

Marketing Service Schedule

This Marketing Service Schedule applies to all marketing services provided by Blue Bee unless otherwise stated in the Proposal. It forms part of the contract alongside the Proposal and the General Terms.

1. Services

1.1 Blue Bee will provide the marketing services described in the Proposal (the Marketing Services), which may include (without limitation):

- Search Engine Optimisation (SEO);
- Pay-Per-Click advertising (PPC);
- Social media management;
- Content creation and blogging;
- Reporting, analysis and optimisation.

1.2 The specific services, deliverables, platforms, outputs, activity levels and any exclusions are as set out in the Proposal. Anything not expressly included is out of scope and treated as Additional Work under the General Terms.

2. Monthly retainer and fees

2.1 Marketing Services are provided on a monthly retainer basis.

2.2 The monthly retainer fee is based on the agreed scope, level of activity and resources allocated, as set out in the Proposal.

2.3 Unless stated otherwise in the Proposal:

- Retainer fees are invoiced monthly in advance; and
- Fees are payable in accordance with the General Terms.

2.4 Retainer fees relate to availability, planning, execution and ongoing optimisation of marketing activity and are not linked to guaranteed outcomes or results.

3. Minimum term

3.1 The Marketing Services are subject to a minimum term, as stated in the Proposal (the Minimum Term).

3.2 The Client may not terminate the Marketing Services for convenience during the Minimum Term.

3.3 The Minimum Term reflects the nature of marketing work, which may involve:

- upfront strategy and setup;
- onboarding and learning periods;
- front-loaded activity that delivers value over time.

4. Rolling term and cancellation after minimum term

4.1 Following expiry of the Minimum Term, the Marketing Services will automatically continue on a rolling monthly basis.

4.2 Either party may terminate the Marketing Services after the Minimum Term by giving three (3) months' written notice, such notice to expire at the end of a calendar month.

4.3 Fees remain payable in full during the notice period.

5. Advertising spend and third-party costs

5.1 Any advertising spend (including but not limited to Google Ads, Meta Ads, LinkedIn Ads or other paid media platforms) is separate from Blue Bee's fees.

5.2 The Client is solely responsible for:

- funding all advertising spend directly with the relevant platform; and
- ensuring valid payment methods remain in place.

5.3 Advertising spend is non-refundable in all circumstances, including where:

- campaigns are paused or stopped;
- performance does not meet expectations; or
- the agreement is terminated.

5.4 Blue Bee does not hold, control or refund advertising budgets unless expressly agreed in writing.

6. No guarantee of results

6.1 Blue Bee will provide the Marketing Services using reasonable care and skill and in line with industry best practice.

6.2 The Client acknowledges that marketing outcomes depend on factors beyond Blue Bee's control, including:

- platform algorithms;
- competition;
- market conditions;
- changes made by the Client or third parties.

6.3 Accordingly, no specific results, rankings, leads, sales or return on investment are guaranteed unless expressly stated in writing.

7. Client approvals and cooperation

7.1 The Client will provide timely feedback, approvals and access required for delivery of the Marketing Services.

7.2 Delays caused by the Client may:

- affect timelines and outputs; and/or
- require scope adjustments or additional fees.

8. Suspension of services

8.1 Without limiting its rights under the General Terms, Blue Bee may suspend Marketing Services where:

- invoices remain unpaid;
- required access or approvals are not provided; or
- advertising platforms suspend or restrict accounts for reasons beyond Blue Bee's control.

8.2 Suspension does not affect the Client's obligation to pay retainer fees during the Minimum Term or any notice period.

9. Relationship to General Terms

9.1 This Marketing Service Schedule must be read together with the General Terms.

9.2 In the event of any conflict, the order of precedence set out in the General Terms applies.

10. Annual fee review (inflation-linked)

10.1 Applicability

This clause applies only once the Minimum Term has expired and the Marketing Services are continuing on a rolling basis under clause 4. It does not apply during the Minimum Term.

10.2 Right to adjust fees

Blue Bee may, no more than once in any 12-month period, increase the monthly retainer fee to reflect inflation.

10.3 Index and cap

Any increase shall not exceed the percentage increase in the UK Consumer Prices Index (CPI) (All Items) published by the Office for National Statistics over the 12-month period immediately preceding the date of the proposed increase.

10.4 Notice

Blue Bee will give the Client not less than 30 days' written notice of any fee increase, specifying the revised fee and the CPI figure applied.

10.5 Effective date

Any increase shall take effect from the start of the next billing month following expiry of the notice period.

10.6 No other increases

Except as expressly permitted under this clause or agreed in writing, no other inflationary or cost-based increases shall apply to the monthly retainer.