

Sample SOW: Marketing and content

PixelCrayons | Sample for review | 9 October 2026

Sample for discussion, not an executed agreement or quotation. Complete every bracketed field and approve the proposed terms before signature. This SOW is read with the Brand Services Agreement dated [date/version]. The selected package's exact scope and regional price must be recorded.

Parties and engagement details

Provider: [select ValueCoders India LLP for an Indian customer or ValueCoders Services LLP for an international customer], at 703 Sector 15 Part 2, Gurugram 122001, Haryana, India. LLPIN: [insert]. Customer: [legal name, address and registration details]. Project: [reference].

Account manager and escalation contact: [names, emails]. Customer approver and backup: [names]. Working days, holiday calendar, timezone, channels and update cadence: [agree]. Start and delivery/review dates: [dates after required inputs and availability are confirmed].

Scope and commercial record

Field	Complete before signing
Selected service / package	[Name, version and agreed departures]
Deliverables and quantities	[Exact outputs, formats and exclusions]
Inputs and permissions	[Owner, access method and due dates]
Acceptance checks / review rounds	[Objective checks, evidence and rounds]
Fee, currency and taxes	[Regional price confirmed in quote]
Payment schedule	[Advance, milestones or monthly dates and amounts]
Allocated value	[Value of each deliverable, totalling fee]
External costs	[Item, payer, usage cap, renewal or None]
Term and cancellation	[Fixed project or monthly; notice and dates]
Support and handover	[Window, source files, documentation, account access]

Service-specific terms

Specify channels, accounts, target market, campaign limits, monthly post/article/page quantities, lengths, review rounds, reporting and whether creative production is included. SEO, AI-search visibility, paid campaigns and social content are distinct scopes. For example, SEO & content currently lists up to ten priority keyphrases, four page improvements and two articles per month; use the selected package, not these quantities for every service.

You retain control of advertising and analytics accounts. Identify the budget approver, spend limit, billing method, launch approval and emergency pause contact. Media spend and approved tool costs are separate. Do not increase budgets or enable automatic top-ups without permission. Record consent, tracking and publication responsibilities.

We report work completed and agreed measures, with attribution limits. Rankings, leads, revenue, ROAS and inclusion in AI answers are not guaranteed. Confirm facts and regulated claims before publishing. Use authorised outreach lists and agreed unsubscribe/consent handling. Monthly term, renewal and cancellation must be selected before signing; record the agreed terms explicitly.

Changes, acceptance and exit

Use one authorised approver for consolidated feedback. Correct agreed-scope defects at no additional charge; new direction or volume requires written approval of cost and timing. Define the review period and support window above. Silence is not automatic acceptance. Public release or consequential system changes require explicit authorisation.

Apply the completed MSA's correction, cancellation and refund terms. Allocate completed and undelivered value before payment; an advance is not automatically forfeited. Provider-undelivered work does not expire merely because a billing period ends. Document customer dependencies and a recovery plan. Ordinary agreed handover is included; extra transition work needs an approved estimate. A fixed project does not become a subscription without agreement.

Approval

MSA reference and approved departures: [identify]. Proposed terms selected: [complete]. Provider authorised signatory: [name, title, signature, date]. Customer authorised signatory: [name, title, signature, date]. Both parties receive all completed documents before signature.