

Marketing & Advertising — 121 tools

All tools · at-a-glance descriptions · Generated 26 Aug 2026

This is the full list of AiSevak tools in this industry, each with a short description of what it produces. Open any tool on aisevak.in to run it.

Agency Setup & Positioning

Marketing Agency Setup Guide

Produces a structured setup plan to launch a marketing/advertising agency in India — entity choice, registrations (GST, MSME, professional tax), tooling, service lineup, first-client plan and a launch checklist. Use it when starting an agency. For a full investor-ready plan use the Agency Business Plan.

Agency Business Plan

Builds a structured business plan for a marketing agency — market, ICP, service mix, revenue model, team, financial projections and milestones. Use it for a loan, investor or internal plan. For unit economics use the Agency P&L Modeller.

Agency Positioning Statement

Crafts a clear positioning statement and messaging pillars for your agency — target, category, differentiator and proof — so your pitch and website say one thing well. Use it to fix a generic, me-too position. For full brand identity use the Brand Strategy Builder.

Service Productization Planner

Turns open-ended services into clear productized packages — fixed scope, deliverables, timeline and price tiers — so selling and delivery get predictable. Use it to escape endless custom quoting. For pricing depth use the Retainer Pricing Model.

Agency Niche Selector

Evaluates candidate niches for your agency against demand, budget, competition and your fit, and recommends where to focus. Use it when you are spread too thin. For the resulting pitch use the Agency Positioning Statement.

Agency Feasibility Study

Assesses the feasibility of your agency concept — market demand, competition, break-even, capacity and key risks — with a go / refine / no-go verdict. Use it before committing. For the full plan use the Agency Business Plan.

Agency Operations SOP

Documents standard operating procedures for your agency — intake, briefing, production, QA, approvals and reporting — so delivery is consistent as you scale. Use it to reduce chaos and rework. For client-facing onboarding use the Client Onboarding Kit.

Agency Org Structure Planner

Designs an org structure for your agency at its current size — roles, pods vs departments, reporting lines and what to hire next. Use it when growth is straining a flat team. For hiring specifics use the Hiring Plan Builder.

New Business & Pitching

New-Business Pitch Deck

Builds a tailored new-business pitch deck — problem, insight, strategy, ideas, results and commercials — structured slide by slide for a specific prospect. Use it to pitch a brand. For a written proposal use the Proposal Writer.

Agency Proposal Writer

Writes a structured agency proposal — understanding, approach, scope, deliverables, timeline, team and investment — ready to send to a prospect. Use it to respond to an enquiry. For a formal RFP use the RFP Response Builder; for the contract use the Master Services Agreement.

RFP Response Builder

Structures a response to a formal RFP or tender — requirement-by-requirement compliance, approach, credentials and commercials — so nothing is missed. Use it for corporate or government marketing tenders. For a simpler enquiry use the Agency Proposal Writer.

Capabilities Deck Builder

Builds a reusable capabilities/credentials deck — who you are, services, process, case studies and clients — to send ahead of or during new-business talks. Use it as your standard intro. For a prospect-specific pitch use the New-Business Pitch Deck.

Case Study Writer

Writes a persuasive case study from a client engagement — challenge, approach, execution and results — in a credible, skimmable structure. Use it to build proof for pitches and your site. For the credentials deck use the Capabilities Deck Builder.

Cold Outreach Sequence

Writes a multi-touch cold outreach sequence (email + LinkedIn/WhatsApp) tailored to a target segment, with subject lines, angles and follow-ups. Use it to book new-business meetings. For discovery once they reply use the Discovery Questionnaire.

Client Discovery Questionnaire

Generates a tailored discovery questionnaire for a sales call or kickoff — business, goals, audience, budget, current marketing and success metrics — so your proposal is on point. Use it before quoting. For the proposal itself use the Agency Proposal Writer.

Project Scope & Effort Estimator

Breaks a marketing project into workstreams, tasks and estimated effort so you can quote confidently and avoid scope creep. Use it before pricing a project. For the price itself use the Project Costing Sheet.

