
Ambank Company

Marketing Partnership

Proposal Issued:
03.11.2025

Proposal Valid Until:
04.11.2025



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What Sets Us Apart

Meet Click Rain—A People-Centered Digital Agency

Click Rain is an award-winning, people-centered, digital marketing agency headquartered in downtown Sioux Falls, SD. With a staff of more than 40 talented developers, designers, strategists, and account managers, we're proud to have grown to be the region's leading dedicated digital marketing agency. Our main services offered include digital marketing strategy and execution, website design and development, branding and creative design, video production, and content strategy.

When we say we're people-centered, we mean it. While our specialty is working with advanced digital technology, we always remember the real people working in our client organizations (that's you), the ones on the receiving end of our websites or digital ads, and those on our team too. We tailor our approaches to suit those audiences because people really do come first here.

A Team You Can Depend On

We know you have many options when it comes to choosing a digital partner, and truly appreciate the opportunity to work with you. Click Rain is unique in these three ways:

1. We are **Digital First**. We've always focused on web solutions and digital marketing. That's the core of what we do.
2. We are **People-Centered**. We put people before processes, projects, and profits.
3. We **Simplify Digital**. We understand the complexities of digital and how to harness them for your business's success.





Our Approach

Comprehensive Digital Strategy

Reaching the right audience at the right time with the right message is one of our mantras. In working with Ambank Company, we'll identify potential audience segments to develop our strategy around. An emphasis will be made on paid media efforts with executions selected to build brand awareness in the Sioux Falls market. Other tactics will also be geared towards building up the Ambank Company brand, ensuring your customers know who you are, where to find you, and how you're different from your competitors.

Website Optimization & Consultation

Websites are ever evolving, growing tools and a key component of our digital strategies. We'll provide landing page optimizations and recommendations to help overall performance, recommendations to aid in increased SEO, and website consultation as needed.

Cohesive Creative Messaging

Cohesive creative allows us the opportunity to tie all marketing and campaign efforts together while targeting each audience with creative that is more personalized according to their interests. Creating foundational consistency across campaigns allows customers to quickly identify and connect with the brand and message—creating more impactful relationships with our customers and allowing us to stand out.

Showcasing Results

Expect valuable monthly insights on campaign performance with the use of TapClicks, which is Click Rain's preferred campaign reporting platform. Reports will be shared with the Ambank Company team during regularly scheduled monthly meetings. Any proactive or more time sensitive optimizations will be shared as applicable.





Getting Started

The following efforts provide an overview of what to expect when working with Click Rain in 2025. We value transparency and want to ensure we provide clear expectations from the start.

A dedicated Click Rain team will collaborate with the Ambank Company team (12 months) to strategize, execute, and measure Ambank Company's digital efforts within an ongoing marketing partnership (retainer). Partnership details and deliverables are detailed below.

Onboarding

In order to set our partnership up for success, it's important for each team to understand where we are, where we want to go, and next steps. The following outlines work that needs to happen prior to anything else. Once these are complete, Click Rain will move forward executing the comprehensive digital strategy and other elements of our partnership.

Strategy Kickoff

Our teams will meet to go over the goals and needs of your business, determining those key metrics that matter and move the needle. From there, we'll define our final strategy recommendation.

Setup & Implementation

Data will drive the decisions and recommendations that Click Rain provides Ambank Company throughout our partnership. In order to sync up your system data with our marketing initiatives, we'll need to ensure the correct level of access to some key platforms. This will require some collaboration with your internal team during the first few weeks of our partnership.

Platforms that we request access to and/or recommend setting up may include:

- Facebook Page and/or Facebook Business Manager
- LinkedIn Page and/or Ads Manager
- Google Analytics
- Google Ads Account
- Google My Business
- Bing Local
- Google Tag Manager
- Website CMS
- Email Marketing Platform
- CRM Platform

Analytics Dashboard Development

To evaluate our progress towards the metrics that matter, Click Rain will create dashboards, analyze data, and provide actionable monthly insights. We will build your custom report using Tapclicks, our reporting dashboard. This dashboard will enable your team to monitor our progress towards each goal in real-time. The dashboard may incorporate website, social, paid media, email, and more.





