

## INFLUENCER MARKETING SERVICE AGREEMENT

This Service Agreement ("Agreement") is entered into on [Date], by and between:

Diglancers

("Agency")

Website: <https://diglancers.com>

AND

[Client Company Name]

("Client")

Collectively referred to as "the Parties".

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### 1. SCOPE OF WORK

Diglancers agrees to provide influencer marketing services for the Client's campaign, which may include:

- Influencer sourcing and vetting
- Campaign strategy alignment
- Influencer coordination and management
- Content review and approval coordination
- Campaign execution oversight
- Performance tracking and reporting

The campaign scope (platforms, locations, number of influencers, deliverables, and budget) will be agreed upon in writing prior to execution.

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### 2. INFLUENCER SOURCING & VETTING PROCESS

1. Influencer sourcing shall be conducted through **Diglancers' creator database and independent, research-based sourcing**, with all creators **manually vetted** and aligned with the Client's agreed campaign requirements, including but not limited to:
2. Influencer tier (e.g., nano, micro, mid-tier)
3. Creator location and audience geography

4. Niche and content style
5. **Specified campaign budget range**
6. **Specified campaign duration**
7. **Specified campaign deliverables**

All sourcing and vetting will be carried out strictly within the scope defined and approved by the Client prior to commencement.

8. Influencer sourcing begins only after payment of the sourcing deposit.
9. Diglancers will provide a curated shortlist of influencers meeting the agreed criteria. The Client retains the right to review and select preferred influencers.
10. For campaigns with a total projected budget between USD \$1,000 – \$5,000, the Client agrees to pay a campaign sourcing deposit of USD \$200 prior to the commencement of influencer sourcing.

This sourcing deposit:

- Covers influencer research, vetting, shortlisting, and rate alignment
- Is required before any influencer sourcing begins
- Is fully credited and deducted from the total campaign cost if the campaign proceeds to execution
- Is non-refundable if the Client decides to discontinue the project after sourcing has commenced, as the work would have already been completed

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### **3. PAYMENT TERMS**

#### **3.1 Campaign Sourcing Deposit**

- A campaign sourcing deposit is required before influencer sourcing begins.
- This deposit covers influencer research, vetting, shortlisting, and rate alignment.
- If the campaign proceeds to execution, the sourcing deposit is fully credited and deducted from the total campaign cost.
- If the Client terminates the project after sourcing has begun, the sourcing deposit is non-refundable.

#### **3.2 Campaign Execution Payment**

- Standard payment structure: 50% upfront / 50% after content approval (before posting).
- Full payment must be received before any content goes live unless otherwise agreed in writing.

### 3.3 Agency Fee

- Diglancers charges a 15% agency service fee, calculated on the total influencer payout.
  - This fee covers campaign management, coordination, approvals, tracking, and reporting.
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## 4. CONFIDENTIALITY & USAGE RIGHTS

1. Both Parties agree to keep all non-public information confidential, including:
    - Campaign strategy
    - Influencer data
    - Pricing and performance metrics
  2. Influencer content usage rights are limited to:
    - The agreed campaign period
    - The Client's owned social media platforms  
unless extended usage rights are agreed in writing.
  3. Influencer contact details and shortlists provided by Diglancers may not be shared with third parties or used outside the scope of this campaign.
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## 5. CONTENT REVIEW & APPROVAL

1. All influencer content must be submitted for Client approval before publication.
  2. Diglancers will coordinate feedback and revisions between the Client and influencers.
  3. No content will be published without Client approval.
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## 6. REPLACEMENT & DISENGAGEMENT TERMS

1. If an influencer fails to deliver as agreed, Diglancers will:

- Replace the influencer at no additional cost, subject to availability.
  - 2. If an influencer produces content that violates campaign guidelines or damages the Client's brand reputation, Diglancers reserves the right to disengage the influencer.
  - 3. Refunds apply only if a suitable replacement cannot be secured, and will be handled in line with the agreed campaign terms.
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## 7. TERMINATION

- Either party may terminate this Agreement with written notice.
  - Payments already made for completed work (including sourcing) are non-refundable.
  - Any outstanding balances for work completed must be settled upon termination.
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## 8. GOVERNING LAW

This Agreement shall be governed by and construed in accordance with the laws of [Jurisdiction – e.g. Nigeria].

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## 9. ACCEPTANCE

By signing below, both Parties confirm their acceptance of the terms of this Agreement.

For Diglancers

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

For Client

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_