

# Digital Marketing Services Scope of Work

The Lawrence Hotel, a Tapestry Collection by Hilton | Lawrenceville, Georgia

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## 1. Purpose and Overview

This document describes the full scope of digital marketing services necessary to support the overall marketing effort for The Lawrence Hotel.

## 2. Marketing Responsibilities

| Production and execution                                                                          |
|---------------------------------------------------------------------------------------------------|
| Designs and produces graphics and creative assets                                                 |
| Creates and manages day-to-day social media content and community management                      |
| Builds and updates website content and landing pages                                              |
| Executes search engine optimization and maintains local listings                                  |
| Builds and manages paid digital advertising campaigns (media spend budgeted separately)           |
| Captures and produces photography, video, and content                                             |
| Produces promotional campaign assets across rooms, food and beverage, events, and seasonal offers |
| Produces email campaigns, menus, signage, sales kits, and print and digital collateral            |
| Executes guest-facing operational branding, including OS&E presentation and in-room collateral    |

### 3. Detailed Scope by Function

| Function                                   | Expected deliverables                                                                                                                                                                            | Volume / frequency                                                                                                                                                  | Cadence                           |
|--------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| <b>Social media management</b>             | Content calendar; native posts and stories; community management and message response; reputation monitoring across social channels                                                              | Instagram, Facebook, and TikTok as primary; LinkedIn for group and business demand. Approx. 12 to 20 posts per platform per month plus stories and daily engagement | Ongoing monthly                   |
| <b>Content creation</b>                    | Copywriting and captions; campaign concepts; monthly editorial calendar tied to demand periods and promotions; content across social, website, and email channels                                | Monthly calendar plus ad hoc real-time content                                                                                                                      | Ongoing monthly                   |
| <b>Email marketing</b>                     | Design and build of email campaigns and newsletters; promotion, package, and event sends; guest and prospect list segmentation                                                                   | Approx. 2 to 4 sends per month plus event and promotion triggers                                                                                                    | Ongoing monthly                   |
| <b>Graphic design and collateral</b>       | Social graphics, digital flyers, promotional collateral, printed and digital menus, event and wedding graphics, on-property signage, sales kits, presentations, and email graphics               | Ongoing production plus surge volume around promotions and events                                                                                                   | Ongoing monthly and project-based |
| <b>Photography, videography</b>            | Professional and lifestyle stills; short-form video; seasonal refresh of the image library                                                                                                       | Quarterly professional shoots plus ongoing casual capture                                                                                                           | Project-based / Ongoing Monthly   |
| <b>Website updates and maintenance</b>     | Content updates, promotion and package landing pages, event and wedding pages, rate and offer updates, blog or local-guide content                                                               | Ongoing updates plus campaign landing pages                                                                                                                         | Ongoing monthly and project-based |
| <b>SEO, listings, and reputation</b>       | On-page and local SEO, Google Business Profile management, online listing accuracy across Hilton and third-party sites, keyword and content optimization, and reputation monitoring and response | Ongoing optimization with monthly review                                                                                                                            | Ongoing monthly                   |
| <b>Paid digital advertising</b>            | Campaign strategy, build, and management across paid social, search or PPC, retargeting, and metasearch; creative and audience management                                                        | Ongoing management. Media spend is a separate budgeted line and is not included in the monthly fee                                                                  | Ongoing monthly                   |
| <b>OTA and Brand.com coordination</b>      | Content, imagery, and promotion loading and accuracy on Hilton Brand.com and OTA listings; coordination with revenue and distribution                                                            | Ongoing content maintenance plus promotion loading                                                                                                                  | Ongoing monthly                   |
| <b>Promotions and campaigns</b>            | Campaigns for guestrooms, restaurant, lounge, banquets, weddings, meetings, packages, seasonal offers, and local events, from concept through creative and distribution                          | Rolling promotional calendar; multiple concurrent campaigns per month                                                                                               | Ongoing monthly and project-based |
| <b>Food and beverage marketing support</b> | Menu presentation and collateral, promotional materials, and marketing support for Bellfire and Old Nick's, keeping the outlets aligned with the overall hotel experience                        | Ongoing support plus new-menu and seasonal refreshes                                                                                                                | Ongoing monthly and project-based |

| Function                                         | Expected deliverables                                                                                                                                                                                    | Volume / frequency                                                     | Cadence                   |
|--------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|---------------------------|
| <b>Guest experience and operational branding</b> | Presentation and placement of guest-facing OS&E, in-room messaging and collateral, room presentation materials, and on-property brand details that carry the identity into the physical guest experience | Ongoing, with concentrated work around opening and property milestones | Ongoing and project-based |

## 4. Software, Subscriptions, and Tools

Delivery of the scope above requires the following categories of software and subscriptions. Where these are provided through Hotel Manager’s enterprise licenses, the Hotel benefits from portfolio-level pricing. Software and subscription costs are addressed in Section 5.

- Creative production: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere) and Canva for template-based production.
- Website content management system and landing page tools.
- Analytics and measurement: Google Analytics 4 and Google Business Profile; social platform native analytics.
- Guest engagement and reputation: Revinate for guest data, email marketing, and reputation, as deployed across the portfolio.
- SEO and listings tools; stock imagery and licensed music subscriptions for video.

