

Communication Protocol

Establishing Effective Communication Channels

OPTURUM

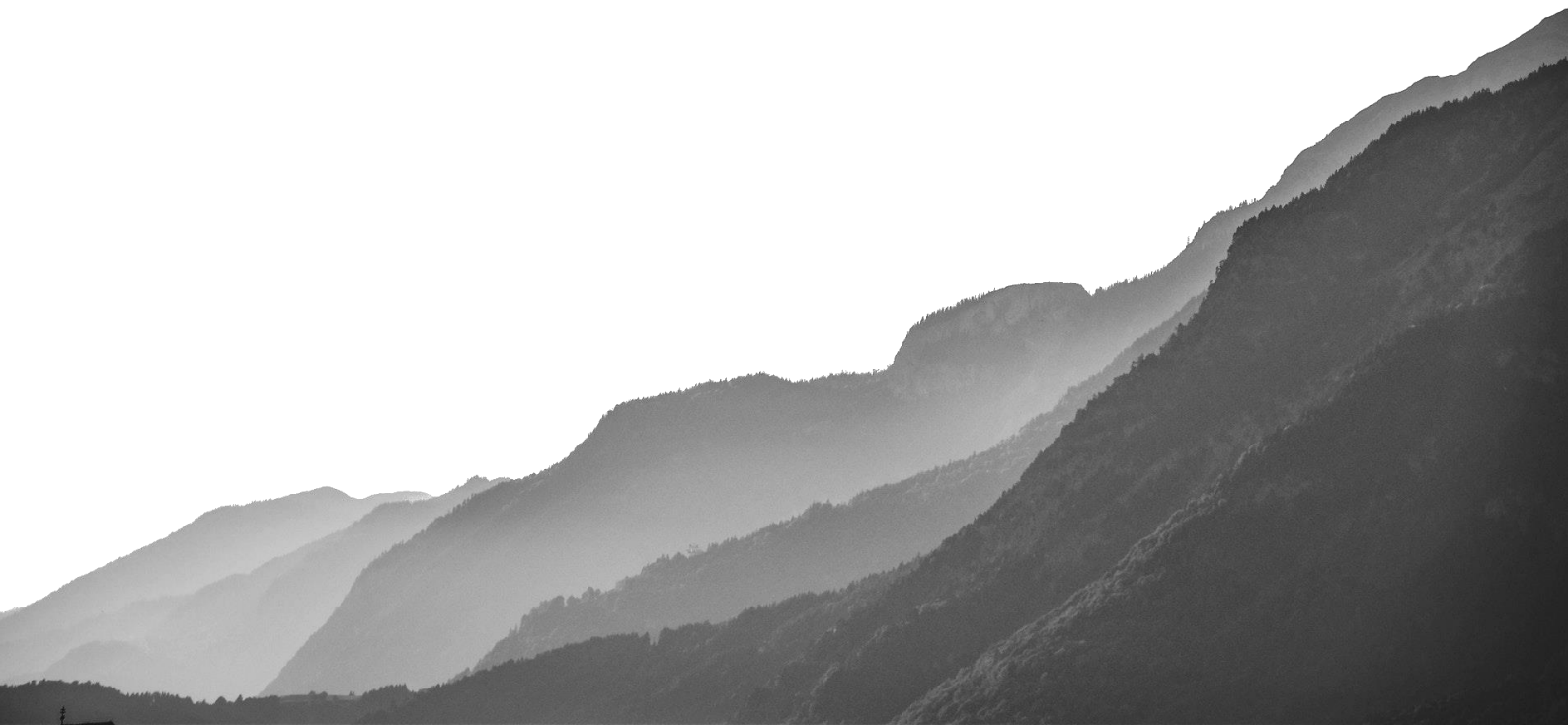


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Preface

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Welcome to the Communication Protocol guide, a foundational document designed to streamline and enhance the interaction between your team and Opturum. This guide serves as a roadmap for effective communication throughout the course of our partnership, especially in the dynamic context of managing Meta advertising campaigns.

Purpose of This Document

- The aim of this guide is to establish clear, efficient, and consistent communication channels and practices. It outlines the protocols for regular updates, meetings, emergency contacts, and feedback processes.

Intended Audience

- This document is intended for all team members involved in the Meta advertising campaigns, both from your company and Opturum. It's crucial for everyone to be on the same page regarding communication standards and practices.

