



TecnoMarketing

Digital Marketing Package

Critical Information Summary

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Key Facts Summary

Pricing	Refer to TecnoMarketing website for current pricing
Includes CRM	Yes – via https://crm.tecnomarketing.com.au
Advertising Spend	Not included; billed directly by Google, Meta or other platforms
Campaign Types	Google Ads, Meta Ads, SEO, email and SMS marketing
Reporting	Conversion tracking and monthly performance reports

1. Service Overview

The TecnoMarketing Digital Marketing Package is a subscription-based, done-for-you digital marketing service designed to help businesses generate leads, improve their online presence, and automate customer follow-up. The package combines advertising management, landing pages, tracking, reporting, and CRM access into a single integrated marketing system.

2. CRM Platform Access

Access to the TecnoMarketing CRM included with this package is provided through the TecnoMarketing CRM portal at <https://crm.tecnomarketing.com.au>. CRM access is available for the duration of an active subscription and is subject to the CRM's usage limits, platform availability, and applicable Critical Information Summary for the CRM service.

3. Pricing & Billing

Current pricing for the Digital Marketing Package is published on the TecnoMarketing website and may change from time to time. The subscription is billed monthly in advance and renews automatically unless cancelled in accordance with the applicable terms. Advertising spend charged by Google, Meta, or other platforms is not included in the TecnoMarketing package price and is billed directly to the client by those platforms. These may be billed fortnightly or monthly depending on usage and ad spend.

4. Services Included

The package may include social media management, Google Ads and Meta Ads campaign management, search engine optimisation, conversion tracking, landing page creation, email and SMS marketing automation, and monthly strategy sessions. The exact mix of services may evolve over time based on platform changes and campaign requirements. This will also depend on the needs of each client depending on the business requirements.

5. Advertising Platforms & Spend

Advertising campaigns are run on third-party platforms such as Google and Meta. You are responsible for funding all advertising costs, including clicks, impressions, and media spend. TecnoMarketing does not control ad pricing, bidding, delivery, or platform algorithms, and advertising performance cannot be guaranteed. Spend limits can be applied to this campaigns and this will be discussed with you as to what your budget is.

6. Setup & Onboarding

Initial setup includes the configuration of advertising accounts, tracking tools, CRM connections, landing pages, and automation workflows. Setup timeframes vary depending on the complexity of the campaign, availability of client materials, and third-party

verification processes. Please allow up to two weeks for completion of your new account and setup. Depending on the complexity and requirements, this time may be longer.

7. Performance & Reporting

TecnoMarketing provides reporting based on data supplied by advertising platforms and tracking systems. Reporting accuracy depends on correct installation, platform data, and browser behaviour and may be delayed, estimated, or incomplete.

8. No Guarantees of Results

TecnoMarketing does not guarantee lead volume, lead quality, sales, revenue, advertising costs, return on investment, or search engine rankings. Results depend on many factors outside TecnoMarketing's control, including budgets, competition, offer quality, and market conditions.

9. Third-Party Platform Dependency

The Digital Marketing Package relies on third-party platforms including Google, Meta, SMS providers, email platforms, and CRM software. These platforms may change features, pricing, or policies at any time, and TecnoMarketing is not responsible for disruptions or suspensions imposed by those platforms.

10. Client Responsibilities

Clients are responsible for providing accurate business information, funding advertising accounts, approving advertising materials when required, and ensuring compliance with consumer, advertising, privacy, and spam laws.

11. Accounts & Data Ownership

Advertising accounts, CRM data, and campaign assets created for your business remain your property unless otherwise agreed. TecnoMarketing may retain administrative access for management and support while the subscription is active.

12. Suspension or Termination

TecnoMarketing may suspend or terminate services for non-payment, platform suspensions, suspected misuse, or legal or compliance risks. No refunds are provided for partial billing periods.

13. Limitation of Liability

To the maximum extent permitted by law, TecnoMarketing is not liable for indirect or consequential losses, including lost revenue, advertising spend, or missed opportunities arising from marketing activities.

14. Important Summary

The TecnoMarketing Digital Marketing Package provides an integrated marketing system combining advertising, CRM, automation, and reporting. While it delivers a complete solution, results depend on third-party platforms, advertising budgets, and customer behaviour and therefore cannot be guaranteed.