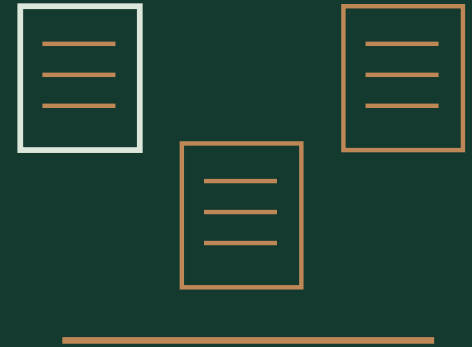


FrameHarbor Campaigns

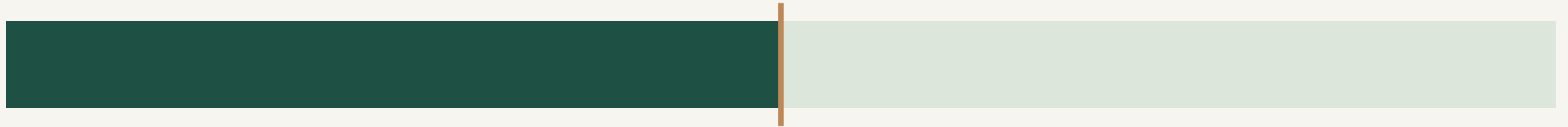
From approved brief to a
coordinated campaign.

Fictional prelaunch



Revisions and waiting consume specialist capacity.

Paid delivery capacity



50% sold-time target

Preparation and support also take time.

Paid work will test time and margin.

A clear scope.

A controlled delivery process.



Agree



Schedule



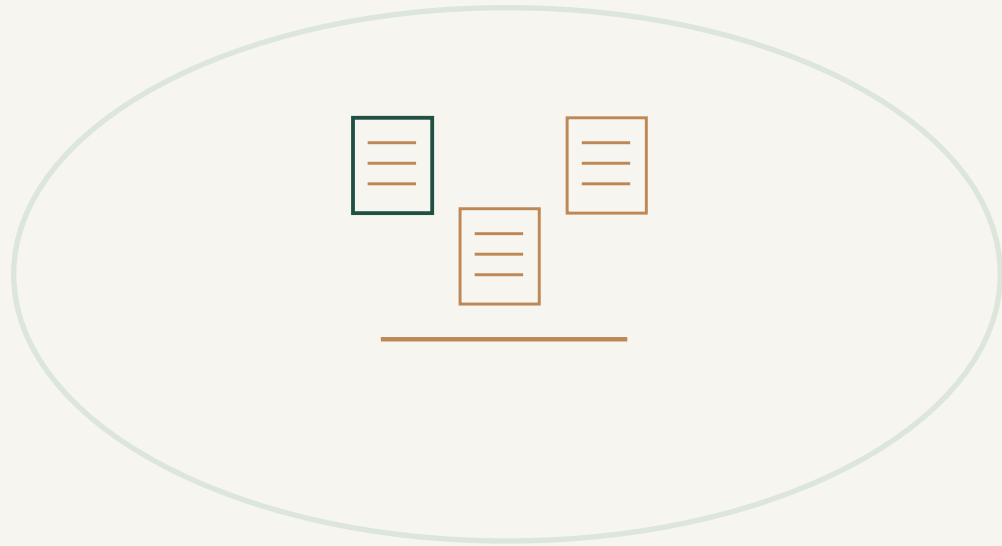
Deliver



Collect

One agreed scope. Documented acceptance.

Start with a reachable buying occasion.



Campaign owner

A product or service launch

Marketing lead

A coordinated paid campaign

Schematic; buyers and area to validate.

Every service draws from one pool of hours.



Strategy 20%

175/h

Ad creative 25%

150/h

Paid search 20%

155/h

Paid social 20%

150/h

Analytics 15%

150/h

USD / sold hour; illustrative shared-time mix.

Compete on the job and the commercial terms.

Possible alternatives

Internal campaign team

Specialist suppliers

Another agency

Check before booking

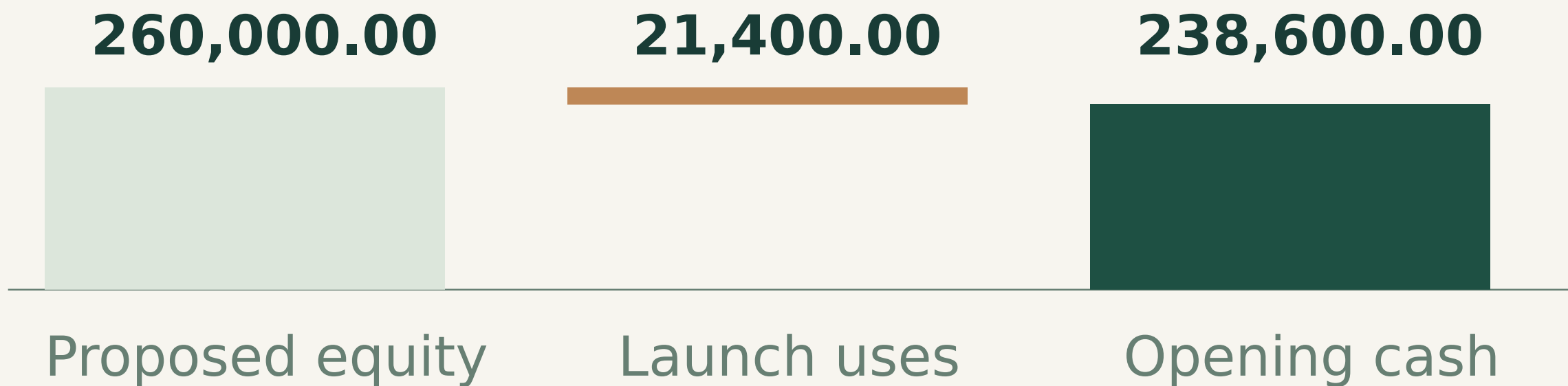
Named approver

Revision effort

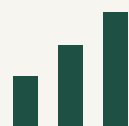
Media versus fees

Compare equivalent work and written terms.

Fund the launch. Keep a reserve.



Year 1 net loss: USD -86,170.04



Proposed team.

Clear delivery responsibilities.



Monthly base pay

Strategy/analysis	10,937.50
Creative team	8,750.00
Media team	10,000.00
Owner-director	9,166.67
Operations support	1,041.67

Paid specialists, owner and operations support.

Prove the job economics before adding capacity.



Prelaunch. These are the next tests.

Proposed external equity.

USD 110,000.00

Owner contribution: USD 150,000.00

Terms and funding remain uncommitted.

Project payback: not reached within 36 months