hipbone MARKETING

2025 SERVICES

SERVICE	TASKS	DETAILS	HIPBONE	PARTNER
SPECIAL EVENTS	Planning	Inform Hipbone of significant changes happening to the store (i.e. store move, expansion, renovation, etc.)		X
(I.E. Grand Opening, Grand Re-Opening after Renovations, Store moves, Store Anniversaries)		Offer ideas and suggestions for how to market store changes	X	
	Execution	Hipbone will execute Special Events marketing as requested by Partner	X	
	Analysis	Request feedback after the special Event	X	
		Share important metrics (sales, customer count, average sale, margin, etc.)		X
PROMOTIONS	Planning	Offer annual calendar of unique Promotions that fit seasonal, brand and store needs (at least 60 days prior to the start of each business quarter)	X	
		Approve Promotion participation, dates and details (if you plan a full year, we will give you a present!)		X
		Last minute requests or changes to existing plans must be submitted 2 full weeks in advance		X
		Inform Account Manager of any changes to Promotion at least 2 full weeks in advance		X
(I.E. BYOB, Clearance, Reveal Events, Customer Appreciation Events. and more!)		Account Managers suggest day and time for monthly phone calls	X	
		Approve day or time for monthly calls with Account Manager		X
	Execution	Hipbone will execute NO MORE than 4 promotions per month per Partner	X	
	Analysis	Request feedback after the Promotion	X	
		Share important metrics (sales, customer count, average sale, margin, etc.)		X
		Record results and feedback to determine future participation	X	X
PROGRAMS	Planning	Hipbone is happy to still offer advice and suggestions for monthly deals and discounts for any / all programs.	X	
(I.E. New Mom / Baby / Parent, Brand	Execution	Hipbone will provide basic designs for all programs running currently that can be easily edited by Partner	X	
CAMPAIGNS	Planning	Suggest relevant Campaigns based on Partner's business needs	X	
(Hiring, Buy Messaging, etc.)		Approve Campaign participation, dates and details		X
	Execution	Hipbone will execute 1-2 Campaigns per month for Partner	X	
HIPBONUSES	Analysis	Assess Partner needs and marketing objectives at beginning of Partnership and offer list of Hipbonuses to help assist with those goals	X	
Most Wanted Cards, Buy Policies, Banners,		Send order quantity suggestions and prices	X	
		Aprove order quantities, shipping adresss and billing details		X
		Send in-store print materials routinely throughout the year	X	
FACEBOOK	Maintenance	Update page settings when necessary (i.e. hours updates, website links, address changes, etc.)	X	X
		Respond to all customer inquiries, comments, direct messages and reviews. EXCEPT specific inquiries about hiring (i.e. application status, eligibility, reasons for not getting hired, etc.) OR social selling questions, inquiries or holds.	X	
		Share feedback and direction for how you'd like Hipbone to respond to specific customer replies (i.e. item availability, buy-related questions, customer complaints, questions about ongoing deals, etc.)		X
	Promotion	Create and schedule multiple posts and stories per each primary Promotion	X	
		Create and schedule Promotion related contest *See details in Giveaway section below	X	
		Create Promotion Ad *See details in "Ads" section below	X	
		Create Facebook Event for important Events (i.e. Most Popular Annual Promos, Grand Openings, Grand Re-Openings, Anniversary, etc.)	X	
		Go live to announce Promotions, explain details and announce special giveaways and winners *This is clearly optional and dependent on having willing staff members.		X
		Post in-store pictures, happy staff and happy customers DURING the Event		X
	Program	Create and schedule a few posts and stories for most important monthly Program	X	
		Create Program Ad for launch of new Programs	X	
	Campaign	Create and schedule a few posts and stories for most important monthly Campaign	X	
		Create Ad for most important Campaigns (i.e. Hiring, New Store Owner)	X	
	Other	Post daily content pictures, graphics, .gifs and videos to support most important brand messages (shop, sell, seasonal, eco-friendly, etc.)	X	
		Update Cover Photo quarterly	X	
		Provide guidance, best practices and materials (by request) to support staff creating content in store	X	
		Post "this just in" pics and vids of merchandise, happy customers, full racks, freshly organized categories (i.e. toys), etc.		X
INSTAGRAM	Maintenance	Update account settings when necessary (i.e. hours updates, website links, address changes, etc.)	X	
		Deploy custom highlights and stories to remain at the top of the account	X	
		Track and analyze all analytics / insights	X	
	Promotion	Create and schedule multiple posts and stories per each large Promotion	X	
		Create, publish and track Promotion Ads	X	
		Create and schedule Promotion related contest	X	