## 5. Costs Not Included in the Monthly Fee

The monthly fee covers Hotel Manager’s performance of the functions described in Sections 2 and 3. The following costs are not included in that amount and may be charged to the Hotel’s Approved Annual Operating Plan and Budget as incurred, at actual cost and without markup, but only to the extent approved by Owner in accordance with the Hotel Management Agreement and not prohibited by Sections 4.03(b), 5.01, 10.02(c), or 10.02(d) of the Hotel Management Agreement or Sections 4 and 5 of the First Amendment:

- Paid media spend: the advertising budget itself for paid social, search or PPC, metasearch, and retargeting, separate from the management of those campaigns.
- Software and subscriptions: creative, social scheduling, email, SEO and listings, analytics, and reputation tools, to the extent property-specific or not covered by Hotel Manager’s enterprise licenses, provided that any such costs shall be payable or reimbursable only to the extent paid to unrelated third parties and otherwise permitted under the Hotel Management Agreement.
- Professional photography and videography engaged for the Hotel.
- Drone services performed by a licensed operator.
- Printing and production of physical collateral, menus, and signage.
- Stock imagery, licensed music, and licensed fonts used in content and video.

These items are budgeted in the Approved Annual Operating Plan and Budget and billed as incurred. Where any of them can be provided through Hotel Manager’s enterprise arrangements at portfolio pricing, that pricing may be passed through to the Hotel only to the extent such pass-through is permitted under the Hotel Management Agreement and the First Amendment, is at actual cost without markup, is paid to or for the benefit of unrelated third parties, and does not constitute reimbursement of any Hotel Manager employee cost, Affiliate cost, overhead, internal allocation, or other related-party cost prohibited by the Hotel Management Agreement or the First Amendment.

## 6. Hotel Ownership of Work Product and Account Access

All accounts, credentials, and work product created for the Hotel under this scope are the property of Owner, for the benefit of the Hotel, to the extent transferable and not restricted by the Franchise Agreement, applicable brand standards, third-party platform terms, or third-party license restrictions. This includes, without limitation:

- Social media and digital advertising account access and credentials.
- Website credentials and content.
- Hotel-specific photography and video.
- Graphics, copy, collateral, and campaign materials.
- Any other hotel-specific work product created under this scope.

Owner shall retain, or shall have the right to obtain, continuing access to and ownership of these materials regardless of the delivery approach selected or any subsequent change in provider. Upon any transition, the accounts, credentials, and work product will be turned over to Owner or its designee to allow continuity of the marketing program, to the extent transferable and not restricted by the Franchise Agreement, applicable brand standards, third-party platform terms, or third-party license restrictions.

## 7. Measurement, Reporting, and Key Performance Indicators

Marketing effectiveness is measured through monthly reporting that ties activity to demand and, where attribution is available, to booking behavior and revenue. The metrics below are monitored on an ongoing basis and reported to Owner and the Asset Manager. A sample monthly report format follows in Section 8. The metrics and sample report format described below are intended as reporting tools to assist Owner and the Asset Manager in reviewing the Enhanced Digital Marketing Services. They do not constitute guaranteed performance levels, revenue targets, or amendments to any Performance Test under the Hotel Management Agreement, and do not limit Owner's rights to review, comment on, or request corrective action with respect to the Enhanced Digital Marketing Services under the First Amendment.

- Website performance: sessions, users, and traffic by source and channel; referral sources; and look-to-book behavior showing how site traffic moves toward the direct booking path.
- Social media: reach, impressions, engagement rate, follower growth, and referral traffic from social channels into the booking path.
- Paid advertising: impressions, clicks, click-through rate, cost per click, conversions, and return on ad spend, reported separately from the media budget.
- Booking referrals: direct booking sessions and, where the booking engine and brand attribution allow, revenue influenced by digital channels.
- Package and promotion performance: landing page traffic, conversion, and production by campaign.
- Restaurant, lounge, and event campaigns: reach and engagement, reservation and inquiry volume where trackable, and event and catering lead flow.
- Group, wedding, and banquet lead generation: inquiries and leads sourced through digital channels, feeding the sales pipeline.

Some marketing influence is indirect and cannot be attributed to a single channel. Reporting therefore pairs the trackable metrics above with qualitative context so that ownership sees both measurable results and the broader effect of the program on the Hotel's positioning and demand. However, qualitative context shall supplement, and not replace, the required activity, deliverable, and performance reporting. In particular, digital and social content often influences

a booking decision weeks or months before the reservation is made, at which point the reservation may register as a direct or brand channel booking rather than being credited to the content that prompted it.

## 8. Sample Monthly Marketing Report Format

The format below illustrates the monthly marketing report provided. Figures shown are illustrative placeholders to demonstrate the format only and do not reflect the Hotel’s actual results.

### A. Digital performance summary

| Metric                          | Current month | Prior month | YoY / Budget |
|---------------------------------|---------------|-------------|--------------|
| Website sessions                | 18,400        | 16,900      | +12%         |
| Direct booking sessions         | 4,120         | 3,780       | +9%          |
| Website look-to-book conversion | 3.1%          | 2.9%        | +0.2 pts     |
| Social reach                    | 62,500        | 58,200      | +7%          |
| Social engagement rate          | 4.2%          | 3.9%        | +0.3 pts     |
| Follower growth (net)           | +540          | +410        | +32%         |
| Paid ad return on ad spend      | 6.8x          | 6.1x        | +0.7x        |

### B. Campaign and promotion results

| Campaign                   | Channel(s)              | Result                               | Production     |
|----------------------------|-------------------------|--------------------------------------|----------------|
| Seasonal getaway package   | Paid social, email, web | 412 landing page visits, 28 bookings | \$11,900 rooms |
| Bellfire restaurant launch | Social, local, OTA      | Reservation inquiries +34%           | N/A            |
| Wedding showcase           | Social, web, lead form  | 19 qualified leads                   | Pipeline       |
| Meetings and group offer   | Email, LinkedIn, web    | 12 RFP inquiries                     | Pipeline       |

The report also includes a narrative summary of activity completed, content and creative produced, the promotional calendar for the coming period, and lead flow into the group, wedding, and banquet sales pipeline.

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