

**From:** [Jessica](#)  
**To:** "Lyn"; "s[REDACTED]@digital[REDACTED]oncepts.com"; "matt@digital[REDACTED]yconcepts.com";  
**Cc:** "Sherman B [REDACTED]"  
**Subject:** RE: Warranty - The Catalyst Group  
**Date:** Tuesday, November 30, 2021 9:18:00 AM  
**Attachments:** [image001.png](#)

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What is the outcome here?

*J*

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**From:** Jessica  
**Sent:** Wednesday, November 24, 2021 10:42 AM  
**To:** Lyn F [REDACTED] <lyn@[REDACTED]>  
[REDACTED]  
<[REDACTED]@digitalvisibilityconcepts.com>  
**Subject:** RE: Warranty - The Catalyst Group

Lyn, with all due respect, I totally understand you position is to salvage this relationship but it is too far gone for me.

I would like to talk to your manager from here on out, this is unfair to keep you in this situation at this point. This is a client escalation and there is nothing you can do to remedy this other than honor my warranty request which is most likely not your call to do.

I do not wish to continue services in any form or fashion with DVC.

DVC has grossly neglected our account since its formation. There is nothing DVC can offer to make me stay.

There is no value in the services that you offer to perform, because there is no value in your companies performances to date.

There is no quality, no control, no results nor effective communication. There is no product to serve me that would change the basics of DVCs client care or performance standards: there is no magic to undo what's already been done.

**I want my refund per our contractual agreement. This is another official request for the warranty clause to be honored at this point.**

I have made my case and shown DVC exactly where the breach of contract has occurred over multiple instances. My patience and time with DVC is exhausted here.

I will not respond to any other emails unless it is DVC issuing a refund for the over 3800 dollars I've paid since June for basically nothing.

Honestly - The leads retrieved over the last few weeks were only pulled in after someone took off our geographical parameters in order to cover for the marketers inability to get leads in our direct market area. That is the Oldest trick in the book!

These tactics may work on a less than savvy business owner but I have enough knowledge in this business to see these red flags for what they are.

I hired your company to develop this side of my business, so I could focus on building other things to progress us forward in tandem. This has been a total nightmare and not only have I lost business, time and money.... I have to now go back and totally do everything your company was supposed to do to get my marketing on point. I shouldn't be in this situation with a professionally paid marketing company on my side. Period.

Refund my money. Let me go in peace and Ill leave the BBB out of it.

Thanks.

*J*

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**From:** Lyn F [REDACTED] <[lyn@\[REDACTED\].com](mailto:lyn@[REDACTED].com)>

**Sent:** Tuesday, November 23, 2021 7:45 PM

**To:** Jessica H>

**Cc:** Marcus H>; Sherman B [REDACTED]  
<[sherman@\[REDACTED\]](mailto:sherman@[REDACTED])>  
**Subject:** Re: Warranty - The Catalyst Group

Hi Jessica,

I sincerely apologize that your experience with DVC has not been exceptional and I completely understand where you are coming from. I want to reassure you that this is not how we do business with our company. This is also why Sherman and I reached out last month and essentially offered the month of October for free since we used the \$599 service charge to cover the ad spend for the ads that ran from October 21 to November 21.

I would need to talk to Alex and the campaign managers so I can get a full picture of the tasks that are still pending. However, here's my temporary solution, depending as well on what I'll find out from the team:

- If you wish to continue with your TSM Bronze package, we would like to offer free services for 2 months.
- If you wish to switch over to Google Ads Starter, we would like to offer free services for 4 months.
- If you wish to continue with your TSM Bronze package and add Google Ads, we would like to offer free services for 1 month for the TSM Bronze and 2 months for Google ads.

Please let me know what you think about this proposal. Thank you.

On Tue, Nov 23, 2021 at 5:13 AM Jessica H> wrote:

Just following up here.

I really want to get this situation remedied. I haven't heard any response as of yet.

Jessica

On Nov 19, 2021, at 10:59 AM, Jessica H> wrote:

I understand it takes time to build campaigns.

My problem is this: We have been a client since June, these campaigns should have been up and running in July at latest.

Ms. Lyn, I know you are caught up in this and you didn't start as the csm here, and I feel sorry that you are coming in dealing with in the middle of a ball being dropped. Truly.

We contracted your company for social media management specifically to run facebook, at no time did any one call to tell us about anything related to the performance of our account until I started emailing for results and demanding more from DVC last month after reviewing our KPIs.

Offering us PPC this late into our contract - doesn't change the fact that we have had your services since June and It doesn't account for our accounts mismanagement to date.

It doesn't cover the expenses, the time and money I've lost waiting on your company to do what it was contracted to do for us.

I have paid into these services for results. I paid for open communication. I paid for your companies experience, which was sold to me as DVC being a leader in social media marketing on [bark.com](http://bark.com).

Had the ads been ran on Facebook within a reasonable time from the start of contract, we would be 5 months into a running that campaign today- that is not on me.

I expected a fully managed service here and I haven't received that. This is where the problem lies for me honestly- Your sales rep pitched that FB social media was you strong suit, I bought social media package for this reason. I trusted that your company had this under control, so I could focus my energy on other things knowing our marketing was fully managed and covered by DVC. It hasn't been as promised.

We have thrown a ton of money into this as a small start-up business. There is no doubt the ball was dropped at DVC and my business has suffered because of it.

Offering to switch to PPC now, doesn't refund the money I've wasted to date for the non-performance of our contractual agreement. Glazing over the real issue and trying to pacify me by saying social media takes time, isn't acceptable to me- because the time you have been given hasn't been managed accordingly to get those results. Had we had ads ran in July, we'd be at 5 months in .... There should be data to go off of, but the ads didn't run until September.