		Go live to announce Promotion, explain details and announce special giveaways and winners		X
		Post in-store pictures, happy staff and happy customers during the Event		X
	Program	Create and schedule a few posts and stories for most important monthly Program	X	
		Create Program Ads for launch of new Programs	X	
	Campaign	Create and schedule a FEW posts and stories for most important monthly Campaign	X	
		Create Ads for most important Campaigns (i.e. Hiring, New Store Owner)	X	
	Other	Post daily content pictures, graphics, .gifs and videos to support most important brand messages (shop, sell, seasonal, holidays, local, eco-friendly, etc.)	X	
		Post "this just in" pics and vids of merchandise, happy customers, full racks, freshly organized categories (i.e. toys), etc.		X
		Order in-store print materials to help drive more customer to follow accounts	X	
DIGITAL ADS	Maintenance	Create new ad accounts and audiences for new Partners	X	
		Suggest participation, budget and audiences for each specific ad platform	X	
		Annually meet with Ads Team to set ad budgets for the year	X	X

Category	Subcategory	Task	Agency	Partner
		Approve participation, budget and audience for all digital ads		X
		Create, publish and manage all digital ad creative and Campaign specifics to ensure optimal results are achieved	X	
		Send report of Ad results to Partner	X	
		Send specific Ad related information to Partners BY REQUEST ONLY (invoices, images, copy, ads manager access for viewing, etc.)	X	
		Provide up-to-date credit card information (i.e. don't forget to let us know when you get a new card)		X
		Update billing information on Partner Ad account	X	
	Evergreen Ads	Suggest participation, budget and audience for Evergreen ads (i.e. usually $5 a day)	X	
		Approve participation, budget and design for Evergreen ads		X
		Create and publish engaging content for ads bi-weekly	X	
	Instagram Only Ads	Suggest participation, budget and audience for Instagram Only Ads (i.e. also usually $7 a day)	X	
		Approve participation, budget and audience for Instagram Only Ads		X
		Create and publish content for ads monthly	X	
DIGITAL ADS	Maintenance	Create new ad accounts and audiences for new Partners	X	
	Snapchat Ads	Suggest participation, budget and audience for Snapchat Ads	X	
		Approve participation, budget and audiences for Snapchat Ads		X
		Create ad account and custom audiences for store location and Partner designated zip codes	X	
		Create and publish content to use for ads monthly	X	
	Tik Tok Ads	Suggest participation, budget and audience for Tik Tok Ads	X	
		Approve participation, budget and audiences for Tik Tok Ads		X
		Create, publish and manage Tik Tok content for ads monthly	X	
	Google Ads	Suggest participation, budget and audience for Google's Search, Display and Remarketing	X	
		Approve participation, budget and audience for Google's Search, Display and Remarketing		X
		Suggest monthly Ad budget with specifics for how it will be deployed	X	
		Approve suggested Ad budget		X
		Create and track top performing keywords	X	
		Create and publish optimized graphics and images for Ads quarterly	X	
		Track and analyze all analytics	X	
		Send monthly report of results to Partner	X	
SOCIAL MEDIA GIVEAWAYS	Maintenance	Suggest standard prices and $ amounts and frequency of giveaways (i.e. usually $25 to the store)	X	
		Approve standard prize $ amounts and frequency of giveaways		X
		Select winners at random, call store with name of winner and announce winner on Social Media	X	
		Record winner's name, prize amount, date and contest in Winner's Log	X	X
		Inform Account Manager if you have a specific preferences for how your winners get communicated to you / your staff		X
	Promotion	Suggest, create and publish giveaway for most important Promotions	X	
		Approve participation and prize amount		X
	Program	Suggest, create and publish giveaways for the launch, anniversary or highlight of Programs	X	
		Approve participation and prize amount		X
	Campaign	Suggest, create and publish giveaway for most important Campaigns	X	
		Approve Participation and prize amount		X
	Non-Promotion	Suggest supplemental non-Promotion related contests each month	X	
		Approve participation and prize amount for contests at least 1 week prior to coming month		X
CONSTANT CONTACT	Maintenance	Create and maintain custom email template	X	
		Maintain ADA compliance for every email	X	
		Ensure that new email addresses are importing from 3rd party providers like Buyers Kiosk and Five Stars	X	X
		Make sure there's a CTA to join email club on all digital platforms (website, email, Facebook, etc)	X	
		Manage Welcome Email Autosender Series	X	
		Approve Welcome Email incentive		X
		Update billing and account settings	X	X
		Contact Constant Contact tech support when necessary	X	X