Brand Strategy & Identity

Brand Strategy Builder

Builds a foundational brand strategy — purpose, positioning, audience, personality, values and messaging — as the base for identity and campaigns. Use it at the start of a brand engagement. For visual identity direction use the Brand Guidelines Builder.

Brand Positioning Map

Maps a brand against competitors on the axes that matter and identifies defensible white space to own. Use it to differentiate in a crowded category. For the full strategy use the Brand Strategy Builder.

Brand Messaging Framework

Creates a messaging framework — value proposition, pillars, proof points and tailored messages by audience and channel — so everyone says it consistently. Use it after positioning is set. For voice and visuals use the Brand Guidelines Builder.

Brand Name Generator

Generates candidate brand or product names with rationale, and screens them for meaning, memorability and obvious conflicts — plus domain/social and trademark-class pointers to check. Use it for a new brand or product. Always verify trademark availability separately.

Tagline & Slogan Generator

Generates tagline and slogan options for a brand or campaign, with rationale and tone variants, so you have strong lines to test. Use it for a brand line or campaign hook. For the full identity use the Brand Guidelines Builder.

Brand Guidelines Builder

Produces a brand guidelines document outline — logo usage, colour, typography, imagery, tone of voice and dos and donts — so the brand stays consistent. Use it after identity design. For voice depth use the Brand Messaging Framework.

Brand Audit

Audits a brand across positioning, identity, consistency, messaging and presence, and prioritises fixes and opportunities. Use it before a refresh or new engagement. For the rebuild plan use the Rebrand Plan.

Rebrand Plan

Plans a rebrand or refresh — scope (evolve vs revolution), phases, asset rollout, internal and external communication, and risk management. Use it once a rebrand is decided. For the audit that justifies it use the Brand Audit.

Digital & Performance Marketing

Digital Marketing Strategy

Builds a full-funnel digital marketing strategy — channels, funnel stages, budget split, KPIs and a 90-day roadmap — aligned to the client goal. Use it to set direction before executing channels. For paid channel plans use the Google Ads or Meta Ads Plan.

Google Ads Campaign Plan

Plans a Google Ads program — campaign types, account structure, keyword themes, budgets, bidding and ad copy angles — mapped to the client goal. Use it before building the account. For a broken account use the Performance Audit.

Meta Ads Campaign Plan

Plans a Meta (Facebook/Instagram) ads program — campaign objectives, funnel structure, audiences, creative angles, budget and testing plan. Use it before launching Meta ads. For creative production use the Ad Copy & Creative Variations tool.

Paid Media Performance Audit

Audits a paid media account from the metrics you provide — structure, targeting, creative, tracking and budget — and prioritises fixes to improve ROAS/CPA. Use it to turn around underperforming ads. For a fresh plan use the Google or Meta Ads Plan.

Landing Page Copywriter

Writes structured, conversion-focused landing page copy — hero, benefits, proof, objections, offer and CTA — for a specific offer and audience. Use it to lift ad conversion. To diagnose an existing page use the Conversion (CRO) Audit.

Conversion (CRO) Audit

Audits a landing page or funnel for conversion barriers — clarity, friction, trust, speed and CTA — and prioritises experiments to run. Use it when traffic is fine but sales are low. For new copy use the Landing Page Copywriter.

Remarketing / Retargeting Plan

Designs a retargeting plan — audience segments by intent, sequenced messages, channels and frequency caps — to recover lost visitors and carts. Use it to improve funnel efficiency. For the broader plan use the Digital Marketing Strategy.

PPC Account Structure Blueprint

Produces a clean campaign/ad-group (or campaign/ad-set) structure for a PPC account, with naming conventions and budget logic, so the account is scalable and easy to optimise. Use it before building or restructuring. For strategy use the Google or Meta Ads Plan.

Ad Copy & Creative Variations

Generates multiple ad copy variations and creative angles for a product and platform, structured for testing (hooks, bodies, CTAs). Use it to feed a testing plan. For the plan itself use the Meta or Google Ads Plan.

