



Service Agreement

1. Services Provided

Three Bites agrees to provide the email and SMS marketing services as detailed in the agreed-upon proposal or service package. Services may include, but are not limited to, email newsletter design and delivery, content research and writing, custom graphics creation, mobile and link testing, contact list management, and the setup of automated sequences (e.g., welcome sequences, abandoned cart campaigns).

2. Client Responsibilities

The client agrees to provide all necessary information, including accurate customer data, product details, and business insights, to facilitate the delivery of services. The client is responsible for ensuring compliance with all applicable country-specific anti-spam laws and regulations, such as The Spam Act 2003 in Australia, GDPR in Europe, or CAN-SPAM in the United States of America. Three Bites emphasises that clients should always adhere to best practices for the industry.

3. Database and Audience Management

Three Bites emphasises the importance of a clean and organised customer database. Three Bites will work with the client to centralise data and segment audiences to ensure relevant and personalised communication.

4. Content and Design

Content provided by Three Bites will be rooted in simplicity and tailored to the client's audience, focusing on providing value and driving engagement. Three Bites will ensure that email designs adhere to best practices, utilising consistent branding (logo, fonts, colours) and optimising for mobile devices. Please note that unless otherwise requested, your emails may be used as examples for design purposes during training, coaching, and when assisting clients to make new design choices.

5. Fees and Payment

Pricing for services is outlined in the original proposal or online product description which the client agrees to prior to beginning service with Three Bites. This may include monthly fees for ongoing services (e.g., monthly newsletters, email and SMS bundles) or one-time fees for specific sequences (e.g., abandoned cart sequences, welcome sequences). The client is responsible for all applicable fees, including any costs associated with the Email Service Provider (ESP) or SMS messages.

6. Reporting and Optimisation

Three Bites will monitor and analyse email performance, focusing on key metrics like open rates, click rates, and conversion rates. Three Bites will provide regular insights and recommendations to improve future campaigns.

7. Confidentiality

Three Bites agrees to maintain the confidentiality of all client information, including customer data, business strategies, and proprietary information.

8. Liability

Three Bites strives to execute all tasks efficiently and professionally. However, the client acknowledges that marketing outcomes are not guaranteed and that email deliverability and engagement rates can be influenced by factors outside of Three Bites' control.

9. Termination

Either party may terminate this agreement with written notice, subject to the terms outlined in the specific service agreement or proposal. This can be sent via email to admin@threebites.com.au. All of that said, we always endeavour to operate with integrity and encourage you to speak directly with Brett Stone in the event you have any questions, concerns, or ideas. Thank you.