

eConnection.ai

AI-Powered Customer Engagement · by A.M. Technologies

Digital Relationship Management & Marketing Services Agreement

This **SERVICE AGREEMENT**, hereinafter referred to as the “**Agreement**”, is entered into by and between:

A.M. Technologies Corporation, hereinafter referred to as “**Provider**”; -and-

_____, hereinafter referred to as the “**Client**.”

Collectively, the Provider and the Client are referred to as “**Parties**.”

The Parties agree to the following recitals:

Whereas, the Provider is in full legal capacity as a company specializing in AI-powered customer engagement — including AI voice reception and outbound AI calling — digital relationship management, customer database marketing, marketing automation, email and SMS campaign design, social media, paid advertising, and the setup and configuration of its **eConnection.ai** platform (the “**Platform**”), provided to the Client under the Provider's eConnection.ai program (the “**Service**”);

Whereas, the Provider affirms that it has the required experience and ability to provide the Client with the **Services**, including building and handing over a configured eConnection.ai sub-account that enables the Client to build and maintain a digital relationship with its patronage over a twelve (12) month period;

Whereas, the Provider agrees to be so engaged and to provide the Client the **Services**, all subject to the terms and conditions contained herein;

WHEREAS, the Parties desire to express in writing their mutual understanding and agreements with respect to this engagement, and intend for the Provider to set up, configure, and hand over the systems described herein, and for the Client thereafter to own and operate the ongoing relationship with its own customer base.

NOW, THEREFORE, upon signing, in consideration of the mutual promises and covenants contained herein, and other good and valuable consideration, the Parties hereto, intending to be legally bound, do hereby agree as follows:

I. THE SERVICES

The **Services** are divided into two parts: the one-time setup services and the ongoing monthly management services, both detailed below. As part of setup, the Provider will integrate the Client's social media channels so they can be centrally managed from one place, configure the eConnection.ai features the Client selects, and import the Client's existing database. The Provider's role is limited to setting the system up, importing the database, and ensuring the Client is able to operate it — the Client owns and operates the community thereafter. Day-to-day operation, content, and messaging are the Client's responsibility, with optional customization or additional build-out available from the Provider on an hourly basis (see Section III).

A. Standard Setup Services (one-time)

As part of the setup services, the Provider will:

- Configure the Client's dedicated eConnection.ai sub-account, branded to the Client.

- Integrate all of the Client's social media channels into the sub-account so they can be centrally managed from a single dashboard.
- Set up the specific eConnection.ai features the Client selects on this Agreement (see Section I.E).
- Import the Client's existing customer / patronage database into the system.
- Design a twelve (12) month email and text (SMS) campaign calendar built to keep the Client top-of-mind with its patronage.
- Build QR code registration so that anyone at the Client's venue can scan and sign up to join the Client's community and contact database.
- Provide the Client with training so they can independently deploy email and text messages to their existing customer patronage.
- Provision the Client's business phone number, email sending capability, and complete A2P registration setup.

B. Premium Setup — Social Media & Advertising Build-Out (optional, one-time)

Clients who select Premium Setup receive everything in Standard Setup plus the following one-time advertising build-out. This tier requires the Client to fund an advertising budget (see Section III):

- Set up and connect the Client's Meta Business Manager, Ad Account, Facebook Page, and Instagram, under the Client's ownership.
- Install the Meta Pixel and Conversions API on the Client's site and all four (4) landing pages, with conversion events configured.
- Build four (4) conversion landing pages within eConnection.ai.
- Build four (4) ad sets: (1) cold interest-based prospecting; (2) a lookalike audience seeded from the imported customer database; (3) warm retargeting of pixel and social engagers; and (4) database reactivation.
- Produce a starter creative set of four to six (4–6) ad creatives and two to three (2–3) primary copy variations.
- Build custom audiences from the imported customer database and corresponding lookalike audiences.
- Configure a pixel warm-up / seasoning campaign (traffic or engagement objective) to populate audiences and season the pixel before scaling to conversion objectives.
- Apply UTM tagging and provide a basic performance reporting view.
- Set up the Client-branded mobile app. Ongoing app hosting is billed separately at the monthly add-on rate in Section III.

