

The Hot New Leads Source



Lead Generation Proposal

By

Nio Bands, LLC c/o Nehemiah Marcus

For

American Income Life Agents, Teams & Agencies

Facebook Ad Campaigns

We have been asked to provide a proposal to run our funnel based ad campaign strategy for American Income Life Insurance. Our campaigns are intended to reach people within specified regions, engage audiences, retarget those audiences and ultimately convert the most engaged people into leads.

Performance Estimate

We have set aside your initial ad spend budget of \$1,000 per month. Below we outline the expected performance based on your monthly budget, industry average CPC and average lead generation conversion rate. These forecasts are our best estimate using data provided by you, Google and other third party tools.

Mode of Delivery: Form Fills to Google Sheets

Conversion tracking

Measuring the number of form leads is the key metric. We'll ensure conversion tracking is installed and properly configured on the on-facebook lead form and your agency receives notifications via email of all leads generated.

Timing

The account creation and optimization plan can be implemented within 5 working days from receipt of signed contract, payment and notification emails. The 30 day campaign management period begins after this 5 day period of account creation and general setup tasks.

Fees

Monthly Management Fee: \$5,000 (includes monthly ad spend)

For the paid ads services provided pursuant to this agreement, our management fee has been factored into the fees mentioned about and will cover 100 new leads in the form of Name, Email and phone numbers delivered to a shared Google Sheet in real time.

All other campaign and lander setup fees will be waived so long as clients commit to a 3-month minimum contract. Our terms and conditions in relation to services provided and payment of fees are shown at the end of this document.

Next Steps

We need the following information to get started:

- Which email and phone number should the leads go to?
 - Email: _____ Phone: _____
- Credit Card Information (**NOTE:** skip if you're using the one-time [secure order form link](#))
 - Name on the card: _____
 - 16 digit card number: _____
 - Expiration date: _____
 - Security code: _____
 - Billing Address: _____
- Contact information of any support staff to facilitate this process
 - Name: _____
 - Email: _____
 - Phone: _____

We look forward to working with **American Income Life** to implement a new source of highly relevant and qualified **Life Insurance** leads with our lead generation services. We're excited to establish a long-term professional relationship with your company.

Thanks,

Nehemiah Marcus
"The Hot New Leads Source"
Founder, Nio Bands Digital Marketing

First & Last Name:	Nehemiah Marcus
Company Name:	Nio Bands, LLC
Phone/Email:	(213) 392-8955 nmarcus@niobands.com
Signature:	Nehemiah R. Marcus

Terms and Conditions

1. Agreement date

The agreement date is the date on which funds are received or email confirmation of this agreement is received by us.

2. Term

The minimum term of this agreement is [3] months. Thereafter it will continue automatically for periods of [1] month each month until notice of cancellation is received in accordance with clause 3 below.

3. Cancellation (client request)

Notice of cancellation is required by emailing nmarcus@niobands.com Cancellation will have effect from the end of the current service month.

4. Cancellation (service provider request)

We reserve the right to cease providing service in the event that fees are not paid within [5] days of the due date. We may also cancel for other reasons from the end of the current service period, however we are obliged to provide service up until the end of the period.

5. Payment

Setup fees and other additional charges (such as but not limited to video creation, custom audience creation and retargeting) are waived in this case. [Click Here](#) to access our one-time secure payment form after signing below.

6. Refunds

Except in the case of account mismanagement, we do not offer refunds.

**By signing below you agree to these terms and authorize charges on your credit card.*

Printed Name:	
Company Name:	
Email:	
Phone:	
Signature:	
Date:	