

# Thank you for choosing PTE!

*Let's review some fundamentals.*

Thank you for choosing us as your marketing communication partner. Before we begin, we want to review some of our partnership fundamentals. Just as you expect us to deliver results, we have some expectations of collaboration on our path to your success.

- **Consider our counsel.**
  - *You're hiring us for our brains, our expertise. As such, we commit to always providing you with our best recommendations and honest feedback – even if that may not align with you or how things have always been done. While the decision will always ultimately be yours, we would be doing you a disservice if we didn't share our counsel, and we appreciate you hearing us out.*
- **Be responsive.**
  - *While it is our job to do the work for you and take things off your/your team's plate, we require your attention and time to discuss ideas, get information or feedback, and remain aligned. We request that you be responsive to our emails and calls and commit to at least one monthly meeting with our team. We'll be sure to make all communication as efficient as possible.*
- **Commit to timelines.**
  - *We work on campaigns and content months in advance to produce the best quality content and results possible. We understand that you or your organization may not be able to do that. However, as it relates to marketing, we ask that you look a little longer range and work with us to stay on track. This means if you owe us content or an answer by a certain date, we trust you to uphold that or communicate a delay to us in advance so we can effectively do our jobs.*
- **Help us test and measure.**
  - *Our differentiator is proving the ROI of marketing – as we help businesses grow. We will always test and measure the success of our efforts... but that only tells us half of the story. We need you to provide metrics from your end as well, whether that be sales, new leads, donations, etc., so we can measure the outcomes, not just the efforts.*

*Thank you for learning more about how we can work best together!*