Scope note: the landing-page and creative counts above define the included build. Additional pages, creatives, or revision rounds beyond those listed are available at the hourly rate in Section III.

C. Signature Setup — Custom Website & Full Lead-to-CRM Integration (optional, one-time)

Clients who select Signature Setup receive everything in Standard and Premium Setup, plus a custom website with complete lead-to-CRM integration (see Section III):

- Design and build a custom, brand-aligned website of up to seven (7) pages (for example: home, about, services, gallery, reviews, contact, and booking).
- Mobile-responsive design optimized across phones, tablets, and desktop.
- Professional copywriting for the core pages.
- Connect the Client's domain and host the website on the eConnection.ai platform.
- Embed lead capture throughout the site — contact forms, booking calendars, quote / estimate requests, and the AI web chat widget — all wired into the Client's eConnection.ai CRM.

- Full lead-to-CRM integration: every inbound lead (website form, chat, call, social message, or QR sign-up) automatically creates or updates a CRM contact, is tagged by source, enters the correct pipeline stage, and triggers the Client's follow-up automations.
- On-page SEO basics (page titles, meta descriptions, sitemap, and search indexing), plus analytics and pixel installation.
- A reporting view for website lead flow and lead-source attribution.

Scope note: the page count and included build above define the deliverable. Additional pages, custom functionality, or revision rounds beyond two (2) are available at the hourly rate in Section III.

D. Ongoing Monthly Services

As part of the ongoing monthly management services, the Provider will:

- Maintain and host the Client's eConnection.ai sub-account and the automations, campaigns, and registration systems configured during setup.
- Preserve the Client's ability to maintain an active digital relationship with its patronage throughout the twelve (12) month period.
- Apply a **\$50 monthly communications credit** toward the Client's usage (SMS, calls, emails, phone numbers, and A2P fees), included within the monthly fee.
- Provide reasonable ongoing support to keep the configured systems functioning as intended.

E. Included eConnection.ai Capabilities — Client Selection

eConnection.ai is AI-powered. The Client's sub-account includes access to the AI and platform capabilities listed below. During onboarding, the Client selects which capabilities they wish to have configured by checking the box beside each. The Provider will set up the selected capabilities, import the Client's existing database, and ensure the Client is able to operate them:

AI Capabilities

- ☐ AI Reception (inbound AI voice agent) — answers the Client's inbound calls 24/7, greets callers, answers common questions, qualifies leads, books appointments directly on the calendar, and transfers to a live person when needed.
- ☐ AI Caller (outbound AI voice agent) — places outbound calls to leads and customers for follow-up, appointment reminders, and database reactivation; holds a natural conversation, leaves voicemails and messages, and routes interested callers.
- ☐ AI Conversation Agent — automatically responds across SMS, web chat, Facebook Messenger, Instagram DMs, and WhatsApp, trained on the Client's business information.
- ☐ AI Reviews — automatically requests reviews and drafts personalized responses to Google and Facebook reviews.
- ☐ AI Content — generates email, SMS, social, and campaign copy on demand.
- ☐ AI Funnel & Website builder — AI-assisted creation of landing pages and websites.
- ☐ AI Workflow Assistant — AI-driven decisioning and branching inside automations.

AI voice capabilities (AI Reception and AI Caller) run on usage-based voice and AI credits; higher call volume may require additional communication credits or an AI add-on, confirmed with the Client at onboarding.

