Optimal accounts get a 15% discount on the social media addons below\***

### Additional Advertising Options

1. Add an Additional Promo Design - Standard (R100,00)\*
2. Add an Additional Promo Design - Custom (R250,00)\*
3. Add an Additional Weekly Post on your FB Page (Charged at R120,00 PM Per Post, i.e. R30 per post)\*
4. Add an Additional 2 Weekly Posts on your FB Page (Charged at R240,00 PM Per Post, i.e. R30 per post)\*
5. Add an Additional 5 tweets for twitter per week (Charged at R120,00 PM Per 5 Tweets, i.e. R6 per tweet)\*
6. Top Banner on Coocoos' Home Page (R500,00 PM)
7. Bottom Banner on Coocoos' Home Page (R200,00 PM)
8. Top Banner on Coocoos' Category Page (R300,00 PM)
9. Bottom Banner on Coocoos' Category Page PM (R100,00 PM)
10. 1 Logo Placement (in Top Section) in Bi-Weekly Newsletter (R500,00)
11. 1 Logo Placement (in Premium Section) in Bi-Weekly Newsletter (R200,00)

## Terms of Service

This license agreement (hereinafter referred to as **the Agreement**) constitutes a contract between **CooCoo** (Managed by StormBiz), who are the authors of and the owners of the Social Media Marketing Website (hereinafter referred to as the **“Copyright Owner”**), and the client (hereinafter referred to as the **“Supplier”**).

The latest terms and conditions [can be viewed here](#), and supersedes this agreement, and is considered to be the correct agreement, as this is the revised version, highlighting the responsibilities of the supplier, and the copyright owner only.

Please take careful consideration of the following terms and conditions which have been set in place to protect you “the Supplier”, as well as CooCoo. If you do not agree with these terms and conditions, set out below, please raise your concerns and recommendations, in writing, and contact [accounts@coocoo.co.za](mailto:accounts@coocoo.co.za) before confirming your order, or accepting any services offered by CooCoo. On confirming your order, or accepting any work done by CooCoo, you acknowledge that you have read the terms and conditions, and you accept all the terms listed below, and that the acceptance of the terms and conditions creates a binding contract between you and CooCoo. Please also note that the terms and conditions may change from time to time, and the onus is on our clients to always adhere to these terms and conditions, and are available on our website here: [Terms and Conditions](#)

### Responsibilities of “The Supplier”

To provide you with the service you have requested, we require you “the Supplier” to provide the following, and follow our efficient protocols set out below:

**Please send all marketing material required for your social media posts to [marketing@coocoo.co.za](mailto:marketing@coocoo.co.za) or by clicking here and filling in the form.**

**[Click here to go to your members area and find all relevant information on our website.](#)**

1. Fill in the new client / debit order form and send it to [accounts@coocoo.co.za](mailto:accounts@coocoo.co.za).
2. Provide a CooCoo’ marketing manager with administrator rights on your Business Facebook Page.
3. If you do not have a Business Facebook Page, we will add a Facebook Page for you, and add you, or a company representative of your choice as an administrator.
4. Provide a CooCoo’ marketing manager login details for your Business Instagram Account.
5. Provide a CooCoo’ marketing manager login details for your Business Twitter Account.
6. View our list of generic banners on our website and provide us with the banner name/number that you have chosen. We recommend for branding purposes that the banner layout stays the same every month, however you may request a change in banner style/design from our website before or with the sending of the following details.
7. Provide CooCoo with all Logos, content, and images needed to create your monthly Social Media Banners *no later than the 20<sup>th</sup> of each month*. Failure to submit new content will mean that we accept that you are happy for us to post the same banners for the next month. Content can be submitted on our website, or sent via email, and *must be* in text format. No other content will be accepted, and no content will be “sourced” due to copyright laws. Please ensure that you have all rights to distribute any images sent to us. We accept the images on the basis that they are either your own, they are not breaking any copyright laws, or they have been purchased by an online image supplier, and we take no responsibility for breaching any copyright laws.
8. Your business representative, having access to all social media accounts, as well as CooCoo Website, may at any time log in and view the progress of the various social media posts, and promotions.
9. Your business representative needs to ensure that all content added on CooCoo’s website is true, and correct, and send any change requests *via email only* to [marketing@coocoo.co.za](mailto:marketing@coocoo.co.za).



10. Respect the working hours of our employers, and only contact them if need be on their personal phones, during work time. Please remember that any requests **must be made by email**, and not via a phone call, text message, WhatsApp, or any other electronic media.