How to Use This Guide

- Use this guide as a reference to understand the preferred communication channels, schedule meetings, escalate urgent matters, and maintain effective ongoing communication.
- Familiarize yourself with the roles and responsibilities outlined, ensuring that communications are directed to the appropriate individuals.

Commitment to Effective Communication

- Opturum is committed to maintaining an open, transparent, and productive communication line. This protocol is designed to facilitate mutual understanding and cooperation, ensuring that campaign goals are met with efficiency and clarity.

Feedback and Revisions

- We value your input in enhancing our communication practices. Please provide feedback or suggest revisions to this protocol as needed.

Ensuring Confidentiality

- Adhering to the confidentiality and data protection guidelines within this document is paramount to maintaining the integrity and security of our communications.

Thank you for taking the time to familiarize yourself with this Communication Protocol. We believe that effective communication is the cornerstone of a successful partnership and look forward to a fruitful collaboration.

Introduction to Communication Protocol

Welcome to the foundational section of our Communication Protocol guide. This part of the document serves as an introduction to the established communication practices between your team and Opturum. Effective communication is a cornerstone of successful collaboration, especially in the fast-paced and dynamic realm of Meta advertising campaigns. Understanding and adhering to this protocol will ensure that all interactions are efficient, clear, and productive.

The Importance of Structured Communication

- **Enhancing Collaboration:** Clear communication protocols enhance collaboration, ensuring that both teams are aligned with campaign objectives, strategies, and updates.
- **Streamlining Information Flow:** A well-defined communication structure streamlines the flow of information, making it easier to share insights, report progress, and discuss strategies.

Objectives of the Communication Protocol

- **Clarity and Consistency:** To establish a standard for clear and consistent communication, reducing misunderstandings and ensuring that important information is effectively shared and received.
- **Responsiveness and Efficiency:** To outline expectations for responsiveness, ensuring that queries, requests, and concerns are addressed in a timely and efficient manner.
- **Adaptability and Scalability:** To create a communication framework that is adaptable to the evolving needs of your campaigns and scalable as your partnership with Opturum grows.

Scope of the Protocol

- This protocol covers all forms of communication related to your Meta advertising campaigns, including routine updates, strategic discussions, emergency communications, and feedback exchanges.

Adhering to the Protocol

- All team members, both from your company and Opturum, are expected to adhere to the guidelines and practices outlined in this protocol. This ensures a cohesive and cooperative working environment.

Review and Updates

- The communication protocol is a living document and may be reviewed and updated periodically to reflect changes in campaign strategies, team structures, or communication technologies.

Commitment to Collaboration

- Opturum is committed to fostering a strong, collaborative relationship with your team. Effective communication is key to this partnership, and we are dedicated to maintaining high standards in all our interactions.

By embracing the principles and practices outlined in this Introduction to Communication Protocol, we lay the foundation for a successful and productive partnership, driving forward our shared goal of achieving outstanding results in your Meta advertising campaigns

Primary Communication Channels

Effective communication is pivotal for the success of any collaborative effort. In this section, we outline the primary communication channels between your team and Opturum, focusing on the use of email, mobile communication, and virtual meetings. These channels have been selected for their efficiency, accessibility, and convenience, ensuring that updates, reporting, and timely discussions can be conducted effectively.

Email Communication

- **Primary Tool for Formal Communication:** Email will serve as the primary channel for formal communications, including campaign updates, scheduling meetings, and sharing documents.
- **Contact Information:** The specific email address for your account manager at Opturum will be provided in the welcome email. This will be your main point of contact for email correspondence.
- **Response Time:** We commit to responding to emails within a specified timeframe, ensuring that your queries and concerns are addressed promptly.

Mobile Communication

- **Direct and Immediate Contact:** For more immediate or urgent matters, mobile communication via phone calls or text messages can be used.
- **Account Manager's Mobile Number:** Your account manager's mobile phone number will be provided in the welcome email. This allows for direct contact when immediate attention or a quick response is required.
- **Appropriate Usage:** While mobile communication is available for urgent matters, we encourage the use of email for detailed discussions and official communications to ensure there is a record of the exchange.