Platform & CRM Capabilities

- ☐ CRM & contact management — unlimited contacts, smart lists, tags, and custom fields.
- ☐ Unified conversations inbox — SMS, email, live chat, Facebook & Instagram DMs, Google Business Messages, and WhatsApp managed in one place.
- ☐ Two-way SMS / text messaging.
- ☐ Email marketing — drag-and-drop builder, templates, and bulk / campaign sends.
- ☐ Marketing automation & workflow builder — triggers, drip sequences, and automated follow-up.
- ☐ Pipeline & opportunity management — visual deal / customer stages.
- ☐ Calendars & online appointment booking — team & round-robin calendars with automated reminders.
- ☐ Funnel & website builder — landing pages and multi-step funnels.
- ☐ Forms & surveys.
- ☐ QR code & registration links for in-venue and online sign-ups.
- ☐ Reputation & review management — automated review requests plus monitoring and responding to Google and Facebook reviews.
- ☐ Social media planner — schedule and publish to Facebook, Instagram, Google, LinkedIn, TikTok, and more.
- ☐ Missed-call text-back automation.
- ☐ Power dialer with call tracking and recording.
- ☐ Text-to-pay, invoicing, and payments (Stripe integration).
- ☐ Proposals & estimates.
- ☐ Memberships, courses & communities / client portal.
- ☐ Website chat widget.
- ☐ Trigger links and click tracking.
- ☐ Blog publishing.
- ☐ Reporting & analytics dashboards.
- ☐ Mobile app for managing the account on the go.
- ☐ Dedicated business phone number and email sending domain.

F. Client-Branded App Add-On (optional)

For an additional **\$100 per month**, the Client may include their own white-labeled, client-branded mobile application, giving the Client's patronage a dedicated branded app through which to engage with the Client's community.

G. Customization & Build-Outs

Once systems are configured and running, any additional customizations, build-outs, or bespoke work requested by the Client may be performed by the Provider at a blended rate of **\$95 per hour**.

Specific timeframes for deliverables will be provided to the Client but are subject to change in the event of unforeseeable circumstances beyond the Provider's control. The Client may consult with the Provider on the nature, timing, and extent of these Services via email or telephone. The core system is expected to be operational within fourteen (14) days from the onboarding call.

The Provider will not resell, share, or give away the information of any of the Client's leads or contacts to any third party.

II. CLIENT REQUIREMENTS

The Client agrees to provide the following in a timely manner:

- Complete the onboarding survey and provide all required business information.
- Provide branding assets, logos, and a gallery of personalized photos, graphics, or images as requested for use in campaigns and registration pages.
- Provide the Client's existing customer / patronage list to be imported into the community database.
- Provide the business and A2P information required to register messaging and provision phone numbers.
- For the Premium Setup / advertising services, maintain the Client's own advertising budget (recommended minimum \$1,500 per month), paid directly to Meta, and remain responsible for any invoices Meta issues.
- Provide access to the Client's business social media pages as required for the Provider to connect and manage them.

III. FEES AND PAYMENTS

The Client shall pay the Provider according to the following structure:

Fee	Amount
☐ Standard Setup (one-time)	\$2,500
☐ Premium Setup — Client App, Social Media Ads Integration, Four Landing Pages, 4 Ad Sets (requires ad spend budget)	\$5,000
☐ Signature Setup — Custom Website + Full Lead-to-CRM Integration (one-time)	\$10,000
☐ Ongoing monthly service (includes \$50/mo communications credit)	\$250 / month
☐ Client-branded app add-on (optional)	+\$100 / month
☐ Ad Spend Management (optional add-on)	+\$750 / month *
Customization / build-outs / bespoke work	\$95 / hour

** Ad Spend Management covers up to \$3,000/month in ad spend; spend above \$3,000/month is managed at 15% of total monthly ad spend. Ad spend itself is separate and paid by the Client directly to Meta (see Recommended advertising budget below).*

Setup fee. The one-time setup fee (Standard \$2,500, Premium \$5,000, or Signature \$10,000) is due upon signing to begin the setup services described in Section I. The setup fee is non-refundable.

Monthly fee. A recurring fee of \$250 per month begins upon completion of setup and continues for the twelve (12) month term. This monthly fee includes a \$50 communications credit applied toward the Client's usage each month.

Ad Spend Management (optional add-on). For \$750 per month, the Provider will manage the Client's live advertising campaigns: budget pacing, performance monitoring, A/B testing of creatives and audiences, scaling winning ad sets, pausing underperformers, and a monthly performance report. This add-on excludes ad spend,

which the Client pays directly to Meta. The \$750 rate covers monthly ad spend up to \$3,000; for spend above \$3,000 per month, management is billed at 15% of total monthly ad spend.

