



# SERVICE CONTRACT FOR DIGITAL MARKETING AND BRANDING

## PREPARED FOR

Winducks

2111 16a St SW, Unit 403, Calgary, Alberta, T2T 4K1, Canada

## PREPARED BY

Mr. Sharan Sivakumar

Chief Sales Executive, TECH VASEEGRAH



**TECH VASEEGRAH**

[www.techvaseegrah.com](http://www.techvaseegrah.com) | [admin@techvaseegrah.com](mailto:admin@techvaseegrah.com)



# Purpose

Dear Winducks Management,

This Agreement outlines the scope of digital marketing services provided by Tech Vaseegrah to Winducks. Its purpose is to establish clear expectations, performance standards, and responsibilities to ensure the successful execution of all mentioned services.

Yours Truly,

Sharan Sivakumar

Chief Sales Executive, TECH VASEEGRAH



# SERVICES PROVIDED

## Website Development and Management Service

Our Website Management Service ensures that your website remains secure, updated, and fully optimized for the best user experience and performance.

### Scope of Work

**Service:** Website Development and Management.

**Objective:** To ensure the client's website remains secure, up-to-date, fully functional, and optimized for performance, user experience, and business objectives.

### 1. Website Maintenance & Updates

#### 1.1. Regular Content Updates

Update and manage website content including images, banners, text, and promotional materials as required.

#### 1.2. Plugin & Software Updates

Ensure timely updates of the website's content management system (CMS), including all plugins, themes, and third-party integrations to maintain compatibility and functionality.

### **1.3. Security Monitoring**

Conduct regular security scans and implement necessary measures to protect the website from malware, unauthorized access, and other vulnerabilities.

## **2. Performance Optimization**

### **2.1. Speed Enhancements**

Optimize website performance to reduce load times, improve page speed, and enhance the overall user experience.

### **2.2. SEO Optimization**

Apply on-page SEO best practices such as meta tags, alt attributes, and keyword structure to improve organic search visibility.

### **2.3. Mobile Responsiveness**

Ensure the website is fully responsive and functions smoothly across all screen sizes and mobile devices.

## **3. Booking & Functionality Management**

### **3.1. Service Updates**

Add, remove, or modify service offerings or listings as per business needs.

### **3.2. Booking & Appointment Testing**

Regularly test the booking and appointment systems to ensure seamless functionality and resolve any issues promptly.

### **3.3. Payment Gateway Monitoring**

Monitor and test the website's payment gateway to ensure smooth and secure transactions; address any errors or disruptions swiftly.

## **4. Analytics & Reporting**

### **4.1. Website Traffic Monitoring**

Provide monthly reports detailing user behavior, traffic sources, and site performance metrics using tools such as Google Analytics.

**4.2. Performance Analysis;** Review and analyze website data to identify key areas of improvement; recommend and implement optimization strategies to enhance user engagement and conversion rates.

# Content Creation Service

Our Content Creation Service is crafted to elevate your brand's digital presence through compelling video content, eye-catching poster designs, and impactful creatives tailored for high-performing ad campaigns. We focus on capturing your target audience's attention while maximizing visibility and return on investment.

## Scope of Work

**Service :** Content Creation

**Objective:** To support brand growth through high-quality, engaging video content and ad creatives tailored to specific marketing objectives.

### 1. Video Editing Services

**1.1 Monthly Video Production:** Produce up to 15 unique video assets per month based on raw footage provided by the client or captured by the production team.

### 2. Poster Designing

**2.1 Promotional Posters:** Produce up to 15 unique posters per month. Visually striking designs created to promote products, services, events, or campaigns, crafted to capture attention and drive engagement.

**2.2 Informational Posters:** Clear, well-structured layouts focused on conveying key messages, instructions, or service details in a visually digestible format.

**Note:** All poster designs are created with brand consistency, audience relevance, and platform-specific dimensions in mind.

### 3. Creative Development for Ads

**3.1 Ad Creative Editing:** Produce up to 5 unique assets per month. Edit and design ad creatives using provided visual and audio assets (images, clips, voiceovers, branding elements). Format creatives for various placements (e.g., feed, story, carousel). Deliver all assets optimized for speed, resolution, and compliance with platform guidelines (Facebook, Instagram, etc.). Ensure all deliverables maintain consistent branding, including logo usage, color palettes, typography, and tone. Apply motion graphics, text overlays, transitions, and sound design as needed to enhance engagement.

# Social Media Management Service

Our goal is to enhance your brand's visibility, engage with your audience, and drive business growth through strategic content and marketing effort.

