# Service Level Agreement (SLA)

\*\*Effective Date:\*\* January 1, 2024
\*\*Parties Involved:\*\*
- \*\*Service Provider:\*\* BrightWave Marketing, LLC
- \*\*Client:\*\* [Client Name]

## 1. Purpose

This SLA outlines the terms and scope of digital marketing services provided by BrightWave Marketing, LLC to [Client Name]. The agreement ensures mutual understanding of service expectations, timelines, and performance metrics to achieve marketing objectives.

## 2. Scope of Services

BrightWave Marketing, LLC agrees to provide the following services:
1. \*\*Content Marketing:\*\*
 - Blog posts, social media captions, newsletters, and long-form content.
2. \*\*Search Engine Optimization (SEO):\*\*
 - Keyword research, on-page and off-page SEO, technical audits, and link building.
3. \*\*Paid Media Campaigns:\*\*
 - Strategy, execution, and management of PPC, social media ads, and display ads.
4. \*\*Analytics and Reporting:\*\*
 - Monthly performance reports and campaign insights.
5. \*\*Social Media Management:\*\*
 - Posting, community engagement, and performance optimization.

## 3. Service Availability

- \*\*Standard Operating Hours:\*\* Monday–Friday, 9:00 AM–6:00 PM.
- \*\*Support Hours:\*\* Email support available during operating hours.
- \*\*Emergency Support:\*\* Response within 4 hours for critical issues affecting active campaigns.

## 4. Service Levels

\*\*Response Times:\*\*
- \*\*Standard Queries:\*\* Response within 24 business hours.
- \*\*Critical Issues:\*\* Response within 4 business hours.

\*\*Deliverables Timelines:\*\*
- Blog Posts: Delivered within 5 business days of topic approval.
- Paid Campaign Setup: Completed within 10 business days of strategy approval.
- Monthly Reports: Delivered by the 5th business day of each month.

## 5. Responsibilities

\*\*Service Provider Responsibilities:\*\*
- Deliver services as per the agreed scope and timelines.
- Maintain confidentiality of client data and adhere to ethical marketing practices.
- Provide regular updates and transparent communication.

\*\*Client Responsibilities:\*\*
- Provide timely feedback and approvals.
- Supply necessary materials (e.g., brand guidelines, logos, and access to accounts).
- Notify the service provider of any changes to marketing objectives or priorities.

## 6. Exclusions

This SLA does not cover:
- Third-party platform outages or failures (e.g., Facebook, Google Ads).
- Delays caused by incomplete or late client submissions.
- Services outside the agreed scope, such as website redesign or video production.

## 7. Performance Metrics

BrightWave Marketing, LLC agrees to maintain:
- 90% adherence to campaign launch deadlines.
- 95% client satisfaction rating based on quarterly feedback.
- 85% achievement of agreed campaign KPIs.

## 8. Reporting

The service provider will deliver:
- \*\*Monthly Reports:\*\* Metrics on campaign performance, ROI, and actionable insights.
- \*\*Quarterly Strategy Review:\*\* Suggestions for optimizing future campaigns.

## 9. Term and Termination

- \*\*Term:\*\* This SLA is effective from January 1, 2024, and remains valid for one year.
- \*\*Renewal:\*\* Automatic renewal unless terminated by either party with 30 days’ written notice.
- \*\*Termination for Cause:\*\* Either party may terminate if the other fails to meet SLA obligations after a 30-day remediation period.

## 10. Pricing

- \*\*Monthly Retainer Fee:\*\* $[amount], inclusive of services outlined in the scope.
- \*\*Hourly Rate for Additional Services:\*\* $[amount]/hour.

## 11. Dispute Resolution

Disputes arising from this SLA will be resolved through good faith discussions. If unresolved, disputes may be escalated to arbitration under [jurisdiction] law.

## 12. Agreement and Signatures

\*\*Service Provider:\*\*
Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\*\*Client:\*\*
Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_