### **Responsibilities of the “Copyright Owner”**

CooCoo will do the following on behalf of you, “the Supplier”.

1. Open a Facebook page, or revamp current Facebook Page, add new header.
2. Add client as an Admin to the created Facebook Page.
3. Open an Instagram account, if no business account exists, add new header.
4. Open a Twitter account, if no business account exists, add new header.
5. Add your business Listing to CooCoo with the content provided in the “new client/debit order” form, add the logo, and add the monthly banners.
6. Design the banner ads for your social media campaign within 5 business days of receiving the content and send them to your email for “proof reading”. Any changes needed must be supplied within 1 business day. If we do not receive any feedback within 1 day, we will schedule all the posts for the next month, by the last day of each month.
7. We do not respond, delete, or forward any comments or questions on any posts added, as the company representative has access to the social media accounts.
8. We do not respond, delete, or forward any comments or questions on any of our client’s posts, private, or otherwise.
9. We do not manage our clients personal Facebook accounts, please do not provide any of our staff with personal Facebook Logins, as we do not need access to this to manage your page.
10. The work month runs from the 25<sup>th</sup> to the 24<sup>th</sup>, therefore any additional posts/work done during the month, will be added to the invoice on the 25<sup>th</sup> of the month, or the Monday after the 25<sup>th</sup>.
11. Please keep all communication, questions, and requests to email, so that there is a constant paper between your CooCoo Marketing Manager, and yourself.
12. If you require an “urgent” social media post, or an unscheduled post, **please request this via email**, and your marketing manager will assist in adding this within 48 hours. Please ensure all content is included for this posting to prevent delay, and specify if it is for all platforms, or only a specific platform.

### **Refund / Cancellation Policy:**

We offer exceptional services; however, we do not refund deposits. We will manage your social media account as per our package, and keep to the conditions stipulated below, under “**Clients responsibilities**” and “**Coocoo Responsibilities**”. If you are on an annual package, and prefer a month-to-month package, please change your subscription package by contacting our [accounts department](#) within 14 days before your subscription period renewal date. Failing to do so will mean that you will be renewing your account. Cancellation of marketing management accounts need to be done with 1 calendar month notice from the 1st of the due month. Cancellation needs to be done via email, from the owner of the account. Once the account has been settled, and the 1-month notice has been paid, we will downgrade your premium listing to a “Free listing” on Coocoo. Once cancellation has been made, we request that you change your Twitter, and Instagram passwords, and remove any member of Coocoo as an administrator from your Facebook page.

### **Debit Order Policy**

We take every precaution to send our debit orders on the 25<sup>th</sup>, 1<sup>st</sup>, or 7<sup>th</sup> of the month (unless otherwise agreed). Please ensure that the funds do clear in your account, otherwise the penalties we incur will be forwarded to your account. Please also ensure that the debit orders are going off your account each month. We normally mark the accounts as paid once the debit order has been authorized (2 business days after debit order date). If you are still receiving notifications 3 - 5 days after due date, please contact us, as there



may have been a problem with your payment. Please note that even though debit orders are the best way to do payments, it is still up to the account holder to check their account each month to ensure the debit order has been enforced.

### **Final Provisions**

If any condition of this Agreement for any reason becomes unenforceable or is voided or declared invalid by a competent court, then it is regarded as an omission from the text of this Agreement, which, however, shall by no means affect the legitimacy and validity of the other conditions.

The section headings in the text of the Agreement are for convenience only and have no independent legal force and shall not be interpreted in relation to the conditions of the Agreement.

The Supplier acknowledges that he has read this Agreement carefully and understood it completely and agrees to accept its terms and conditions.

The Copyright Owner may unilaterally change this Agreement. It is the Suppliers duty to review the changes from time to time on the site [on our terms and conditions page](#), where the text of the changes is published. The changes in the conditions of the Agreement shall come into force on the date of publishing on the site <https://www.coocoo.co.za>, unless otherwise specified in the publication, and become mandatory for acceptance and satisfaction by the Supplier for further Use of the Website.

The Supplier acknowledges that the Copyright Owner may suffer damage if the conditions of this Agreement are not respected, and therefore the Supplier agrees that the Copyright Owner has the right to use any form of protecting the violated rights and legitimate interests, including the direct appeal to the appropriate court without a necessity to comply with the claim settlement procedure.