		Track and analyze all analytics	X	
	Promotion	Create 1-2 emails per each large Promotion, per month	X	
	Program	Programs will be added to Promotion emails and secondary messages	X	
	Campaign	Campaigns will be added to Promotion emails and secondary messages	X	
	Non-Promotion	Create supplemental emails to support seasonal messages and specific store needs	X	
TEXT / REWARDS PROGRAM	Maintenance	Make sure text-to-join codes are working properly	X	
		Increase members by encouraging customers to sign up in store with the text-to-join code		X
		Review AutoPilot deals and let your Account Manager know whether you'd like to keep them the same or make a change.		X
		Review Member Definitions and let your Account Manager know if any changes need to be made		X
		Review Fivestars location webpage and make any necessary updates	X	
		Increase members by promoting "sign up for texts/ rewards Program" across all other digital platforms	X	
		Contact text provider with specific questions and technical issues	X	X
		Update billing and account settings when necessary	X	
		Track and analyze all analytics	X	

Category	Type	Description		
		Share your text-sending preferences		X
	Promotion	Create and send 1 text per Promotion	X	
		Suggest extra incentives for Rewards Club Members that correlate with schedule of Promotions	X	
		Request text-only incentives to address small business needs (i.e. inventory issues, hiring,		X
	Program	Hipbone will not send texts for programs unless requested by Partner	X	
	Campaign	Hipbone will not send texts for Campaigns unless requested by Partner	X	
	Non-Promotion	Create and maintain auto-pilot Programs	X	X
WEBSITE	Maintenance	Make all necessary changes to ensure site operation during corporate updates and refreshes	X	
		Maintain SEO and Metatags on each page as necessary	X	
		Update billing and account settings when necessary	X	
		Make sure all images are ADA compliant	X	
		Update location information, hours and store announcements as necessary	X	
		Contact Website vendor to troubleshoot any technical issues	X	X
		Embed remarketing pixels on web pages *For Partners participating in remarketing only	X	
	Promotion	Hipbone will make sure Instagram feed is embeded on Home page to reflect all active and upcoming Promotions	X	
	Program	Update Home page quarterly to ensure all Program information is up-to-date	X	
	Campaign	Update Home page quarterly to ensure all Campaign information is up-to-date	X	
	Non-Promotion	Update Home page to reflect seasonal business buy / sell needs	X	
GOOGLE BUSINESS	Maintenance	Update location information as needed (i.e. hours updates, website links, address changes, etc.)	X	
		Monitor and respond to all customer reviews	X	
		Publish posts to support other important seasonal and operational messages (i.e.buys, hiring, holiday)	X	
	Promotions	Create and publish 1 Event / Update on Google My Business account per Primary Promotion, per month	X	
	Program	Create and publish 1 Event / Update on Google My Business account for most important monthly Program	X	
	Campaign	Create and publish 1 Event / Update on Google My Business account for most important monthly Campaign	X	
	Non-Promotion	Publish posts to support other important seasonal and operational messages (i.e.buys, hiring, holiday)	X	
COLLATERAL	Design	Create, recommend, and produce all in-store materials to support every message imaginable (i.e. receipt staplers, banners, countermat file, floor vinyls, water bottles, tote bags, t-shirts, etc.)	X	
		Request custom materials and/or edits to existing materials * Please plan for at least a 4-6 week turn-around on all print materials.		X
		Create, recommend and produce all digital graphics to reflect most important messages for each store (Facebook, Instagram, stories, email, web, ads, etc.)	X	
		Request custom materials and/or edits to existing materials at least 60 days prior for print and 30 days prior for digital	X	
	Maintenance	Update billing and shipping information as needed	X	
		Recommend and keep record of all print quantities	X	
		Approve print quantities (receipt staplers)		X
		Approve print orders (banners)		X
		Send all print design drafts for approval *Please add sam@hipbonemarketing.com and jz@hipbonemarketing.com to your trusted contacts to ensure you do not miss emails from these two fine gentleman	X	
		Approve via email or phone call all print materials		X
		Provide up-to-date credit card information		X
		Send invoices for each order to Partner via email *PER PARTNER REQUEST ONLY	X	
	Promotion	Create and order custom Receipt Staplers / Bag Stuffers / Flyers for all Primary Promotions	X	
		Create and order custom banners for all Primary Promotions	X	
		Create and order any "extra" Promotion print materials (i.e. scratch off cards)	X	