Getting Started (Cont.)

Asset Collection

The Click Rain team will work with Ambank Company to gather, organize, and review current assets. This includes but is not limited to a brand guide, voice and tone document, logos, icons, photos, videos, collateral materials, current marketing documentation, and other various marketing components. *A drive for asset sharing may be needed and will be billed according to the file size acquired.*

Partnership Planning

Our flexible partnership model truly distinguishes Click Rain from all other agencies and it remains a popular option for a large number of our clients. When working with Click Rain as a strategic partner, you'll have a dedicated team of experts eager to help you meet your business objectives—essentially, our team becomes an extension of your team and our knowledge becomes your knowledge.

After we discuss your business objectives, goals, and KPIs during the onboarding process, we will discuss what makes sense for laying out the partnership plan. Some common ways include:

- **Month-to-month planning:** initiatives are set each month during a meeting with your team. This option is good for those whose business and priorities move and change on the fly.
- **Quarterly planning:** every three months, we would work together to outline initiatives for the following quarter. This allows our team to get ahead of the ball, always thinking about priorities on a quarterly basis.
- **Annual planning:** this model works well when getting a full picture view of what the entire year looks like is a priority (example: we know we want to run three campaigns, execute email marketing, focus on search engine optimization, etc.).

Ultimately, your partnership can be structured how you want it. We know business changes all the time and allow for the flexibility to shift efforts as needed. Based on what we know so far about Ambank Company, we'd recommend moving forward with annual planning to maximize efforts to their fullest potential.

Marketing Initiatives

A high-level list of marketing support that Click Rain offers is listed below (this is not an all encompassing list). Once we understand priorities, custom strategies will be developed and presented prior to moving forward with any initiative.

Strategy & Campaign Development

Our integrated approach will ensure we are reaching target audiences through cohesive messaging across all marketing channels, creating a seamless and consumer-centric experience. We'll pair our digital marketing strategy with high-quality, relevant content and messaging that complements the creative and drives results.





Partnership Planning | Marketing Initiatives (Cont.)

Digital Media Placement

Large or small, your media investment is important to us. Whether it be a digital billboard or a display banner, our team of media strategists place your ads with your investment and business goals in mind. We negotiate on your behalf as necessary, holding our partners accountable to efficient pricing, performance, and quality placement. We aren't afraid to try new creative executions or test the latest media technology, and will work alongside your team to bring these opportunities forward.

Paid Search Placement

Click Rain's paid search experts build custom search campaigns that include strategic keyword and bidding analysis, combined with targeted advertising messages to resonate with those searching for products/services and drive them to take action with your brand.

Organic Social Strategy & Editorial Calendar Planning

We'll help you develop an organic social media strategy and framework that may include channel recommendations, audiences, goals, objectives, measurement, content creation direction and frequency recommendations and more. We may also provide editorial calendars outlining what you should post and when and the option for content and creative development are also services Click Rain offers.

Content Marketing

Content marketing is only as good as the strategy that guides it. At Click Rain, we always approach content marketing with strategy first, ensuring how we create and distribute content in alignment with your organization's business goals and user needs. This applies to all types of content—videos, blogs, social media, and more.

Email Marketing & Automation

Our team knows how to grow subscriber lists, clean them up, re-engage inactive subscribers, and send emails that have a purpose. Whether it's a monthly newsletter or an automated journey, we are focused on metrics outside of open rates. Emails should nurture leads, generate sales, or foster stronger loyalty.

Search Engine Optimization (SEO)

SEO is a marathon, not a sprint. Our experts are ready to develop strategies that get your site ranking. With a mix of both technical SEO strategies (things that impact how search engine spiders rank a site) and on-site SEO strategies (things that impact how a user interacts with the site) we pair the solutions that meet the needs for your website today.





Partnership Planning | Marketing Initiatives (Cont.)

Local Marketing

We help make sure your business shows up in local search results. It's not as easy as just updating your Google Business profile—though we do that too. We understand the market, audience intent, top keywords, review impact, and more to help your business rank better and get more sales. We use our local marketing platform, Stratus, to keep your business listing and reviews orderly and productive.

