

# Digital Marketing Service Agreement: MakeMyBusiness & TravelDesk Studio

## 1. Parties & Commencement

This Digital Marketing Contract ("Contract") is made between:

- **The Agency:** Ayush Singh – MakeMyBusiness
- **The Client:** Dinesh Pant – TravelDesk Studio

### Schedule:

- Start Date: 1 December 2025
- End Date: 30 December 2025

## 2. Scope of Services

The Agency will provide the following services:

- Digital marketing strategy execution and social media content scheduling.
- Weekly reporting and performance analysis.
- Lead generation setup and monitoring.
- Ad campaign planning and optimization using the allocated ₹7,000 ad budget.
- SEO groundwork and basic optimization.

## 3. Deliverables

- Social media content plan & scheduling.
- Weekly lead generation report.
- Ad campaign planning & optimization report.
- Weekly performance reports.
- SEO foundational setup report.
- Strategy execution aligned with Client goals.

## 4. Price and Payment

- **Total Monthly Fee:** ₹12,000
- **Payment Schedule (Method: UPI):**
  - 50% (₹6,000) during the first week of service.
  - 50% (₹6,000) during the final week of service.

## 5. Legal & IP Clauses

- **Confidentiality:** Both Parties agree to maintain confidentiality of business processes, leads, and internal material shared during this Contract. No information shall be disclosed to external parties unless required for execution of this Contract.
- **Intellectual Property:** All final deliverables become the Client's property upon full payment. Drafts, templates, and internal working files remain the Agency's intellectual property.

## 6. Governing Law & General Terms

- **Governing Law:** This contract is governed by the laws of Delhi NCR.
- **General Terms:** All communication shall be digital. Both parties act independently; no partnership or employment is formed.