

DIGITAL MARKETING SERVICES AGREEMENT

Service Provider (Marketer): _____

Business / Client: _____

Address: _____

Email / Phone: _____

Date: ____ / ____ / ____

1. Scope of Services

- ☐ Search Engine Optimization (SEO)
- ☐ Pay-Per-Click (PPC) Advertising
- ☐ Social Media Management / Content Creation
- ☐ Email Marketing & Automation
- ☐ Website Design / Development
- ☐ Conversion Rate Optimization
- ☐ Analytics & Reporting
- ☐ Branding / Graphic Design
- ☐ Copywriting / Content Marketing
- ☐ Other: _____

2. Compensation & Payment Terms

- ☐ Flat Project Fee of \$_____ ☐ Monthly Retainer of \$_____ ☐ Hourly Rate of \$_____/hour
- Payment due within ____ days of invoice. Late payments may incur a ____% monthly finance charge.

3. Term & Termination

This Agreement shall begin on the effective date above and continue until completion or termination by either party with ____ days' written notice. All completed and in-progress work up to the termination date will be billed accordingly.

4. Ownership & Intellectual Property

Upon full payment, Client will own all final deliverables. Service Provider retains the right to display non-confidential work samples for portfolio purposes.

5. Confidentiality

Both parties agree to maintain confidentiality of all proprietary or sensitive information shared during the course of this agreement.

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6. Liability & Security

- Service Provider will take reasonable precautions to secure digital assets and data from unauthorized access or hacking.
- Service Provider shall not be held liable for losses caused by third-party breaches or failures beyond their control.
- A backup of website files and marketing data will be provided upon project completion or upon request, if warranted.
- Client is responsible for maintaining updated access credentials and third-party services.

7. Independent Contractor

The Service Provider operates as an independent contractor. Nothing in this Agreement shall be construed as creating an employer-employee relationship.

8. Governing Law

This Agreement shall be governed by the laws of the State/Province of _____.

Service Provider Signature: _____ Date: _____

Client Signature: _____ Date: _____