

## Sample Social Media Marketing Agreement #2

This Agreement is executed at Mumbai on the .....(date) of .....(month), (.....year) between <Agency Name>, <Agency Address>, (a company registered under the Indian Companies Act 1956 and hereinafter referred to as "the Agency" which expression shall include its successors and assigns) of the **one part hereafter also to be referred as "AGENCY"**

&

M/s (XYZ), Add (....) (a company registered under the Indian Companies Act 1956 and hereinafter referred to as "the Client", which expression shall include its successors and assigns) of the **second part, hereafter also to be referred as the "CLIENT"**

It is agreed by and between the Client and the Agency as follows:

### 1. AGENCY APPOINTMENT

The Client hereby appoints the Agency to handle all advertising, communication and related work on social media required for its brand. (Name of the brand.....)

### 2. AGENCY SERVICES

The Agency shall provide to the Client, services, which shall include the following:

Setting up social media platforms such as Facebook, Twitter, Youtube, etc

Creating content, engagement as well as ongoing management of these platforms

Monitoring social media conversations and responding to the same

Managing all social media communication as more clearly elaborated in the pitch presentation,

### 3. COMMENCEMENT AND DURATION

This agreement is deemed to commence from the (DD/MM/YY), and shall remain in force for (number of) months. The agreement may be renewed thereafter as may be mutually agreed by both parties.

### 4. CONFIDENTIALITY

The Agency shall maintain absolute confidentiality with respect to any confidential