

# 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:** \_\_\_\_\_