DIGITAL MARKETING SCOPE OF WORK

SOW No.: SOW-0001
Date: [DD/MM/YYYY]
Start date: [DD/MM/YYYY]

[Your Business Name]
[Street address, City, Postcode]
[Email] · [Phone]
[Tax / VAT / GST registration no.]

AGENCY

[Your Business Name]
[Your Name, Title]
[Email] · [Phone]
[Address]

CLIENT

[Client Name]
[Contact Name, Title]
[Company]
[Email]

[One or two sentences on the project and the client's goal.]

1. Objectives

- [Measurable objective 1]
- [Measurable objective 2]

2. Deliverables

Deliverable	Qty	Format	Due
[Paid social campaigns]	[1 account]	[Meta Ads]	[Weeks 4 to 12]

3. Timeline

Phase	Weeks	Milestone
1. [Strategy and media plan]	[Weeks 1 to 2]	[Milestone]

4. Client Responsibilities

- [Access, content or approvals the client provides, and by when]

5. Revisions

[Number] revision rounds per deliverable. Further rounds are billed at [rate] per hour.

6. Out of Scope

- [What is not included]
- [What is not included]

7. Acceptance Criteria

[How each deliverable is approved, and the review window in business days.]

8. Fees and Payment Schedule

The total fee is [currency and amount], paid as follows:

Payment	Due	Amount
1. On signing ([40]%)	[Date]	[0.00]

Total [0.00]

9. 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: _____