

Terms and conditions for services – Objetivo Media Lab

Objetivo Media Lab S.A.S

NIT: 901.796.708-1

The following are the terms and conditions for each of our service portfolios, outlining the responsibilities of both parties for the fulfillment of service contracts or service provisions.

SOCIAL MEDIA MANAGEMENT

Service Start:

- The initial form must be completed, and a virtual meeting must be scheduled to define visual identity and clarify any doubts.

Client Responsibilities:

- Provide access credentials, logos, images, and complete the "content" section in the editorial calendar.
- Upload resources to Google Drive and share the link.

Delivery Timeframes:

- Copywriting: **8 business days**.
- Graphic design: **4 to 7 business days**, depending on the plan.
- Two rounds of revisions (texts and designs).

Considerations:

- Video/photo recording is **not included**.
- Editable files have an additional cost of **\$70,000 COP per image**.
- **Delays in content submission may affect publication schedules.**

FACEBOOK ADS

Service Start:

- The form must be completed, and an initial meeting must be held to define objectives and budget.

Client Responsibilities:

- Provide access to **Meta Ads accounts** and upload resources to Google Drive.

Delivery Timeframes:

- Planning and design: **8 business days**.
- Campaign setup: **up to 5 days** after strategy approval.
- Meta Ads review: **2 to 48 hours**.

Optimization:

- **Learning phase: 7 days**; optimal performance in **2 weeks**.
- **Weekly reviews** for adjustments.

Considerations:

- Facebook Ads facilitates contact with potential customers, but **conversion depends on the client**.

WEB DESIGN

Service Start:

- The form must be completed, and all necessary materials (text, images, videos, etc.) must be provided.

Delivery Timeframes:

- **Informational website: 15 business days**.
- **Basic online store: 25 business days**.
- **Advanced online store: 30 business days**.

Change Policy:

- **Two rounds of revisions** included.
- **Structural changes** after project approval will incur additional costs.

Approval and Publication:

- The client must purchase the domain and provide access credentials.
- **Migration and site delivery: 5 business days** after approval.

- **Corporate emails are not included.**
-

GOOGLE ADS

Service Start:

- The form must be completed, and an initial meeting must be held to define the strategy.

Client Responsibilities:

- Provide **keywords, descriptions**, and register a **payment method** in Google Ads.
- Upload images and videos (if applicable) to Google Drive.

Delivery Timeframes:

- Setup: **5 business days**.
- Google Ads review: **2 to 5 days**.

Optimization:

- Learning phase: **10 to 15 days**.
- Weekly adjustments to improve performance.

Considerations:

- Google Ads facilitates contact with potential customers, but **conversion depends on the client**.
 - The payment method must be **kept up to date** to avoid service interruptions.
-

CORPORATE GRAPHIC DESIGN

Service Start:

- The form must be completed, and an initial meeting must be scheduled.

Process Stages:

1. **Resource collection.**
2. **Design phase: 15 business days.**

3. **Presentation of three design proposals** in a virtual meeting.

Change Policy:

- **One round of changes** included.
- Additional changes will incur extra costs.

Deliverables:

- **Brand manual: 8 business days** after approval.
- Files provided in **.ai, .pdf, .svg, .png, .jpg, .mp4** formats.

These terms and conditions ensure **efficient and professional management** of the contracted services.

Document issued on February 19, 2025