

# Strategic Marketing Contract Agreement

This Agreement is made on : \_\_\_\_\_

## Between

Client Name \_\_\_\_\_

[Popmedia.in](http://Popmedia.in)

Address \_\_\_\_\_

**Address** Kolkata, West bengal

Business Name \_\_\_\_\_

PIN - 743330

Number \_\_\_\_\_

**Phone** - [+91 9123691107](tel:+919123691107)

Email \_\_\_\_\_

**Email** - [contact@popmedia.in](mailto:contact@popmedia.in)

## ADS Setup

The Service Provider agrees to perform the following services.

 **Campaign Setup including**

## Google, Facebook & Instagram

- Ad Campaign Setup (including targeting, ad copywriting, and scheduling)
- Creation of audio-visual content (video editing, background score, voiceover if applicable)
- Page/post optimization for campaign performance
- Reporting & campaign performance insights for 1st month

## Deliverables

- Minimum of 1 Ad Campaign setup with 3 ADS
- Up to < 1 minutes of final audio/video content
- Up to 2 rounds of revisions (if any)
- Additional revisions will be charged at ₹500 per edit
- Delivery within 3 working days from the date of client approval of the concept/script

## Payment Terms

- Total Project Fee: **₹5000**
- 20% service fee will be charged on your AD spending
- 50% advance payment upon signing the agreement
- 50% on final delivery
- Payment to be made via (Bank Transfer/UPI/Other)
- Late payments beyond 7 working days will incur a 5% penalty.

## Client Responsibilities

- Provide brand logos, photos, and content references
- Approve the content creatives within 24 hours
- Grant Admin/Editor access to necessary platforms

## Ownership & Usage Rights

- All creatives remain the property of Pop Media until full payment is made
- Once paid, the Client receives full rights to the designs and captions
- Pop Media may showcase the work in its portfolio unless requested otherwise

## Confidentiality

The Service Provider acknowledges that all information related to the Client's business and social media accounts is confidential and agrees not to disclose such information to any third party.

## Dispute Resolution

- Any disputes shall be resolved through discussion.

## Amendments

This Agreement may only be amended in writing signed by both the Client and the Service Provider. IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written

## Signed Date on:

**For Client**

**Signature** \_\_\_\_\_

**Name** \_\_\_\_\_

**Date** \_\_\_\_\_

**For Pop Media**

**Signature** \_\_\_\_\_

**Name** \_\_\_\_\_

**Date** \_\_\_\_\_