

Service Level Agreement (SLA)

Between: CITIDATA CENTRE ("Citidata" or "Client")

And: The Social Media Marketing Team ("Team" or "Service Provider") — comprising a Content Writer, Video Editor, and Graphic Designer.

Effective Date: 1st April, 2025

1. Purpose & Duration

This SLA establishes the terms and expectations for the provision of social media marketing services by the Team to Citidata. The primary goal is to increase Citidata's brand awareness and generate leads through digital content creation and distribution. The agreement is effective from 1st April, 2025, and shall continue on a rolling monthly basis unless terminated by either party with a 30-day written notice. Quarterly reviews will be held to evaluate performance and ensure goals are being met.

2. Scope of Work and Deliverables

The Team agrees to provide the following services every month:

- **One (1) Written Article (≤ 300 words):** NGN 75,000
- **Research Fee for Article:** NGN 25,000
- **One (1) Promotional Video:** NGN 100,000
- **One (1) On-Site Video Shoot:** NGN 50,000
- **Eight (8) Custom Graphics:** NGN 7,000 each (Total: NGN 56,000)

These deliverables will align with Citidata's brand voice, objectives, and target audience. All content shall be of professional quality and submitted in line with a monthly content calendar.

Total Monthly Fee: NGN 306,000

3. Payment Terms

- The Team shall issue an invoice of NGN 306,000 on or before the 18th day of the month, as agreed.
 - Citidata shall make full payment within **seven (7) days** of receiving a valid invoice.
 - Payments shall be made via bank transfer in Nigerian Naira.
 - Late payment beyond 14 days grants the Team the right to suspend further services.
 - All agreed transportation costs for physical meetings or shoots will be reimbursed by Citidata upon submission of receipts or logs.
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4. Additional Costs and Scope Changes

- Any work beyond the stated deliverables, such as extra graphics, articles, or videos, shall attract additional charges.
 - The Team must notify Citidata when a task falls outside the agreed scope, and provide a cost estimate. Work will commence only after written approval.
 - Any expenses necessary for delivering approved content — such as paid stock assets or tools — will be pre-approved and reimbursed by Citidata.
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5. Responsibilities of the Parties

Citidata Shall:

- Provide timely access to branding materials, internal content, and social media accounts where necessary.
- Review submitted content and provide feedback or approvals within **five (5) business days**.
- Assign a point of contact for coordination and decision-making.
- Follow up on leads generated by the content and campaigns executed by the Team.

The Team Shall:

- Produce high-quality, original content that reflects Citidata's brand and objectives.
 - Meet agreed deadlines and communicate proactively about any delays.
 - Apply industry best practices in content creation and social media engagement.
 - Remain professional, responsive, and maintain confidentiality throughout the engagement.
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6. Performance Metrics

The following metrics will be tracked and reported monthly to assess impact and progress:

- **Impressions:** Aim for a **10–15% quarterly increase** in content visibility.
- **Engagement Rate:** Target a **minimum average of 2%**, aligning with or exceeding industry standards.
- **Lead Conversion:** Target a **3% conversion rate** from social content to leads or inquiries.

Quarterly reviews will assess progress against these benchmarks and suggest any necessary adjustments to the content strategy.

7. Intellectual Property

All content created under this agreement becomes the exclusive property of Citidata **after full payment**. However, the Team may showcase finished work in personal or professional portfolios, with proper attribution and without revealing any confidential information.

Any proprietary tools, templates, or methods used by the Team remain their property. Third-party assets will be licensed appropriately, with Citidata covering any costs if necessary.

8. Confidentiality

Each party agrees to protect confidential information shared during the project. Such information shall not be disclosed to any third party without written consent, except as required for service delivery or legal obligations. This clause remains binding even after the contract ends.

9. Dispute Resolution

If any disagreement arises, both parties will first attempt to resolve it amicably. If unresolved within **21 days**, the matter shall be referred to a single, mutually agreed-upon mediator for resolution.

10. Termination

This Agreement may be terminated under the following terms:

- **Termination for Convenience:** Either party may end the agreement with **30 days' written notice**.
 - **Termination for Cause:** If a party breaches a material term, the other may terminate after giving a **30-day cure period**.
 - **Immediate Termination:** In cases of insolvency, misconduct, or unethical conduct.
 - Citidata shall pay for all completed or partially completed work prior to termination. Unpaid work remains the property of the Team.
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11. Governing Law

This Agreement shall be governed by the laws of the **Federal Republic of Nigeria**. If any clause is deemed unenforceable, the rest of the Agreement shall remain valid.

Signatures

For Citidata Centre:

Name: _____

Title: _____

Signature: _____

Date: _____

For the Social Media Marketing Team:

Name: _____

Title: _____

Signature: _____

Date: _____