

Serenity Med Spa

90-Day Introductory Marketing & Media Proposal

Prepared for	Serenity White — Serenity Med Spa
Locations	Willis & Livingston, Texas
Proposed by	Armando Nino — Editor-in-Chief, GoLakeConroe / GLC Media
Proposal Date	September 17, 2026
Recommended Start	October 1, 2026
Valid Through	October 17, 2026

A 90-DAY INTRODUCTION

LET US GET TO KNOW EACH OTHER.

Let our audience — your community — get to know you.

This Scope of Work has been developed specifically for Serenity White and Serenity Med Spa as a first step toward establishing a professional working relationship between Serenity Med Spa and Armando Nino / GLC Media. The intention is to begin with a 90-day introduction period: learn the business, understand the vision, experience the brand, introduce Serenity Med Spa to our audience, and determine how our combined efforts can create meaningful momentum.

This proposal is intentionally flexible. Serenity White's artistic direction, brand standards and planned growth will help shape the work. The relationship may develop with the business, including future locations, expansion or franchising considerations.

PROPOSED SCOPE OF SERVICES

01 — Content Creation

Professional photography; videography and short-form video; creative content development; original visual asset library; content planning around services, promotions, events and seasonal opportunities.

02 — Social Media Management

Facebook and Instagram management; content scheduling and publishing; copywriting; creative post development; hashtag/local strategy; audience engagement; profile optimization; monitoring and growth opportunities.

03 — Google Business Profile

Professional support and management; profile optimization; business information updates; photos/media; posts and promotional opportunities; review visibility and reputation-support strategies.

04 — Paid Advertising

Paid campaign development; audience/geographic targeting; ad creative; budget recommendations; strategic paid pushes; campaign monitoring; performance review; testing and refinement when appropriate. Advertising media spend is separate unless otherwise stated.

05 — Community & Traditional Marketing

Local networking; community events; cross-promotional opportunities; local media exposure; event coverage; traditional promotional methods; strategic introductions and other opportunities identified during the 90-day period.

06 — Strategic Support

Ongoing consultation regarding marketing direction, content opportunities, promotions, audience development, brand recognition and future growth.

ONBOARDING & ACCOUNT ACCESS

To get started, Serenity Med Spa will provide GLC Media with the appropriate administrative access needed to manage and build the agreed digital properties. Account ownership remains with Serenity Med Spa.

FACEBOOK & INSTAGRAM — ADMIN ACCESS

1. Please **friend Armando Nino on Facebook** so the business-page invitation can be located and accepted through his Facebook account.
2. Use **ninojr@hotmail.com** when adding Armando Nino to the appropriate Meta/Facebook business assets.
3. Please provide **full administrative controls** for the agreed Facebook/Meta and Instagram assets. This level of access is requested because GLC Media may need to add, remove, edit, rearrange, optimize or adjust individual elements as the marketing program develops.
4. Instagram should be connected to the correct Facebook Page and Meta Business account so the platforms can be managed together.
5. Do not send passwords by text or email. Use Facebook/Meta's official access and invitation tools.

GOOGLE BUSINESS PROFILE — ADMIN ACCESS

Google administrative access is established using **tipofthespear2016@gmail.com**. Please add this account with the appropriate administrative/manager permissions required for the agreed Google Business Profile work. Serenity Med Spa should retain primary ownership.

ONBOARDING ITEMS TO PROVIDE

- Current Facebook Page and Instagram account information.
- Google Business Profile / Google Maps listing.
- Website access information, if needed for the agreed work.
- Logo files, approved photos, brand materials and service information.
- Current offers, promotions, events and upcoming priorities.
- Best business contact information for approvals and day-to-day communication.

BILLING & PAYMENT

90-Day Professional Service Amount: \$ _____ Recommended Start: October 1, 2026

PAYMENT SCHEDULE — CHOOSE ONE

MONTHLY	Pay the agreed professional service amount monthly, with the first monthly payment due to initiate the October 1 s
90-DAY ADVANCE	Pay the agreed 90-day professional service amount in advance to initiate the full October 1–December 31 introduc

Payment methods: Checks are payable to **Armando Nino**. Send a clear photo of the front and back of the check to **409-692-5753** for payment confirmation; the check will be held for 3 days before deposit. Or send the monthly payment or full 90-day advance payment by **Zelle to 409-692-5753**.

Advertising media spend is separate from professional service fees unless specifically included in the final Action Agreement. Any campaign budget will be discussed and approved before launch.

THIRD-PARTY / SPECIALTY SERVICES

GLC Media may recommend outside professionals when a project requires specialty production or additional capacity. Examples may include **Just4Clicks Photography**, **Purple Gorilla Productions**, specialized production teams, or platform-specific advertising resources such as Meta campaign services. These providers are separate from GLC Media unless expressly included in writing. Scope and cost will be communicated before authorization.

THE HOLIDAY 90-DAY OPPORTUNITY

October: Foundation, onboarding, content capture, digital setup and audience introduction.
November: Momentum, seasonal messaging, promotions and community engagement.
December: Holiday opportunities, gifting/service messaging, year-end engagement and evaluation of results.

The purpose is not simply to run marketing for 90 days. It is to build a working relationship, introduce Serenity Med Spa to the community, learn what resonates, and establish a foundation for the next stage of growth.

PROPOSAL STATUS

This proposal is presented exclusively for Serenity White and Serenity Med Spa's consideration of a potential professional relationship. It outlines proposed possibilities and a recommended starting scope. It does not create a binding obligation until a final Action Agreement is accepted and executed by both parties.

SERENITY MED SPA / SERENITY WHITE

Signature: _____

Date: _____

GLC MEDIA / ARMANDO NINO

Signature: _____

Date: _____