

USATII MEDIA

X CLIENT_NAME

Written Statement of Work

1. Introduction

This Statement of Work is entered into by **Client** and Vladislav Usatii @ VAU SOLUTIONS, LLC. We define the scope, deliverables, timeline, and payment terms for organic social media management beginning **Date**.

2. Scope of Work

The Agency will execute a 1-month organic growth campaign focused on weekly content creation. The campaign is subdivided into two Sprint periods of 2 weeks each, where each Sprint will consist of a portion of the quantified deliverables specified in (3).

3. Deliverables

Throughout the month, I will fulfill the following deliverables:

- **Short-form content (can be posted on TikTok, Reels, and Shorts)**
 - (1) Brainstorming a storyboard and script for each piece of short-form content.
 - Writing a script, receiving raw content from the client, adding vector graphics, colorful subtitles, consistent backgrounds where necessary, helpful images and graphs, fast-paced transitions, and a call-to-action.
 - (2) Script and copy is written and sent to the client for review before an edit is produced.
 - (3) Editing with up to 1 revision after the first short. On the first short, up to 3 revisions are allowed so that our editors can learn the desired format. Video length can span up to 1 minute each, with some leeway allotted.
 - (4) Uploads done at peak hours.

Total organic video deliverables: **XX** unique video posts for **\$XXXX.XX**. A comprehensive post guide will be included in case you choose to move content in-house after month one. If pricing is an issue this month, please check out Usatii's [referral program](#).

4. Timeline & Milestones

- **(Optional) Onboarding Meet** (Est. ~XXX): Alignment call, delivery of content calendar.
- **Content Start** (XXX - XXX): Distributed and correctly-allotted weekly posts plus included community engagement at peak hours or during peak "Events" (defined at Onboarding Meet).

- **Sprint Check-in:** Status updates regularly sent via text and email. A meeting is scheduled to review each Sprint.
- **Sprint Review (XXX):** Delivery of performance summary and KPI analysis via email. A subsequent call for next steps will be determined.

5. Payment Terms

- **Tentative Total:** \$XXXX.XX for **XX** unique video posts. *Subject to reduction if a referral is registered and onboarded.*
 - **Payment Schedule:** Paid in full - full balance due within 72 hours of invoicing date. **These are one-time, non-recurring payments, done by hand each time to avoid unwanted charges. We do not refresh retainers unless stated in writing.**
- **Payment Type:** Paid through *PayPal Business Invoicing*.

6. Reporting & Communication

- **Project Management.** Drive for task tracking. We use a client-shared Drive folder for drafts and progress spreadsheets. Within Drive, we have four important folders to note: Raw Footage, Final Footage, Invoices, and SOWs. You can paste your B roll, audio, and other raw footage inside of Raw Footage – we recommend you folder-separate content. Final Footage is where your completed videos will go for review. Invoices and SOW hold histories for invoices and statements of work, respectively. A file titled "Ideas" is where you can drop any content ideas.
- **Meetings.** 1 Sprint Check-in & 1 Review video call upon request. A request can be put in at least 24 hours before the call's scheduled time.
- **Social Media Statistics.** Client has full access to all the social media accounts and can track statistics at any time during the retainer. We will include our reports and reasoning as action items during Sprint Meetings.

7. Acceptance Criteria

This is simply a benchmark to see how we did over the retainer. Failure to meet acceptance criteria does not warrant a refund, void, or re-edit. Goals are achieved when:

1. Content aligns with approved topics and CTAs.
2. Engagement targets met or exceeded.
 - a. Instagram: XXXXX impressions
 - b. TikTok: XXXXX impressions
 - c. YouTube: XXXXX views
 - d. Reddit: XXXXX views
 - e. X: XXXXX views

8. Additional Terms

- Any work outside scope requires additional fees (e.g., no more than one revision per post).
- Intellectual property of deliverables transfer to Client upon final payment. Vlad retains rights to display content in the usatii.com portfolio.

- VAU SOLUTIONS, LLC shall not disclose any confidential information of its clients to any third party, except as required by law or with the client's express written consent.

9. Signatures

Name	Title	Signature	Date
Client Name	Client Title	Client Signature	Date
Vladislav Usatii	Owner, Usatii Media	VLADISLAV USATII	XX XX XX

By signing, both parties agree to the above terms.