Virtual Meetings for Updates and Reporting

- **Regular Scheduled Meetings:** Virtual meetings will be scheduled regularly for in-depth discussions, campaign updates, and reporting. These meetings provide an opportunity for real-time interaction and comprehensive discussions.
- **Platforms for Virtual Meetings:** Common virtual meeting platforms such as Zoom, Microsoft Teams, or Google Meet will be used. Links and access details for these meetings will be shared via email.
- **Agenda and Preparation:** Ahead of each meeting, an agenda will be shared to ensure that all relevant topics are covered, and both teams are prepared for a productive discussion.

Best Practices for Communication

- **Clarity and Brevity:** We encourage clear and concise communication across all channels to ensure the effective exchange of ideas and information.

- **Confidentiality and Professionalism:** All communications should be conducted with a high level of professionalism and confidentiality, maintaining the integrity of our partnership.

By utilising these primary communication channels effectively, we ensure a seamless flow of information and maintain a strong collaborative relationship. Whether it's through email, mobile, or virtual meetings, our communication approach is designed to support the success of your Meta advertising campaigns.

Roles and Responsibilities

Clear delineation of roles and responsibilities is crucial for effective communication and efficient management of your Meta advertising campaigns. This section outlines the key roles within both your team and Opturum, specifying the responsibilities associated with each role to ensure smooth and productive interactions.

Your Team's Roles

- **Primary Contact:** The main point of contact on your team who will liaise with Opturum for all campaign-related communications. This person is responsible for relaying information between your team and Opturum and ensuring that any internal feedback or decisions are communicated effectively.
- **Decision Maker:** This role involves making strategic decisions regarding the campaign, including budget approvals, strategy shifts, and approval of ad creatives.
- **Technical Contact:** If applicable, a team member who handles technical aspects such as website integrations, pixel installations, or data tracking setups.

Opturum's Roles

- **Account Manager:** Your primary point of contact at Opturum who oversees your campaigns, manages day-to-day communications, and ensures that campaign strategies align with your goals. Contact details will be shared in your welcome email.
- **Campaign Strategist:** A specialist responsible for developing the overall strategy of your campaigns, including targeting, ad placements, and performance optimisation. Contact will be channelled through your account manager.
- **Creative Team:** This team includes designers and content creators responsible for creating ad creatives that align with your brand and campaign objectives. Contact will be channelled through your account manager.
- **Technical Support:** Personnel who assist with any technical requirements, including pixel implementation, data tracking, and troubleshooting.
 - support@opturum.co.uk
- **Billing and Invoicing:** For all queries related to accounts and invoicing, please direct your communications to our dedicated finance team, ensuring prompt and accurate responses to your billing concerns.
 - finance@opturum.co.uk

Joint Responsibilities

- **Regular Communication:** Both teams are responsible for maintaining regular communication to keep each other updated on progress, challenges, and changes.

- **Timely Feedback:** Providing timely feedback on strategies, creatives, and reports to facilitate quick adjustments and improvements in campaigns.
- **Data Sharing:** Collaboratively working to share relevant data and insights that could impact campaign performance.

Understanding the Communication Hierarchy

- Recognizing the communication hierarchy and the appropriate contacts for various types of communication helps in addressing queries and concerns effectively.
- For strategic decisions, interactions typically involve decision-makers, while technical queries are directed to technical contacts or support.

Responsibility for Action Items

- After each meeting or significant communication, clearly defined action items with assigned responsibilities ensure that tasks are completed and progress is made on campaigns.

By understanding and respecting the roles and responsibilities outlined, both your team and Opturum can work cohesively towards the common goal of making your Meta advertising campaigns successful. This mutual understanding forms the basis of a strong, effective partnership.

Frequency and Types of Communication

Effective communication is not just about clarity and understanding; it's also about ensuring that interactions happen regularly and are tailored to the needs of your Meta advertising campaigns. This section outlines the typical frequency and types of communication you can expect when working with Opturum, recognizing that specific arrangements may be agreed upon during the initial consultation.

Standard Communication Frequency

Monthly Updates and Reporting

- **Regular Monthly Communication:** The standard communication frequency for updates and reporting is monthly. This schedule ensures that you receive timely insights into the performance of your campaigns and that strategic adjustments can be made as needed.
- **Monthly Reporting:** Comprehensive reports detailing campaign performance, including metrics such as reach, engagement, conversion rates, and ROI, will be provided on a monthly basis.

