

Sample SOW: Monthly marketing and content

PixelCrayons | Sample for review | 9 October 2026

Use with the Agency Services Agreement, identified by date and version below. This sample does not authorise work. Complete the commercial fields and approve proposed terms before signature. Attach only this relevant SOW rather than the entire service library.

Provider: [Select ValueCoders India LLP for an Indian customer, or ValueCoders Services LLP for an international customer]. Contracting address: 703 Sector 15 Part 2, Gurugram 122001, Haryana, India.
Agency: [full legal name and address].

Engagement particulars

Every service needs the following details, even where a published package is selected.

Field	Complete before payment
Parties and agreement reference	[Legal names; agreement date]
Client/project/account identifier	[Name or confidential identifier]
Selected service and exact scope	[Package, quantities, inclusions and exclusions]
Required inputs and permissions	[Inputs, owner, due dates]
Account manager and escalation contact	[Names and emails]
Agency approver	[Name and backup contact]
Channels and working calendar	[Hours, timezone, holidays and response targets]
Deliverables and acceptance	[Evidence/checklist for each output]
Start, review, completion or billing dates	[Dates and timezone]
Fees and payment	[Currency, tax, instalments, due dates]
Value allocation	[Deliverable/milestone values, totalling the fee]
Third-party costs and permissions	[Payer, subscriptions, usage caps, renewal, branding]
Data, AI and rights	[Approved access/tools, licences, processing addendum]
Commitment and exit	[Applicable schedule, notice, refund process]
Handover and support	[Files, access, records and support coverage]
Signatures	[Both parties, names, titles and dates]

For ongoing work, allocate the period fee across deliverables or reserved capacity. Unfinished work owed by the Provider does not simply expire on a calendar boundary. Never charge the same task under a package and again under shared hours.

Service-specific terms

Suitable for: SEO, SEO and AI search visibility, Google Ads, Meta ads, social publishing, article production and email campaigns.

Record the brand, site, location/market, accounts, platforms, monthly quantities, word counts, formats, campaign/ad-group limits and media-spend band. Define the reporting cadence and approved KPI definitions. Separate execution deliverables from business outcomes.

The Provider supplies the listed monthly work, ordinary setup, coordination, QA and reporting. The Agency supplies access, approved claims, brand assets and consolidated approvals. Specify who writes copy and produces creative; neither is assumed included beyond the selected scope.

Advertising spend is separate. No launch, material budget increase or unapproved automatic top-up is permitted. The Agency owns or controls the relevant accounts and approves publication. Platform policy compliance, landing pages, tracking/consent requirements and policy-sensitive claims are reviewed before launch. Platform approval and account availability cannot be guaranteed.

Fees are monthly in advance with no multi-month minimum. Cancellation received before the next billing date ends renewal after the paid period; specify date and timezone. Outputs are deliverables, not rollover hours. Provider-caused overdue deliverables require a completion or refund resolution. Agency-delayed approvals require a documented plan rather than automatic forfeiture.

Acceptance is based on agreed output quality, quantity, factual approval and account implementation, not rankings, citations, lead count, revenue or advertising return. SOW corrections are free; new strategy or additional volume needs approval. Handover includes completed assets, campaign settings and reporting access that the Agency is entitled to receive.

Operational safeguards: name the advertising account owner, budget approver and emergency pause contact. Unspent media budget remains with the account owner. The Provider reports material overspend or tracking failures promptly and takes authorised containment action. Set platform access roles, consent responsibilities and publication approval rules. No paid backlinks, impersonation, synthetic testimonials or unapproved outreach lists are included. Article scope states research depth, length, factual review, originality checks and any specialist review needed. AI-search work promises only the listed research and implementation, not inclusion in a model's answers. Specify whether email work includes list sourcing or only authorised lists and who approves unsubscribe and consent handling.

Deliverable and commercial record

Output or reserved capacity	Acceptance evidence / availability record	Due date / period	Allocated fee
[Specify]	[Objective checks]	[Date and timezone]	[Currency and amount]

Total fee: [amount and currency]. Payment dates: [dates]. Third-party costs: [itemised approved costs or None]. Proposed terms accepted or varied: [identify each selection]. Supporting MSA version and date: [identify and attach]. The allocated values must total the agreed fee. This SOW does not override legal terms unless an express signed variation identifies the relevant MSA clause.

Approval and signatures

Provider authorised signatory: [name, title, signature, date]. Agency authorised signatory: [name, title, signature, date]. The Provider and Agency each receive the completed MSA and SOW, including attachments, before signing.