

Social Media Management Agreement

1. Parties:

The Social Media Management Agreement (hereinafter referred to as the "Agreement") has been agreed upon between the following parties:

Service Area: [Brand/Company Name]

Social Media Management Service Provider: Mad Yapım ve Tasarım Tic. Ltd. Ltd.

2. Scope:

Mad Yapım ve Tasarım Tic. Ltd. Ltd. (hereinafter referred to as "Service Provider"), Brand/Company Name (hereinafter referred to as "Service Receiver"), target audience determination, content production, text/hashtag for the content on social media platforms (e.g. Facebook, Instagram, Twitter). It will carry out writing, sharing of produced content, management of sponsored ads/Meta ads, advertising/interaction reporting (if the customer requests, an explanatory pdf file for the past month will be prepared and delivered digitally) and other social media management activities.

3. Duration:

The contract will be valid for the working period determined between the parties. Once the term expires, the Agreement will not be automatically extended without the written consent of the parties.

4. Fee and Payment Terms:

The Service Provider will submit the fee to be paid for the specified services as an offer in a separate agreement. Unless otherwise written and signed in the proposal dossier, payments will be transferred to the Service Provider in cash on the first day of the working period. For foreign currency based offers, the exchange rate on the date of payment will be taken as basis.

4.1 Advertising Payments:

Social media advertisements will be planned separately with sponsorship through the Instagram application and detailed targeting through Meta. Since the advertisements appearing on Instagram will be automatically debited from the credit card in the Service User's account, you will not incur any additional costs in this regard. Advertisements to be placed on Meta will be covered by the Service Provider, as they are made through the person/account appointed by the Service User page owner as administrator. For the amount covered/planned to be covered, the Service Provider will invoice the Service User for this amount together with the commission. It will be paid by the Service User before the advertisement.

The advertising invoice calculation formula is: $(\text{Budget} + \text{Budget} \times 15\%) + \text{VAT}$.

For example, if the targeted budget for the advertisement planned through Meta is 1000 Turkish Liras; It will be invoiced as $(1000\text{₺} + 150\text{₺}) + 230\text{₺} = 1380\text{₺}$ (VAT is based on 20%).