SEO & Content Marketing

SEO Strategy Builder

Builds an SEO strategy — technical, on-page, content and off-page priorities with a phased roadmap and KPIs — mapped to the client goal and current state. Use it to set SEO direction. For keyword depth use the Keyword Research Plan.

Keyword Research Plan

Produces a keyword plan — seed themes expanded into clusters by search intent, mapped to page types and priority — so content targets what people actually search. Use it to plan content and site structure. For briefs use the Content Brief Generator.

Content Calendar Builder

Builds a content calendar mapping topics, formats and channels to a schedule, aligned to goals, keywords and key dates. Use it to plan content consistently. For a single piece use the Blog Post Writer or Content Brief Generator.

SEO Blog Post Writer

Drafts a structured, SEO-optimised blog article for a target keyword and audience — outline, headings, body, internal-link and meta suggestions. Use it to produce content. For the plan use the Content Calendar Builder; for a brief to a writer use the Content Brief Generator.

On-Page SEO Audit

Audits a page for on-page SEO — title, meta, headings, content depth, keyword use, internal links and intent match — and gives prioritised fixes. Use it to improve a specific URL. For site-wide issues use the Technical SEO Audit.

Technical SEO Audit

Audits a site for technical SEO issues — crawlability, indexing, speed, mobile, structured data and site architecture — from the symptoms you describe, and prioritises fixes. Use it for site-wide health. For a single page use the On-Page SEO Audit.

Backlink / Off-Page Strategy

Plans an off-page/link-building strategy — tactics, target sources, outreach angles and a cadence — focused on relevant, ethical links (no spammy schemes). Use it to build authority. For on-site work use the SEO Strategy Builder.

Content Brief Generator

Generates a detailed content brief for a writer — target keyword, intent, audience, angle, outline, must-cover points, tone and internal links — so drafts need fewer revisions. Use it before assigning content. For the finished draft use the SEO Blog Post Writer.

Topic Cluster Planner

Designs a pillar-and-cluster content model around a core topic — the pillar page plus supporting cluster articles and their internal-linking — to build topical authority. Use it to structure a content programme. For individual briefs use the Content Brief Generator.

Social Media Management

Social Media Strategy

Builds a social media strategy — platform choice, content pillars, formats, cadence, growth tactics and KPIs — matched to the brand and audience. Use it to set social direction. For the schedule use the Social Content Calendar.

Social Content Calendar

Builds a social content calendar — post ideas by pillar, format, platform, caption angle and best time — for a set period. Use it to plan posting. For captions in bulk use the Caption Pack Writer; for reels use the Reels Script Writer.

Caption Pack Writer

Writes a batch of platform-ready captions in the brand voice for given post ideas, with hooks, body, CTA and hashtag suggestions. Use it to produce captions efficiently. For the plan use the Social Content Calendar.

Reels / Shorts Script Writer

Writes short-form video scripts (Reels/Shorts) with hook, beats, on-screen text, voiceover and CTA for given ideas. Use it to produce short video content. For captions use the Caption Pack Writer.

Community Management SOP

Produces a community management SOP — response guidelines, tone, timelines, escalation and reply templates for comments and DMs — so engagement is fast and on-brand. Use it for a social/community team. For crisis handling use the Social Crisis Response Kit.

Social Media Audit

Audits social accounts from the metrics and notes you provide — profile, content mix, engagement, growth and consistency — and prioritises improvements. Use it before a strategy reset. For the new plan use the Social Media Strategy.

Hashtag & Discoverability Strategy

Builds a hashtag and discoverability strategy — tiered hashtag sets, keywords for social SEO and profile optimisation — to grow reach. Use it to be found on social. For overall direction use the Social Media Strategy.

Social Crisis Response Kit

Produces a social media crisis response plan — assessment, holding statement, response options, escalation and dos/donts — for a live or anticipated flare-up. Use it when something blows up online. For ongoing engagement use the Community Management SOP.

