**2023 ESP Websites Maintenance Packages** (Templated/Basic and Custom) **Procedures & Expectations**

**2 Package options**:

**Package 1 = $20/mo.** (Promoted as ANNUAL updates)

* 1 banner update (Includes some custom work on the banner if needed)
* 10 general navigation link updates
* Product Collection update (Up to 32 ESP products provided by customer)

*\*Client will receive an email reminder once/year to make these updates.*

**Package 2 = $60/mo.** (Promoted as QUARTERLY updates)

* 4 banner updates (Includes some custom work on the banner if needed)
* 10 general navigation link updates
* Product Collection update (Up to 32 ESP products provided by customer)
* Update of 2 content pages (Text and image provided by customer)

*\*Client will receive an email reminder once/year to make these updates.*

**Process**:

1. Rep sells maintenance package
   1. **Must notify the customer that we will not make any changes without their request**. Although we will send them a reminder (email), if they choose to ignore, we will assume they don’t wish to make any changes now and proceed without action.
   2. No roll overs will be done. Whatever they didn’t use in a year will be lost and a new package will start.
   3. No substitutions are to be made to what the maintenance package includes. If a customer decides they don’t want certain things included and want something in exchange, sales rep will ask design for a quote for a *Custom* maintenance package.   
      This will be entered under an hourly personify code instead (see below).
   4. Banner updates include custom work for only 1 banner or 4, depending on the package. The current rotating banners in Basic sites include 3 images but we will only do custom work in 1 of them and can replace the other 2 with something from the existing library or provided by the customer.
   5. Quarterly package is just directional. Customer can choose to make all the updates at once, twice/year, etc. (e.g. we could create 3 custom banners to replace their full rotating banner at once instead of in 3 different quarters)
2. Nicole enters order into Personify (see below for codes)
3. A Pardot email will be sent every year on the anniversary of their renewal to let them know that part of their membership package includes websites updates and to reply when they are ready.
4. When a customer replies with updates, the email will go to [webart@asicentral.com](mailto:webart@asicentral.com).
   1. If the email has any account or billing questions, the Coordinator will forward to the   
      AE to handle.
   2. If the email asks for updates, Coordinators will enter job in JIRA and proceed   
      with the updates.
      1. Coordinator will either make the changes themselves or assign to a Designer (  
         as needed). All work performed to the customer’s website will be logged into the JIRA ticket, updating what is left to use for the remainder of the year. (e.g. customer uses 1 of the 4 banner updates. Coordinator will note that only 3 banners are remaining in this package year).
      2. If a customer asks for changes beyond what’s included in the Maintenance Package, they will be quoted separately. No substitutions are to be made to the Maintenance Packages.

**Personify codes:**

* **Basic websites:**
  + $20/month package – ESPW\_MAINT $240
  + $60/month package – ESPW\_MAINT $720
* **Custom websites:**
  + $20/month package – CUSTOM\_WEB\_MAINT $240
  + $60/month package – CUSTOM\_WEB\_MAINT $720
* **Custom quote for either Basic or Custom websites** (doesn’t fall into any package above):
  + DIST\_WEBSITE\_MAINT\_HRLY – 1 hour, 2 hour, etc.