Analytics & Reporting

Our Google Analytics and GA4-certified marketing strategists create custom automated dashboards using our preferred reporting partner to share and showcase website and campaign reporting. It's important to us that we not only provide you with metrics that matter, but also actionable insights that will help you understand what's working, what's not, and our recommendation moving forward. This dashboard will enable your team to monitor our progress towards each goal in real-time.

Conversion Rate Optimization (CRO)

Why is something working or why isn't something working? Conversion rate optimization (CRO) is woven into what we do and is a process to continually improve the effectiveness of a website, email, media campaigns, or other guest touchpoints. Our data-driven approach changes one element at a time—headline, form field length, button color—to monitor which change makes an impact. This allows us to deliver higher ROI across all channels.

Content Strategy & User Experience

For Websites

Content is an essential element to any website—yet it is often an afterthought. We put content first by developing strategies that will guarantee usability, usefulness, relevance, SEO benefits, and an enhanced ROI. Our content strategy services include content audits and inventories, content governance strategies, user experience testing, persona building, content writing, website page building, and more.

For Marketing

We start with your marketing funnel and bring it to life across all channels—website, email, social, paid media, and organic search—to ensure that you're reaching the right audience with the right message.

Web Personalization

Personalizing content based on your audiences' unique needs leads to better performance, increased engagement, and ultimately more revenue. Our Craft CMS websites include proprietary personalization functionality which saves you on costly third-party platforms. Our media, marketing, and content strategists work together to make the most of a personalized website experience by developing custom strategies based on your audience(s).





Partnership Planning | Marketing Initiatives (Cont.)

Infographics & Data Visualization

Sometimes telling the story takes the right data. We work with you to find the best way to communicate your detailed information in an intuitive and impactful manner. Through visuals like graphs, charts, infographics, and iconography, we are able to deliver content in a visually appealing, digestible, and meaningful way—telling your story through visual data.

Marketing Research

Click Rain executes both primary and secondary research in order to help understand specific aspects of your target market, ensuring we can confidently provide smart, strategic marketing recommendations that will drive success. Components vary depending on goals of the research.



Partnership Options

Option 1: Good	Option 2: Better	Option 3: Best
<ul style="list-style-type: none"> - Evergreen branding campaign (12 months) <ul style="list-style-type: none"> - Paid search only - Content development <ul style="list-style-type: none"> - Content audit (one-time) - 12 repurposed blogs - Social media strategy (one-time) - Quarterly organic social content calendar & ideation - 2025 annual plan - 2026 annual plan - Monthly meetings - Account coordination - Partnership discovery 	<ul style="list-style-type: none"> - Evergreen branding campaign (12 months) <ul style="list-style-type: none"> - Paid search + Programmatic display - Content development <ul style="list-style-type: none"> - Content audit (one-time) - 12 repurposed blogs - Social media strategy (one-time) - Quarterly organic social content calendar & ideation - Email marketing* <ul style="list-style-type: none"> - 1 email template - 6 emails (writing, graphic production, send) - Quarterly email planning - Optimization & list management - Quarterly ADA accessibility audit & ranked recommendations - 2025 annual plan - 2026 annual plan - Monthly meetings - Account coordination - Partnership discovery 	<ul style="list-style-type: none"> - Evergreen branding campaign (12 months) <ul style="list-style-type: none"> - Paid search + Programmatic display + 12 in-read native articles (utilized from content development strategy below) + Boosted social (utilized from content development strategy below) + Social retargeting - Content development <ul style="list-style-type: none"> - Content audit (one-time) - 12 repurposed blogs - 6 new blogs - 12 corresponding organic social posts - Social media strategy (one-time) - Quarterly organic social content calendar & ideation - Email marketing* <ul style="list-style-type: none"> - 1 email template - 12 emails (writing, graphic production, send) - Quarterly email planning - Optimization & list management - Quarterly ADA accessibility audit & ranked recommendations - Quarterly website audit & ranked recommendations - 2025 annual plan - 2026 annual plan - Monthly meetings - Account coordination - Partnership discovery
Total Investment \$106,875 <i>(includes media spend)</i>	Total Investment \$142,500 <i>(includes media spend)</i>	Total Investment \$195,000 <i>(includes media spend)</i>
Investment Breakdown <ul style="list-style-type: none"> - \$5,250 <i>(month 1 + onboarding, setup, and discoveries)</i> - \$86,625 <i>45 hours per month (11 mo.)</i> - \$15,000+ media spend 	Investment Breakdown <ul style="list-style-type: none"> - \$7,000 <i>(month 1 + onboarding, setup, and discoveries)</i> - \$115,500 <i>60 hours per month (11 mo.)</i> - \$20,000+ media spend 	Investment Breakdown <ul style="list-style-type: none"> - \$10,500 <i>(month 1 + onboarding, setup, and discoveries)</i> - \$154,000 <i>80 hours per month (11 mo.)</i> - \$30,500+ media spend

