

Marketing Services Contract

This **sample contract form** for marketing services outlines clear performance metrics to ensure measurable results and accountability. It defines roles, deliverables, and key performance indicators, facilitating a transparent partnership between clients and service providers. Using this template helps streamline agreements and set expectations for successful marketing campaigns.

1. Parties

Client: _____

Service Provider: _____

Date Effective: _____

2. Scope of Services

The Service Provider agrees to deliver the following marketing services:

- Digital marketing campaign creation and management
- Content marketing (blog, social media, email)
- SEO and SEM optimization
- Performance analytics and reporting

3. Deliverables

- Monthly performance reports
- Content calendars
- Ad creative assets
- SEO audit and recommendations

4. Key Performance Indicators (KPIs)

KPI	Target	Reporting Frequency
Website Traffic Increase	+20% over 6 months	Monthly
Lead Generation	Minimum 50 qualified leads per month	Monthly
Social Media Engagement	+30% engagement rate on key platforms	Monthly
Conversion Rate	3% or higher	Monthly

5. Roles & Responsibilities

Client Responsibilities:

- Provide access to necessary assets and information
- Timely feedback and approvals

Service Provider Responsibilities:

- Deliver services as outlined in Scope and Deliverables
- Report results and insights

6. Payment Terms

Fee: \$_____ per month / project

Payment Due: Within 30 days of invoice

7. Term & Termination

Contract Duration: _____

Either party may terminate this agreement with 30 days' written notice.

8. Confidentiality

Both parties agree to maintain confidentiality on sensitive business information for the duration of and after this contract.

9. Signature

Client: _____ Date: _____

Service Provider: _____ Date: _____