

# Invenza Digital Marketing

## Master Services Agreement

### Master Services Agreement Summary

This Master Services Agreement (“Agreement”) is entered into by and between Invenza Digital Marketing (“Provider”) and the Business (“Client”), collectively referred to as the “Parties.”

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## 1. Scope of Services

Services will cover the creation, optimisation, ongoing management and reporting of content and campaigns aimed at improving performance and achieving defined marketing objectives. This includes strategic marketing advisory and ongoing support.

Services covered under this agreement include (but are not limited to):

- Search Engine Optimisation
- Google Ads
- Social Media Management
- Meta Ads
- Website Design & Development
- AI Automations

The remainder of this Agreement applies equally to all services, regardless of the specific service engaged.

Services will be delivered based on a reasonable and manageable workload aligned with the agreed scope and pricing. If the workload becomes excessive or exceeds what was originally agreed, pricing may be adjusted accordingly to reflect the additional effort required. Should the Client require support beyond the agreed upon services, such support may be provided subject to additional fees.

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## **2. Mutual Cooperation**

Invenza Digital Marketing agrees to use our best efforts to fulfill and exceed expectations on the deliverables listed above. You agree to aid us in doing so by making available any needed information and cooperating with us in expediting the work.

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## **3. Expectations & Liability**

At Invenza Digital Marketing, we pride ourselves on accuracy, but hey, we're human! While we can't promise a specific number of leads within a set timeframe, what we do guarantee is our expertise, dedicated time, and unwavering commitment to your project. You will see results with us, whatever that metric may be and however long it takes.

That said, we're not liable for damages, whether that's lost profits or incidental, consequential, or special damages, even if the client has given us a heads up about potential losses.

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## **4. Charges & Billing**

### **Payment Terms:**

- You may not use work until fully paid.
- Payment is non-refundable.

By signing this Agreement, the Client confirms acceptance of the terms outlined herein and agrees to pay the initial invoice in accordance with the stated payment terms.

Service fees are outlined in the relevant agreement or invoice. All invoices must be paid in advance or within seven (7) days unless otherwise agreed in writing. Late payments may incur a fee of up to five percent (5%) per month.

For website projects, payment is required on a 50/50 basis. For all other services, invoicing may be issued weekly or monthly depending on the nature of the services and the agreed arrangement.

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## **5. Term & Termination**

This Agreement will commence upon application and receipt of the first invoice. This agreement will remain in effect until terminated by either party.

Either party may terminate the agreement with seven days' written notice. You are responsible for payment of all services provided up to the termination date.

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## **6. Limitations**

You acknowledge that marketing services require time to deliver optimal results. Performance is influenced by various factors, including market conditions, audience behaviour, competition, and platform changes.

While Invenza Digital Marketing applies best practices and continuous optimisation to improve outcomes, we are not responsible for external factors beyond our control.

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## **7. Confidentiality & Data Security**

Invenza Digital Marketing acknowledges its responsibility, both during and after the term of this agreement, to make all reasonable efforts to protect the confidentiality of any proprietary or sensitive information developed on behalf or disclosed by you.

This information will not be shared, used, or distributed beyond what is necessary to fulfill the agreed upon services.

## **11. Governing Law**

This Agreement is governed by the laws of Queensland, Australia.

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## **12. Entire Agreement**

Please read the agreement to make sure you understand all the details involved with us working together. It's really important to us that everything is transparent and understood from the beginning so that we lay a solid foundation for a great working relationship. If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items that we can sort out together. We're committed to finding the best way to work together.

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