**Does not include platform set-up cost and monthly subscriber send fees. Final cost of these items will be determined during discovery.*





Add-on Projects

The following projects are option additions that would fall outside of the partnership. If Ambank Company were to move forward with one or more of these projects, they would be billed once they begin.

☐ Local Search Audit & Clean-up

Click Rain will conduct a local search audit to see where your locations are listed, what needs to be cleaned up, and how many duplicate listings there are. We will make updates on key directories and if your business isn't listed, we will get them added.

Directories included*: Google, Facebook, Yelp

Please note: the hardest part of cleaning up listings is ensuring the right login and admin access. We may need to work with your team on management access and/or verifying locations.

Investment

→ Listings clean-up | \$2,500 + \$175 / location (one-time fee)

☐ Stratus—Listing & Review Management Platform

We recommend Stratus, our proprietary local marketing platform, to help you easily manage your local search presence and keep your listing information up-to-date. Through the Stratus platform, your team will be able to:

- **Manage Local Listings**
Your Google and Facebook directories will easily be managed and updated. From store hour changes to new service offerings, one click and your information is updated and pushed live to these directories.
- **Manage Reviews**
It's important to know what customers are saying about your business at individual locations. Through the platform you will be able to see overall sentiment, reviews collected, and get notified of new reviews.
- **Respond to Customer Reviews**
Easily respond to reviews across all business locations from one central place. Utilize review templates, which have dynamic placeholders, to further personalize the response back.
- **Gain More Reviews**
Simply import a list of email addresses or phone numbers from your customers and send them a message asking them to review their recent experience at your business.

Investment

→ Setup & ongoing use of Stratus | \$350 (one-time fee) + \$29.99 / location / month





Add-on Projects (Cont.)

□ Video, Audio, & Photography

Moments create conversions. Storytelling through video, audio, and photography typically performs best and makes an instant and lasting connection with your audience. Our visuals and animations focus on elevating your brand message by making something easy to identify and understand—standing out and creating a connection. Using a cross-channel strategy, we provide avenues to reutilize and re-edit content in a variety of use cases. See a recent example of [website video content](#) shot and produced by Click Rain.

Investment

→ 2-day photo/video shoot | approximately \$25,000* (one-time fee)

**Estimate is only approximate. Once we have a better understanding of needs and wants, Click Rain will provide a proposal specific to a shoot.*

□ Google Analytics 4 (GA4) Implementation

Google sunsetted Universal Analytics (what we all know and use today) on July 1, 2023 and officially moved to GA4.

GA4 gives us a better understanding of the website user-journey and takes Google Analytics reporting to the next level (think predictive analytics!). However, it requires work to get there for everyone who has a website and tracks analytics.

Click Rain recommends setting up GA4 as soon as possible to help ensure the reporting you depend on today is ready for this upcoming change. All historical data will be removed when Google officially sunsets Universal Analytics. It will be extremely important to have your websites tracking setup and ready as soon as possible if you're wanting any previous data available in August 2023. Our GA4 implementation package includes:

- GA4 property setup (if not already done)
- Google Tag Manager integration
- Event tracking (form submissions, outbound links, specific website goals, etc.)
- GA4 reporting customization

Investment

→ \$3,000 (one-time fee)

**Estimate may need to be increased based on event set-up complexity. We will know more once we gain access to your Google Analytics.*





Add-on Projects (Cont.)

