

# Service Level Agreement (SLA)

Date: [Insert Date]

## Parties

This Service Level Agreement is made between:

[Marketing Agency Name]  
Address: [Agency Address]  
Email: [Agency Email]

and

[Client Name]  
Address: [Client Address]  
Email: [Client Email]

## 1. Purpose

The purpose of this SLA is to outline the marketing services to be provided by [Marketing Agency Name] to [Client Name].

## 2. Services Provided

The services to be provided include, but are not limited to:

- Social Media Management
- Email Marketing
- Content Creation
- SEO Optimization
- Pay-Per-Click Campaigns

## 3. Performance Metrics

The following performance metrics will be used to measure the effectiveness of the services:

- Monthly traffic growth
- Lead generation targets
- Engagement rates on social media

## 4. Responsibilities

The responsibilities of each party are as follows:

**[Marketing Agency Name]**

- Provide timely and effective marketing services.
- Report metrics and results monthly.

**[Client Name]**

- Provide necessary resources and access to relevant tools.
- Regularly communicate feedback and requirements.

## **5. Terms of Agreement**

This SLA will remain in effect from [Start Date] to [End Date], unless terminated by either party with a written notice of [Notice Period].

## **6. Signatures**

By signing below, both parties agree to adhere to the terms outlined in this Service Level Agreement.

\_\_\_\_\_  
[Marketing Agency Name] Representative

\_\_\_\_\_  
[Client Name] Representative

Contact information: [Agency Contact Information]