Recommended advertising budget. For Premium Setup and any advertising services, the Provider recommends a minimum advertising budget of \$1,500 per month (approximately \$50 per day), paid by the Client directly to Meta. This spend is used to warm up the Client's pixel and build audiences during the initial 60–90 days before scaling to conversion objectives. The Provider does not receive, hold, or mark up ad spend.

Communications credits & auto-recharge. Once the included \$50 monthly communications credit is exhausted, the Client's account will automatically recharge system credits in \$10 increments to cover continued SMS, calls, emails, phone numbers, and A2P registration fees. Recharge frequency depends on the Client's usage and message volume.

All transactions are logged and available to the Client within their software sub-account under the Phone Number settings tab. Usage draws down against credits at approximately the following rates:

- Outgoing phone call: \$0.028 / minute
- Incoming phone call: \$0.017 / minute
- Text message: \$0.0158 / message
- Email: \$0.00135 / email

All prices quoted are in USD. Failed payments due to insufficient funds or related issues will incur a \$10 processing fee. Continued non-payment will result in suspension of services until resolved. All work remains the sole property of the Provider until payment is made.

IV. TERM & TERMINATION

This Agreement is entered into for an initial term of twelve (12) months commencing upon completion of setup. The monthly fee is billed monthly throughout the term. Either party may terminate the ongoing monthly service by providing at least five (5) days' written notice, which may be submitted via email. Upon termination, any outstanding fees and accrued usage charges will be invoiced and collected. After the initial twelve (12) month term, the Agreement continues on a month-to-month basis and may be terminated by either party with five (5) days' written notice. The one-time setup fee is non-refundable regardless of termination.

V. REFUND / CANCELLATION STIPULATION

All payments shall be non-refundable and non-assessable.

VI. PAYMENT SCHEME

The Client agrees to settle the Provider's professional fees in US Dollars through the Provider's merchant account, Stripe, Payfunnels, or another agreed-to payment method.

VII. NON-DISCLOSURE

Both parties mutually agree that certain confidential information may be exchanged during the course of this engagement. In consideration of the exchange of said information, the parties agree not to disclose the following:

- Technical materials, models, technical articles, and technical reports owned by either party;
- Sales materials, including all quality management methods, pricing methods, sales methods, and customer materials;
- All intellectual property rights, whether owned now or developed in the future; and

- Any other information that either party claims as confidential.

The Client agrees that the Provider may, from time to time, share testimonials and results achieved for marketing purposes. The Client may request that personal and brand information be omitted from case studies and testimonials.

VIII. MISCELLANEOUS

Non-transferability. The rights and obligations under this Agreement are personal to the Client. The Client may not assign or transfer any rights or obligations under this Agreement.

Mutual Indemnification. Both parties will, at their own expense, defend, indemnify, and hold the other, its agents, and employees harmless from any and all claims, actions, liabilities, injuries, damages, losses, costs, and expenses, including attorney fees, arising out of or in connection with any use of the programs or services under this Agreement.

Integration. This Agreement, along with any additional terms or policies incorporated herein by reference, represents the entire Agreement between the Client and the Provider concerning the Services.

IX. INTERPRETATION AND ENFORCEMENT

The parties understand and agree that the construction and interpretation of this Agreement is governed by the laws of the United States. In the event that either party must initiate legal action to enforce this Agreement, the Parties agree that the proper venue for such action shall be the courts of the State of North Carolina.

BY SIGNING BELOW, YOU ACKNOWLEDGE THAT YOU UNDERSTAND AND AGREE TO ALL OF THE AFOREMENTIONED TERMS, INCLUDING THOSE RELATED TO SERVICE FEES, THE NO-REFUND POLICY, AND CONFIDENTIALITY.

CLIENT

Signed:

Name:

Date:

A.M. TECHNOLOGIES

Signed:

Name:

Date:
