



Service Level Agreement

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I. Introduction

This Service Level Agreement defines the services of this agency for the client, between the dates listed in the project scope document. We strive for 100% transparency when communicating with our clients as we believe this is a vital step for mutual success. We have developed this agreement to outline everything you have the right to expect from our agency and staff during the course of the project. This SLA agreement in conjunction with our other agreements and contracts should provide clarity on all of our policies and procedures.

II. Definitions and Abbreviations

“Costs” means all costs, direct and indirect, incurred by the agency while performing services.

SLA stands for Service Level Agreement

“Project scope” refers to the project details we agreed on in a DM plan

“DM Plan” means our branded Digital Marketing plan that we create before beginning work.

III. Costs

This is your chance to go over your entire cost structure, presenting all of this up front will help avoid confusion later. Also, include any additional costs that are specific to your services. If you allow clients to rush order you can include a subsection outlining the process and fee structure.

A. Estimations

We are able to provide clients with initial estimates for project costs. The end total may vary from the initial estimate due to scope change, unforeseen circumstances, changes of schedule, etc. Any additional costs will be billed as a normal invoice and will follow the payment terms listed below.

B. Payments

Standard payment terms are due in full 14 days from the date of invoice. If the client is thirty (30) days past due the project will be suspended until all past

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payments are made and service bandwidth becomes available again. Late payments are considered a breach of contract and are subject to termination.

C. Media Spend

All projects have a predetermined media spend budget. Additional, reduced, or paused media spend will carry a 25% administrative fee.

IV. Communications

All important communications, including confidential information and signed documentation, is to be sent through the email. This is done to ensure client confidentiality and serve as a record.

V. Timeline

Each project has an estimated timeline. We do our best to adhere to it but it is subject to change due to response times, edits, and change orders. If you have a tight deadline, arrangements can be made by contacting your project manager but may require a change order. Task allocation times are separate from milestones, deadlines, and turnaround times.

VI. Pausing Campaigns

If a client is unresponsive for a two week (14 day) period of time, we reserve the right to pause the campaign. If a campaign is paused and the client decides to come back on, the project will only resume work when service bandwidth opens back up.

VII. Hosting

Our agency strives for 99.9% uptime while hosting your website as long as all terms and conditions are met. Please refer to the Hosting Agreement for further details.

VIII. Change Orders

Upon accepting the Project Scope, should the client desire to add additional services or make changes to the existing project scope, the client must submit a signed change

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order request to the project manager for review. Not all change orders will be approved. Work will not commence until change orders have been authorized and project scope has been formally revised. No refunds will be issued for work done according to change orders.

A. Edits

The agreed upon project scope includes one original template design. Additional templates and graphics will be created in the same style as the initial approved template and may be revised no more than once for minor edits. Minor edits include general look and layout, added functionality or additional site features are not included unless specified in the project scope. Edits will be applied if they are in line with the project scope, additional design or development will require a change order and will be charged accordingly.

IX. Privacy

All communications and content exchanged during the course of this project will be subject to our Privacy Policy Agreement.

X. Refunds

Should you decide to discontinue this project you will be charged for the percentage of project already dedicated to the project. Our staff puts considerable amounts of time and effort into every project, so we cannot refund you for work already done. You will not be eligible for a refund if you, the client, abandons the project for 2 or more weeks. Please refer to our refund policy for more information.

XI. Approval

All work is subject to the SLA. Work cannot begin until the SLA and all legal agreements are approved and signed. Amendments may occur as necessary upon mutual agreement from both primary stakeholders.

Signature: _____ Date: _____

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