□ Messaging Guide

Lemonly, our sister agency, and Ambank Company will work together to develop a comprehensive messaging guide that will help set the state for future creative projects. The following outlines what Ambank Company can expect this process to look like. Timing for messaging guide development is 3-4 weeks post Lemonly kickoff call.

Discovery (Identify your story)

- Lemonly will send you a list of curated questions to complete ahead of time. This will help us prioritize your goals and give us key direction for how we can best help you through this process.
- Gather information through a 60 minute call.
- Identify key insights and unique identifiers.

Messaging Strategy (Determine how to tell it)

- Lemonly will present a messaging document which will provide clarity around key messaging opportunities, voice and tone recommendations and value propositions.
- This scope includes up to two rounds of review.

Investment

→ Starting at \$5,000 (one-time fee)

□ Organic Social Media Playbook

Social media's impact and reach can be significant, influencing consumer attitudes, motivations, and behaviors. Click Rain will develop a social media playbook that will establish guidelines to ensure brand consistency across owned social media channels. The playbook will outline goals, audiences, messaging strategies per platform, content creation guidelines, standards and more as an ongoing reference for your team.

Investment

→ \$3,500 (one-time fee)

□ Market Research

Investing in market research will help focus on who your customers are and what they expect from you as a brand. This research can identify areas of opportunity and help make more informed decisions on how we spend media dollars. Click Rain can execute a number of different studies including industry trends, five forces analysis, audience persona definition, PESTLE analysis, competitive analysis, audience perception studies and more.

Investment

→ \$TBD based on study





Add-on Projects (Cont.)

☐ Infographics

Infographics—whether static, animated, or interactive—can help tell your brand’s story with personality and polish. Guide your audience through the customer journey with a process-oriented infographic, or share statistics about your team’s experience with a data visualization-focused piece. We’ll make your information crystal clear through concise copy and thoughtful design, giving your website some cornerstone content to keep your audience’s attention. For reference, we’ve provided a few examples of “process” infographics below. Based on the feedback of “explaining your process” an infographic could be a fun way to explain how you operate from start to finish.

Examples:

- [Poet](#)
- [Plan Milestone](#)
- [Startup Sioux Falls](#)

Investment

→ \$TBD based on topic and complexity

☐ Other

Click Rain is well versed in partnering with businesses to help build their reputation in their communities. This could take shape by ghost writing blogs or articles for paid partnerships (ex: Sioux Falls Business Journal) or even developing hold time each month to execute creative opportunities that come up within local magazine placements, digital billboards, etc.

Investment

→ \$TBD based on needs

☐ Campaigns

Click Rain is available to execute campaigns outside of the partnership on an as needed basis.

Investment




→ \$TBD based on topic and complexity



2025 Example Timeline

		J	J	A	S	O	N	D	J	F	M	A	M
2025 Recommendations	Investment												
Local Search Audit & Clean-up	\$2,500 + \$175 / location												
Stratus - 18 locations	\$350 + \$29.99 / location / month												
Photo shoot - 2-day shoot	~\$25,000												
GA4 Implementation	\$3,000												
Messaging Guide	Starting at \$5,000												
Organic Social Playbook	\$3,500												
Market Research	\$TBD												
Infographics	\$TBD												
Partnership													
- Option 1 - 45 hr/mo (includes \$15k in media spend)	\$TBD												
- Option 2 - 60 hr/mo (includes \$20k in media spend)													
- Option 3 - 80 hr/mo (includes \$30.5k in media spend)													

KEY

-  Lemonly project
-  Click Rain project
-  Ongoing Click Rain partnership





Investment & Approval

Below is our proposed investment based on our current knowledge of Ambank Company needs. Based on further conversations, we may recommend additional projects that could require more budget.