The Parties acknowledge the legal validity of all documents that are sent by email. The documents sent by the Copyright Owner are considered created in the proper written form, if sent from [\\*\\*\\*@coocoo.co.za](mailto:***@coocoo.co.za) or [\\*\\*\\*@stormbiz.co.za](mailto:***@stormbiz.co.za).

**Please fill in the last 2 pages and send it back to us via email**



## New Client Form

### PERSONAL INFORMATION

Name:
Surname:
Email:
Contact Number:
Username:
Password:

### BUSINESS INFORMATION

Street:
Suburb:
City:
Province:
Postal Code:

### WEBSITE CONTACT

Contact's Name & Surname:
Contact's Cell phone:
Contact's Email Address:

### BUSINESS DESCRIPTION


**Advert Information:** Tick 1 Province that you would like to advertise in:

GP    KZN    MP    EC    WC    NC    NW    LP    FS

### BANK INFORMATION FOR DEBIT ORDER

Account Owner:
Bank Account Number:
Branch Code:
Account Type:



## Bank Debit Order Instruction

### The details of my bank account are as follows:

I hereby request and authorize you to draw against my account with the abovementioned bank (or any other bank or branch to which I may transfer my account) the sum of R\_\_\_\_\_ (monthly / annually amount) from the end of \_\_\_/\_\_\_/ 20\_\_\_ (next invoice due date), and every consecutive month thereafter pertaining to this agreement, on the specified day of each month. This being the amount necessary for the monthly due to you, for us using your website services.

All such withdrawals from my account by you shall be treated as though they had been signed by me personally.

I, the undersigned "instruct" and authorize your agent, SagePay, to draw against my account. I understand that if bank details have been supplied the withdrawals authorized here will be processed by BankServ. I also understand that details of each withdrawal will be printed on my statement.

I agree to pay any banking charges relating to this debit order instruction. This authority may be cancelled by means of giving you thirty days' notice in writing, sent by prepaid registered post, but I understand that I shall not be entitled to any refund of amounts, which you have withdrawn whilst this authority was in force if such amounts were legally owing to you as per the agreement that this debit order serves.

### ASSIGNMENT:

I acknowledge that the party hereby authorized to effect the drawing(s) against my account may not cede or assign any of its rights and that I may not delegate any of my obligations in terms of this contract/authority to any third party without prior written consent of the authorized party.

Signed on the \_\_\_\_\_ day of \_\_\_\_\_ / 20\_\_\_\_\_

### SUBSCRIPTION FEE:

- Directory:**  Select this option if you only want to be listed on our website (free).
- Basic:**  Monthly Subscription – R649.00 Monthly (or) Annual Subscription – R7139.00 Annually
- Standard:**  Monthly Subscription – R799.00 Monthly (or) Annual Subscription – R8789.00 Annually
- Optimal:**  Monthly Subscription – R1099.00 Monthly (or) Annual Subscription – R12089.00 Annually

Debit Order Date:	25 <sup>th</sup> <input type="checkbox"/>	1 <sup>st</sup> <input type="checkbox"/>	5 <sup>th</sup> <input type="checkbox"/>
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### Additional Advertising

- Top Banner on Coocoos' Home Page (R500,00 PM) (Revolving 1 Banner) **Only 5 Spots**
- Bottom Banner on Coocoos' Home Page (R200,00 PM) (Revolving 8 Banners) **Only 40 Spots**
- Top Banner on selected Coocoos' Category Page (R300,00 PM) (Static 1 Banner) **ONLY 1 Spot**
- Bottom Banner on ALL Coocoos' Category Page PM (R100,00 PM) (Revolving 4 banners) **Only 480 spots**
- 1 Logo Placement (in Top Section) in Bi-Weekly Newsletter (R500,00) **(1 Banner per mailer)**
- 1 Logo Placement (in Premium Section) in Bi-Weekly Newsletter (R200,00) **(8 Banners per mailer)**
- Additional Advertising to increase page likes on Facebook R\_\_\_\_\_

Additional Posts per week: FB: \_\_\_\_\_ Twitter: \_\_\_\_\_ Instagram: \_\_\_\_\_

### SIGNATURE AS USED FOR SIGNING CHEQUES OR CREDIT CARD

Sales Rep: Website Contact

Supplier: \_\_\_\_\_

Signature: \_\_\_\_\_

CooCoo Promotions  
Bank : FNB  
Account Number : 62138107091  
Account Type : Cheque  
Branch Code: 250655