

DIGITAL MARKETING SCOPE OF WORK

SOW No.: SOW-2026-024
Date: 10/20/2026
Start date: 11/02/2026

Brightline Studio LLC
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Sample scope of work · dates in MM/DD/YYYY

AGENCY
Brightline Studio LLC
Maya Torres, Managing Director
hello@brightline.example
Austin, TX, USA

CLIENT
GreenLeaf Organics Inc.
Daniel Price, Head of Marketing
77 Cedar Lane, Portland, OR 97205, USA
daniel@greenleaf.example

This scope of work covers a 12-week digital marketing campaign to launch GreenLeaf Organics' new snack range online, across paid search, paid social, email and a campaign landing page.

1. Objectives

- Drive online orders of the new range from launch week onward.
- Grow the email list with a launch offer.
- Report cost per order and return on ad spend each week.
- KPIs are tracked and reported; no specific sales or ROAS figures are guaranteed.

2. Deliverables

Deliverable	Qty	Format	Due
Campaign strategy, audiences and media plan	1	PDF + call	Week 2
Campaign landing page	1	Live page	Week 4
Paid search campaigns (setup and management)	1 account	Google Ads	Weeks 4 to 12
Paid social campaigns (setup and management)	1 account	Meta Ads	Weeks 4 to 12
Ad creatives (static and short video)	16	PNG + MP4	Weeks 3 to 8
Launch email sequence	4 emails	Email platform	Week 5
Weekly performance report	9	Dashboard + email	Every Monday from week 4
Final campaign report and recommendations	1	PDF + call	Week 12

3. Timeline

Phase	Weeks	Milestone
1. Strategy and media plan	Weeks 1 to 2	Plan approved
2. Creative, landing page and tracking setup	Weeks 3 to 4	Campaign ready to launch
3. Launch and optimisation	Weeks 4 to 11	Weekly reports
4. Wrap-up and final report	Week 12	Final report delivered

4. Client Responsibilities

- Give admin access to Google Ads, Meta Ads, analytics and the email platform by week 1.
- Supply product photos, offers and stock levels by week 2.
- Approve creatives and the landing page within 3 business days.

5. Ad Spend

Ad spend of up to USD 15,000 over the campaign is paid by the client directly to Google and Meta. Spend is not part of the agency fee, and changes to the budget are agreed in writing.

6. Revisions

Each creative batch and the landing page include 2 rounds of revisions. New ad concepts after launch count as change requests.

7. Out of Scope

- Ad spend
- Product photography and video shoots
- Influencer partnerships
- SEO beyond the landing page, and website changes outside it

8. Acceptance Criteria

Strategy, creatives and the landing page are accepted when the client approves them in writing or does not request changes within 3 business days. Tracking is accepted when test orders show in analytics.

9. Fees and Payment Schedule

The agency fee is USD 12,600 for the 12-week campaign, paid as follows:

Payment	Due	Amount
1. On signing (40%)	11/02/2026	5,040.00
2. At launch (30%)	End of week 4	3,780.00
3. On final report (30%)	End of week 12	3,780.00

Total agency fee USD 12,600.00

Invoices are due within 14 days. Ad spend is billed separately by Google and Meta to the client.

10. Change Requests

Any work outside this scope is requested in writing. The agency replies within 2 business days with the effect on fee and timeline, and the change starts only once both parties approve it in writing.

Sign-Off

By signing below, both parties agree to this scope of work. It forms part of the service agreement between them.

FOR THE AGENCY

Name: _____

Title: _____

Signature: _____

Date: _____

FOR THE CLIENT

Name: _____

Title: _____

Signature: _____

Date: _____