

Medstar Media, INC.
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 New York, NY 10010
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 chris@medstarmedia.com

INVOICE

BILL TO
 Nusbaum Medical Centers

INVOICE # 1035
DATE 06/11/2019
DUE DATE 06/11/2019
TERMS Due on receipt

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
06/11/2019	Digital Marketing Set Up Service	Set Up Google Adwords pay per click campaigns for CoolSculpting related searches • Perform keyword research, create ad groups and ad copy • Set up Facebook/Instagram ad campaigns • Set up conversion tracking, sales funnels and goals: Google Analytics, Google Tag Manager, Google Search Console, Call Tracking, Facebook conversion tracking, etc. Creation of Coolsculpting service page content and SEO ---- Monthly marketing services commence after completion of ad campaign set up. A three-month monthly management term is required.	1	1,500.00	1,500.00
06/11/2019	Digital Marketing Monthly Management	• Monthly management of Google Adwords, Facebook and Instagram campaigns to target CoolSculpting buyers online. • Optimize campaigns for conversions monthly • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Consult Exit pop technology to increase leads.	1	2,500.00	2,500.00
06/11/2019	Content Creation +	One Coolsculpting-related article	1	1,250.00	1,250.00

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
	Search Engine Optimization (SEO)	a month (long form: 750-1000 words) Two press backlink articles •Website + Service page updates and on-site SEO (up to two hours) • Google Webmasters management			

Digital Marketing Agreement
Medstar Media, Inc. also known as "Company" agrees to provide Nusbaum Medical Centers also known as "client" with aesthetic content creation and targeted digital marketing services. Client agrees to pay company upfront for the services. Client will have access to a full refund within three days of the start of the project. After the three days, the client has access to a partial refund (the total payment minus any billable hours dedicated to the project.) Monthly marketing services commence after completion of ad campaign set up. The website, content, graphics, designs, ad copy and other developed marketing assets will be the sole property of the client. IN WITNESS WHEREOF, the parties have caused this Agreement to be duly executed as of date 6/10/2019

PAYMENT 5,250.00
BALANCE DUE **\$0.00**

Signature _____ /Michael
Nusbaum/ Nusbaum Medical Centers
Signature: CZ(digital signature) / Chris Zelig/ Medstar Media, Inc.