More Frequent Communication When Necessary

- **Adaptable Frequency:** In some cases, more frequent communication may be necessary, especially during critical phases of the campaign, such as the launch period, or when responding to dynamic market conditions.
- **Bi-Weekly or Weekly Updates:** Depending on the agreed terms and the intensity of the campaign, updates and reporting can occur bi-weekly or even weekly.

Types of Communication

Strategic Discussions

- These discussions focus on long-term planning, campaign strategy adjustments, and brainstorming sessions to explore new opportunities or address challenges.

Operational Updates

- Regular updates related to the day-to-day management of your campaigns, including progress on ad creatives, campaign setup, and initial performance metrics.

Performance Reviews

- Detailed analysis of campaign performance, discussing what is working well and what areas need adjustment. This includes a review of key performance indicators and ROI.

Feedback Sessions

- Sessions dedicated to receiving and discussing feedback from both sides, aimed at continuous improvement of both campaign performance and the working relationship.

Technical Communications

- Discussions or updates regarding any technical aspects of the campaign, such as pixel implementation, data tracking, and integration issues.

Establishing Communication Schedules

Initial Consultation Agreement

- During the initial consultation, a communication schedule will be agreed upon that best suits the needs of your campaign and availability of both teams.
- Flexibility to adjust this schedule based on campaign performance and evolving requirements will be maintained.

Calendar Invitations and Reminders

- For scheduled meetings or calls, calendar invitations will be sent in advance with clear agendas, and reminders will be set to ensure all parties are prepared.

By establishing a clear frequency and understanding the types of communication, Opturum ensures that you are regularly informed, involved, and engaged in the progress and success of your Meta advertising campaigns. This structured approach to communication fosters a collaborative and transparent working relationship

Scheduling and Organising Meetings

Effective meetings are a critical component of successful campaign management. This section provides guidance on how meetings between your team and Opturum are scheduled and organised, ensuring that they are productive, efficient, and valuable to the progress of your Meta advertising campaigns.

Setting Up Meetings

Calendar Coordination

- Meetings will be scheduled in advance, with consideration given to the availability of key participants from both your team and Opturum.
- Calendar invites will be sent out with sufficient notice, allowing all parties to prepare adequately.

Agenda Preparation

- An agenda for each meeting will be prepared and shared beforehand. This ensures that all topics necessary for discussion are covered and that meetings stay focused and on track.
- You are encouraged to contribute points or topics to the agenda to ensure that all relevant issues are addressed.

Types of Meetings

Strategy Meetings

- Held periodically to discuss overarching campaign strategies, long-term goals, and significant adjustments.
- These meetings may involve senior team members and decision-makers.

Operational Review Meetings

- Focused on the ongoing management of your campaigns, these meetings address immediate operational concerns, progress updates, and tactical adjustments.

Performance Review Meetings

- Dedicated to analysing campaign performance against KPIs and ROI objectives. These meetings involve in-depth discussions on analytics and data-driven insights.

Ad-Hoc Meetings

- Scheduled as needed to address urgent issues or significant developments that require immediate attention and discussion.

Virtual Meeting Platforms

Preferred Platforms

- Meetings will typically be conducted using virtual meeting platforms such as Zoom, Microsoft Teams, or Google Meet, depending on mutual preference and convenience.

Technical Setup

- Ensure that all participants have access to the necessary technology and are familiar with the chosen platform to avoid technical difficulties during meetings.

Best Practices for Meeting Participation

Punctuality

- Adhering to the scheduled start and end times of meetings respects everyone's time and maintains the efficiency of the discussion.

Preparation

- All participants should come prepared, having reviewed relevant materials, reports, or agenda items to contribute effectively to the discussions.

Follow-Up Actions

- Conclusions and action items from each meeting will be documented and distributed to all participants. Clear responsibilities and deadlines for follow-up tasks will be assigned to ensure accountability and progress.

By effectively scheduling and organising meetings, we ensure that communication remains productive and contributes positively to the success of your Meta advertising campaigns. Opturum is committed to maintaining a collaborative and results-focused approach in all our interactions

Emergency Contact Protocol

In certain situations, immediate attention and rapid response are required to address urgent issues related to your Meta advertising campaigns. This section outlines the protocol for contacting Opturum in case of an emergency, ensuring that critical issues are resolved promptly and efficiently.