## Scope of Work

**Service:** Social Media Management

**Objective:** To enhance the client's brand visibility, engage with the target audience, and drive business growth through strategic content creation, consistent posting, and data-driven social media optimization.

## Our Services Include:

### 1. Content Creation & Strategy

**1.1. Brand-Specific Content** – Customized graphics, animations, and promotional materials that align with your brand's messaging.

**1.2. Trending Content Strategy** – Utilizing the latest social media trends, challenges, and interactive content to maximize reach.

**1.3. Content Calendar & Scheduling** – A structured posting plan to ensure **consistent engagement** at peak times.

### 2. Engagement & Community Growth

**2.1. Content Posting** – To maximize reach and engagement, we develop and agree upon a content calendar featuring alternate-day posting, totaling three posts per week on the client's preferred social media platforms. This ensures consistent visibility while maintaining audience interest without overdoing.

**2.2. Hashtag & Caption Optimization** – Keyword-driven hashtags and engaging captions to **boost organic reach**.

### 3. Platform Management

**3.1. Handling Social Media Platforms** – (Instagram, Facebook and LinkedIn)

**3.2. Platform-Specific Strategies** – Custom-tailored approaches for each platform to maximize engagement and conversions.

We're excited to roll out our **April content plan** for Facebook, Instagram, and LinkedIn.

**Our strategy includes:** This is our initial marketing plan and may be adjusted as needed to optimize performance and align with evolving business goals.

Date	Type	Platform(s)
April 1	Post	Facebook, Instagram, LinkedIn
April 2	Reel	Instagram, Facebook
April 3	Post	Facebook, Instagram, LinkedIn
April 4	Reel	Instagram, Facebook
April 5	Post	Facebook, Instagram, LinkedIn
April 6	Reel	Instagram, Facebook
April 7	Post	Facebook, Instagram, LinkedIn
April 8	Reel	Instagram, Facebook
April 9	Post	Facebook, Instagram, LinkedIn
April 10	Reel	Instagram, Facebook
April 11	Post	Facebook, Instagram, LinkedIn
April 12	Reel	Instagram, Facebook
April 13	Post	Facebook, Instagram, LinkedIn
April 14	Reel	Instagram, Facebook
April 15	Post	Facebook, Instagram, LinkedIn
April 16	Reel	Instagram, Facebook
April 17	Post	Facebook, Instagram, LinkedIn
April 18	Reel	Instagram, Facebook
April 19	Post	Facebook, Instagram, LinkedIn
April 20	Reel	Instagram, Facebook
April 21	Post	Facebook, Instagram, LinkedIn
April 22	Reel	Instagram, Facebook
April 23	Post	Facebook, Instagram, LinkedIn
April 24	Reel	Instagram, Facebook
April 25	Post	Facebook, Instagram, LinkedIn
April 26	Reel	Instagram, Facebook
April 27	Post	Facebook, Instagram, LinkedIn
April 28	Reel	Instagram, Facebook
April 29	Post	Facebook, Instagram, LinkedIn
April 30	Reel	Instagram, Facebook

# AD Management Service

We manage your digital advertising to ensure maximum return on investment by leveraging data-driven strategies and ongoing optimization across major platforms.

## Scope of Work

**Service:** Ads Management

**Objective:** To expand brand reach, generate quality leads, and drive growth through strategic ad campaigns, precise targeting, and data-driven optimization, ensuring maximum ROI with compelling creatives and continuous performance monitoring.

	Advertising
1 - Management Fee	
	AD management fee is included in Social Media Management Service
2 - Media Budget Per Month ( <i>*Paid to platforms by client</i> )	
	As per the client's marketing budget
3 - Creative Support	
	Meta (Facebook and Instagram) Ads, LinkedIn
4 - Tracking Setup	
	Meta Pixel, LinkedIn Insights
5 - Optimisation	
	Ad Copies Testing, Click Through Rate Optimisation & Monitoring
6 - Result	
	Increase Website Traffic & Generate Leads
7 - Performance Report	
	Quarterly
8 - Meetings	
	Quarterly
The media budget is the amount allocated for running paid ads on platforms like (Meta) Ads (Facebook & instagram) and LinkedIn. This budget is separate from the management fee and is paid directly by the client to the advertising platforms. (*Note: The above service agreement for Ad Management covers a client advertising budget of up to CAD 10,000. For any amount exceeding this limit, a management fee of 10% will be applied to the portion of the budget above CAD 10,000).	



