Contract Non-Renewal / Cancellation Process

Notification
- Client to inform HS (Accounting or AM) about cancelling or not renewing in writing
  - In case of verbal notification, AM or Accounting to email the client and request cancellation notification in writing

- When AM or Accounting receives notification in writing from the client
  - AM/Accounting send email to the core team members: GM, CAD, DDM, OM, and PM, notifying them about upcoming cancellation
  - AM to confirm the end date of the contract with Accounting and notify PM team
  - Client Accounts Director to send out email to appropriate HS team members (digital/creative/dev) to provide current status of the account, alerting the team to start wrapping up online/PPC spend
  - PM to create a project in Basecamp using Cancellation Template

Actionable Items
- AM to assign TO DOs in Basecamp for various team members to wrap up work by cancellation date. This includes work on:
  - Website transfer
  - Landing page(s)
  - PPC/all online media
  - SEO, including: blogs, YEXT, Reputation Management, SEMrush
  - Traditional media
  - Social Media
  - Reporting
  - Call reporting
  - Marking cancelling client as "former client" or "do not contact" in Hubspot
  - Archiving team and projects in Basecamp

- AM to cancel all active Invoca tracking and vanity numbers (30 day notice for vanity numbers)
  - AM to assign TO DO for Digital Team to cancel all tracking numbers by cancellation date
- AM to ensure any traditional media contracts that are still running/in effect need to be transferred over to the client
- AM to confirm with Accounting that the account is paid-in-full first

- AM to receive approval on what assets can be released to the client from CAD

- AM to ask team for the urls, logins and passwords for all social networks, listings and website

- AM to provide the logins to the client in an email (assuming approval provided by CAD)

- AM to arrange a call between the client, web team, and the client's new hosting service to transfer the website and emails over

- AM to notify client about HS HushMail account cancellation and request an email address for form submissions from the website (provide to dev team)
  - Applicable to the clients with active HushMail account

Follow up
- PM to monitor TO DOs completion in Basecamp

_____   _____
Account Manager Name   Client Name

_____   _____
Account Manager Signature   Date