Initial Steps for Emergency Contact

Contacting the Account Manager

- In the event of an emergency, your first point of contact should be your Opturum account manager. Use the mobile number provided in the welcome email to reach out.
- **Leaving a Voicemail:** If the call is not answered, please leave a detailed voicemail outlining the nature of the emergency. This will alert the account manager to the urgency of the situation.

Secondary Contact Method: Emergency Email

- If there is no answer from the account manager, send an email to the dedicated emergency address
 - 999@opturum.co.uk
- **Email Distribution:** This email is configured to alert all members of Opturum, ensuring that someone is available to address the issue promptly. Please be mindful of this if the providing sensitive information.
- **Content of the Email:** Be concise yet detailed about the emergency. Include relevant information that will help in understanding and addressing the issue quickly.

Types of Emergencies

Emergencies that warrant the use of this protocol typically include, but are not limited to:

- **Significant Technical Issues:** Problems like website crashes or malfunctions, especially during critical campaign periods, that directly impact campaign performance.
- **Major Compliance or Legal Issues:** Urgent issues related to compliance or legalities of the campaign that could have significant repercussions.
- **Critical Errors in Live Campaigns:** Substantial errors in live campaigns that could negatively impact your brand or waste significant ad spend.

Misuse of Emergency Protocol

Potential Charges for Misuse

- The emergency contact protocol is established for critical situations only. Misuse of this protocol, such as for non-urgent matters, could potentially be subject to additional charges.
- **Judicious Use:** Please be mindful of the nature of the issue before utilising the emergency contact methods. Non-urgent matters should be addressed through regular communication channels.

Response to Emergency Communications

Commitment to Prompt Response

- Opturum is committed to addressing emergencies as quickly as possible. Efforts will be made to respond to emergency communications even outside of normal business hours.
- **Acknowledgment of Receipt:** You will receive an acknowledgment of your emergency communication, followed by an estimated timeline for resolution.

By adhering to this Emergency Contact Protocol, you can ensure that critical issues are addressed swiftly and effectively, minimizing potential impacts on your Meta advertising campaigns. Opturum is dedicated to providing support and solutions during these critical times while maintaining the integrity of our communication processes.

Confidentiality and Data Protection

Maintaining confidentiality and protecting data is paramount in our partnership. This section outlines the protocols and commitments regarding confidentiality and data protection for both your team and Opturum, ensuring that sensitive information related to your Meta advertising campaigns is handled with the utmost security and discretion.

Mutual Commitment to Confidentiality

Respecting Sensitive Information

- Both parties agree to treat all information shared during the course of the campaign as confidential. This includes, but is not limited to, campaign strategies, performance data, creative materials, and any proprietary business information.
- Information will not be disclosed to third parties without explicit consent, unless required by law.

Use of Information

- Confidential information will only be used for the purpose of executing and managing the advertising campaigns and not for any other purpose.

Data Protection Protocols

Adhering to Data Protection Laws

- Both Opturum and your team are committed to complying with applicable data protection laws, such as GDPR or other relevant privacy regulations.
- Personal data will be handled in accordance with these laws, ensuring the rights of individuals are respected and protected.

Secure Handling of Data

- All data, whether it's campaign metrics, customer information, or other sensitive data, will be stored and processed securely to prevent unauthorised access, disclosure, alteration, or destruction.
- Opturum will implement appropriate technical and organisational measures to ensure a high level of security.

Data Sharing and Transfer

Controlled Access

- Access to sensitive data will be limited to authorised personnel who need the information to perform their job functions related to the campaign.

- Any transfer of data between Opturum and your team will be conducted securely, using encrypted channels where necessary.

Breach Notification

Immediate Action in Case of a Breach

- In the unlikely event of a data breach or confidentiality compromise, the affected party will be notified immediately. A plan of action will be developed to mitigate any potential damage.

Review and Compliance

Regular Reviews

- The confidentiality and data protection practices will be reviewed regularly to ensure ongoing compliance with current laws and best practices.
- Any changes or updates in data protection laws or policies will be communicated and reflected in the protocol accordingly.

Reciprocal Responsibility

Shared Obligation

- It's understood that confidentiality and data protection are reciprocal responsibilities. Both Opturum and your team are equally committed to upholding these standards to maintain the trust and integrity of the partnership.

By adhering to these guidelines on confidentiality and data protection, we create a secure and trustworthy environment for managing your Meta advertising campaigns. This mutual commitment ensures that sensitive information is handled responsibly and ethically throughout our collaboration