☐ Partnership: Option 1 (Good)

Initial Setup & Discovery (one-time)	\$5,250
Marketing Partnership 45 hours/month)	\$7,875/month*
Media Spend	\$15,000
Total Investment	\$106,875

☐ Partnership: Option 2 (Better)

Initial Setup & Discovery (one-time)	\$7,000
Marketing Partnership (60 hours/month)	\$10,500/month*
Media Spend	\$20,000
Total Investment	\$142,500

☐ Partnership: Option 3 (Best)

Initial Setup & Discovery (one-time)	\$10,500
Marketing Partnership (80 hours/month)	\$14,000/month*
Media Spend	\$30,500
Total Investment	\$195,000



Investment & Approval (Cont.)

Add-on Projects

<input type="checkbox"/> Local Search Audit & Clean-up (one-time)	\$2,500 + \$175 / location
<input type="checkbox"/> Stratus—Listing & Review Management Platform	\$350 (one-time fee) + \$29.99 / location / mo.
<input type="checkbox"/> Video, Audio, & Photography <i>*Approximate investment for a 2-day shoot</i>	\$25,000*
<input type="checkbox"/> GA4 Project (one-time) <i>*Final investment will be based on event set-up complexity</i>	\$3,000
<input type="checkbox"/> Lemonly Messaging Guide (one-time)	Starting at \$5,000
<input type="checkbox"/> Organic Social Media Playbook (one-time)	\$3,500
<input type="checkbox"/> Market Research <i>*Final investment based on stud(ies) selected</i>	\$TBD
<input type="checkbox"/> Infographics <i>*Final investment based on topic and complexity</i>	\$TBD

Ongoing Costs

MarTech Stack Hard Costs <i>Monthly TapClicks Reporting Tool</i>	\$75/month
Rainmail Send Pricing <i>Email marketing platform; pricing is determined based on total number of subscribers across all lists.</i>	\$TBD





Signatures

Ambank Company

Print name

Position

Date

Sign Here to Approve

Click Rain Inc.

Print name

Position

Date

Sign Here to Approve





Terms & Conditions

Monthly Partnership

Our monthly partnership total will be billed upon the start of each month during the course of the active partnership. Should our teams desire to continue working together, a new proposal will be created and shared prior to the end of the existing partnership to allow for reevaluation of goals, priorities, and budget needs.

Click Rain will plan for and complete work that aligns with our partnership and priorities each month. Respective hours will be planned for accordingly, with some months requiring more time than other months, depending on your goals and needs.

Media Buy

Items not covered under the marketing partnership agreement include third-party fees such as media placement or paid search fees, subscription fees, and other third-party services. Click Rain will make plan recommendations to client including details and costs and get them approved prior to launch.

Please note that all media buys will be processed through Click Rain, incur a 10% placement fee, and are billed in arrears of placement.

Billing Details

Projects such as major video efforts, website efforts, etc. will be quoted as a separate budget depending on the scope of the project.

Agile Workflow

Click Rain's workflow is based on the overall practice of Agile project management. This means we work in Sprints, or weekly blocks of time. Any new work requests in a particular week will be planned for the following sprint's execution, unless it's an emergency situation and/or a rush fee is incurred.

Rush Fees

If a project request needs to be completed within a current week and/or following week, and as a result, other scheduled work needs to be pushed, a rush fee may be discussed. A rush fee is in addition to our normal hourly rate. Rush fee charges will not be incurred unless it is communicated with you before work is completed.





Terms & Conditions (Cont.)

Hours Overages

Click Rain prides itself on being good stewards of our time and your budget, and we feel confident that we have allocated sufficient hours within this partnership agreement. However, should your needs change, we are happy to accommodate with additional allotments of time, billed in hourly increments at our hourly rate. If Click Rain is approaching the limits of the agreed-upon partnership hours allocation, we will be sure to let you know in advance so that you can plan accordingly.

Statement of Confidentiality

This proposal and supporting materials contain confidential and proprietary business information of Click Rain, Inc. These materials may be printed or photocopied for use in evaluating the proposed project, but are not to be shared with any other parties.

The above pricing is good through April 11th, 2025 after which pricing and terms may be subject to change.