Would you honestly continue spending time and money with a company that performs this way?

If your company hired vendors that provided poor service on multiple levels to you, would you not be of the same mindset to recoup your loss as best you can at this point?

Please note Things contracted yet not performed:

1. We were guaranteed 4 post a month of social media. our ads didn't start until September 17<sup>th</sup> and we have only seen 3 posts a month since Sept.
2. 1 monthly boosted post a month ..... not performed on any post to date.
3. Added 4 boosted posts added on agreement on initial sign up , not performed to date
4. Geographic targeting not accurate per parameters set for FL, TN , NC
5. Monthly report discussions – Not performed
6. Conference calls CSM – Not performed

Other noted issues:

7. There are several tasks marked as done on Monday.com by CSM in June that we were not involved in, nor made aware of , meetings that didn't happen updated and discussions that never were had .
8. Our website landing page took months to build- it's a landing page, not a full service web page. The time it took for this simple site is beyond my comprehension.

The deal was to build the landing page, set up the FB page, with social Ad marketing, and push those same ads to an already established IG account. For months- there was no delivery of ads on the Facebook or the IG. Our whole account has been a load of false promises, and severe lack of communication.

We had over 4 months of inaction on our ad marketing campaigns from the start in June yet DVC collected their monthly fees. Dvc still has not fully perform as agreed in our contract to date.

What do you propose, other than still charging me \$639.00 a month for continued horrible service and starting a new PPC campaign (which I'm going to have to shell out more money for) to a company I truly have lost all trust in to handle my account professionally?

I have lost total faith in this relationship at this point.

I do not think I am being unreasonable with my request for reimbursement when you look at the facts of the situation above. The contract was and is continually being mishandled entirely. I simply wish to recoup my losses at this point.

*J*

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**From:** Lyn Fa>  
**Sent:** Thursday, November 18, 2021 5:41 PM  
**To:** Jessica H>; Mar; [Sherman B](#)  
**Subject:** [Re: Warranty - The Catalyst Group](#)

<image002.png>

On Thu, Nov 18, 2021 at 2:41 PM Lyn F <[lyn@digital](mailto:lyn@digital)> wrote:

Hi Jessica,

I want to apologize that I wasn't able to personally update you as to how the ads are doing. Please allow me to share the current metrics of the ads that are set to end on November 21st. Based on these data, it's showing that we've gotten 7 leads, reached 9.6k+ audiences, and showed the ad 12.1k+ times.

I understand that the leads you've gotten were not good leads at all. More often than not, Facebook requires a lot of trial and error at the beginning and fine-tuning until the algorithm can finally learn the right audience for you. This would mean investing in ads for 3-4 months before you can start seeing good leads.

Sherman and I previously suggested Google Ads in our previous conversation since a lot of clients who are not getting a lot of leads on FB would often switch over to Google PPC or do both. We'd like to recommend this again since we've personally

seen that this has helped our current clients. Feel free to let us know what you think.

On Thu, Nov 18, 2021 at 11:15 AM Jessica H [REDACTED] <[jes \[REDACTED\]](#)> wrote:

Good afternoon,

Last month, I had to email to get a DVC higher up involved to get some sort of resolution to the catastrophic mismanagement of our account.

The resolution at the time was to throw \$600 in ad credits on Facebook social ad spend. This alleged \$ 600 credits in ad spend was not linked to our Facebook account there is no way to verify its veracity. The first 2 weeks has dredged up 5 unqualified leads that either don't fit our business, as one was seeking construction services (1) and others have invalid information, emails were false, numbers were fake, etc.

We are now a day away from our 30 day mark on the proposed remedy for our situation and nothing has really changed here.

There have been no progress updates, no traction on lead generation, there has been one email to approve next month's ads (yesterday) and a video approval request that I had already edited and sent back to the CSM for updating on 11/2 that was missed.

I truly thought I was hiring a professionally managed and experienced media company to handle this aspect of my business professionally.

What I have gotten is shuffled around, drained of my finances , It's a like pulling teeth to find out any info regarding our campaigns, their success/failure or metrics. Meetings as promised have not been kept as contracted.

I had to go into our FB business account and tweak our lead forms to get better information on capture myself- it's like no one even understands the purpose of our marketing campaign at all, nor will they call to clarify.

Your team doesn't seem to understand what we are doing here as a real estate investment company, nor do they understand our audience. We are not even in our target areas as we have discussed upon start of this launch... the geographic area is totally sporadic and not focused at all.

At this point, I could have built our landing page quicker on Upwork and could have very well been handling my own advertising this whole time for WAY less

money.

I trusted in your company to do what you were contracted and hired to do. I did so, thinking that I could rest easy and focus on building other parts of my business while relying on DVC. I was gravely mistaken.

You have tried to come to a reasonable resolution. I have made my concerns known, allowed more time to implement that suggested solution and we are still in the dark, results are not showing.

I would like to recoup our losses for DVC's inability to perform on the re-performance of contract services as promised last month.

This warranty is stipulated in the warranty clause on our contract :

**9. Warranty.** Client must report any deficiencies in Consultant's services to Consultant in writing within 30-days of performance to receive warranty remedies. Software bugs are to be expected and addressed under the terms of this Agreement. Client's exclusive remedy for any breach of the above warranty shall be the re-performance of Consultant's services. If Consultant is unable to re-perform the services, Client shall be entitled to recover the fees paid to Consultant for the deficient services.

We are one day out on the 30 day reperformance clause being concluded based on our last zoom meeting to address these short comings .

I formally request reimbursement at this time.

*Jessica H* [REDACTED]  
[REDACTED]  
[REDACTED] 71 [REDACTED]

<image001.png>

[REDACTED]