# PAYMENT TERMS

**Monthly Fee:** For a 30-day calendar billing cycle, the proposed budget is **CAD \$3,200**.

**Payment Due:** Payment is due **at the beginning of each billing cycle**.

**Invoice Timeline:** Invoices will be issued **10 days prior** to the due date.

**Payment Deadline:** The Client must make payment **within 1 day** of the invoice due date.

The Client is responsible for making payments in accordance with the payment terms stipulated in this Agreement. If the Client fails to pay any amount by the due date, Tech Vaseegrah shall have the right to stop delivering services or developing any products immediately under this Agreement.

Here is the payment link : [Wise Payment Link](#).





# TERMS & CONDITIONS

This project aims to boost brand awareness, drive website traffic, and generate leads through a comprehensive digital marketing strategy in Meta (Facebook and Instagram), LinkedIn. It includes creative support, tracking setup, optimization, and monthly reporting mentioned in the agreement. Designed as a long-term partnership, it combines data-driven insights and tailored strategies to elevate your brand's digital presence and growth.

## 1. Communication

**1.1.** All communication between the parties—whether via Email, WhatsApp messages, phone calls, or Google Meet—shall be considered valid and binding under this Service Contract Agreement between Tech Vaseegrah and the Client.

**1.2.** Tech Vaseegrah will respond to all client communications within 24 hours, excluding weekends and recognized public holidays for both the countries (India and Canada).

## 2. Service Location

**2.1.** Services under this agreement will be provided within the province of Alberta, specifically in the following locations: Edmonton, Calgary, and Cochrane.

## 3. Project Timeline

**3.1.** The Client agrees to provide all necessary information, creatives, videos, and content to Tech Vaseegrah in a timely manner for the successful delivery of services under this Agreement. All required content for posters, videos, and any related deliverables must be submitted at least 14 days prior to the scheduled posting or delivery date.

**3.2.** In the event that the Client fails to respond to communications from Tech Vaseegrah within four (4) consecutive days, or if the Client's delayed responses cause significant disruption to the agreed timeline, Tech Vaseegrah reserves the right to terminate this Agreement by providing written notice via Email.

**3.3.** The Client acknowledges that Tech Vaseegrah allocates time and resources upon the acceptance of this Agreement. Therefore, early termination due to lack of communication (as outlined in Clause 2.3) will not entitle the Client to any refund. By accepting this Agreement, the Client expressly waives any right to claim reimbursement for amounts already paid under this contract.

## **4. Authorization and Approval**

**4.1.** The Client authorizes Tech Vaseegrah to use the Client's logos, brand elements, and other brand assets solely for the purpose of delivering the services outlined in this Agreement, including but not limited to design, advertising, and promotional content.

**4.2.** Tech Vaseegrah shall submit all creatives, including posters and video content, to the Client's marketing team no later than seven (7) days prior to the scheduled posting date for review and approval.

## **5. Limitation of Liability and Indemnity**

**5.1.** Tech Vaseegrah is not liable for any indirect, incidental, special, or consequential damages arising out of or in connection with the services provided.

**5.2.** The products or services specified in this Agreement are non-transferable to any other party.

**5.3.** Neither party can transfer their rights or obligations under this Agreement without explicit consent from the other party.

**5.4.** The Client agrees to maintain the confidentiality of all information disclosed under this Agreement and refrain from sharing it with third parties.

**5.5.** This Agreement does not create a partnership or joint venture between the parties.

**5.6.** The Client warrants that it is the rightful owner or has obtained necessary permissions for the use of logos and brands provided to Tech Vaseegrah.

**5.7.** The Client agrees to indemnify and hold Tech Vaseegrah harmless from any claims, damages, or liabilities arising out of the unauthorized use of logos or brands.

## **6. Results for our clients**

**6.1.** The Client acknowledges that Return Of Investment (ROI), Performance may vary due to platform algorithms, competition, and market trends, which are outside the control of Tech Vaseegrah. However, Tech Vaseegrah will use best practices to mitigate these effects and maintain performance.

## 7. Termination

**7.1.** If the Client chooses to terminate this Agreement prior to the end of the agreed contract term, they must provide **thirty (30) calendar days' written notice via Email**. In the event of early termination, the Client shall be liable for a **termination fee equal to 100% of the remaining contract value**.

**7.2.** Upon termination of this Agreement, **any outstanding payments owed by the Client shall become immediately due and payable within seven (7) calendar days** from the effective date of termination.

## 8. Acceptance

**8.1.** By signing this Agreement, the Client acknowledges that they have read, understood, and agreed to all the terms and conditions outlined herein. This Agreement shall be governed by and construed in accordance with the laws of the Province of Alberta, Canada without regard to its conflict of law principles.

**Signed as accepted by client:**

Name : \_\_\_\_\_

Date : \_\_\_\_\_