Influencer & Creator Marketing

Influencer Marketing Strategy

Builds an influencer marketing strategy — creator tiers, platform mix, campaign types, budget split and measurement — for a brand goal. Use it to plan an influencer program. For a specific brief use the Influencer Campaign Brief; for the deal use the Influencer Agreement.

Influencer Campaign Brief

Writes a creator brief — objective, key messages, dos and donts, deliverables, hashtags, disclosure and timeline — so influencer content is on-brand and compliant. Use it before a collaboration. For the contract use the Influencer Agreement.

Creator Shortlisting Framework

Builds a shortlisting framework to evaluate and rank creators for a campaign — fit, audience, engagement quality, authenticity and value — with vetting checks and outreach notes. Use it to pick partners. For pricing use the Influencer Pricing Estimator.

Influencer Collaboration Agreement

Drafts a brand-creator collaboration agreement with discrete terms — deliverables, fee, usage rights, exclusivity, disclosure, approvals and timelines. Use it to paper an influencer deal. For the creative brief use the Influencer Campaign Brief.

Influencer Campaign Tracker

Produces a tracker structure and reporting framework for an influencer campaign — creators, deliverables, costs, tracking links/codes and result metrics — so you can measure ROI. Use it to run a campaign. For strategy use the Influencer Marketing Strategy.

UGC Creator Brief

Writes a brief for UGC (user-generated content) creators producing ad-ready videos the brand will run as ads — hooks, scenarios, talking points, specs and dos/donts. Use it to source performance creative. For influencer posting deals use the Influencer Campaign Brief.

Influencer Pricing Estimator

Estimates a fair price range for an influencer collaboration from reach, engagement, deliverables and usage rights, and gives negotiation guidance. Use it to budget and negotiate. For the contract use the Influencer Collaboration Agreement.

ASCI Ad Compliance Checker

Reviews an ad or influencer post against ASCI code and disclosure guidelines — misleading claims, disclosure labels, disclaimers and sensitive categories — and flags fixes. Use it before publishing. For general platform rules use the platform-specific tools.

PR & Communications

PR Strategy Builder

Builds a PR strategy — narrative, target media, story angles, spokespeople, cadence and measurement — to earn coverage and build reputation. Use it to plan PR. For a specific announcement use the Press Release Writer.

Press Release Writer

Writes a professional press release — headline, dateline, body, quotes and boilerplate — for an announcement, in inverted-pyramid style. Use it for a launch, funding, partnership or milestone. For pitching it use the Media Pitch Writer.

Media Pitch Writer

Writes a concise, tailored media pitch to a journalist — subject line, hook, why-it-matters and the ask — for a story angle. Use it to earn coverage. For the release itself use the Press Release Writer.

Media List Planner

Plans a targeted media list for a story — the types of outlets, beats and journalist profiles to approach, tiered by priority, with research pointers. Use it before outreach. For the pitch use the Media Pitch Writer.

Crisis Communications Plan

Produces a crisis communications plan — scenario assessment, stakeholder messages, holding statements, spokesperson and escalation protocol — for a specific or anticipated crisis. Use it to prepare or respond. For a social-only flare-up use the Social Crisis Response Kit.

Thought Leadership Content

Develops a thought-leadership plan and content — themes, article/post ideas, and a drafted piece or op-ed outline — to build a leaders authority. Use it for founder or exec profiling. For company news use the PR Strategy Builder.

Award Entry Writer

Writes a persuasive award entry — challenge, strategy, execution and results mapped to the judging criteria. Use it to enter marketing, startup or industry awards. For case studies use the Case Study Writer.

Spokesperson / Interview Brief

Prepares a spokesperson brief for a media interview — key messages, proof points, likely and tough questions with suggested responses, and bridging phrases. Use it before an interview or panel. For the overall PR plan use the PR Strategy Builder.

Creative & Campaign Development

Campaign Concept Generator

Generates distinct big-idea campaign concepts for a brief — central idea, tagline, key executions and channels — to spark creative directions. Use it at the ideation stage. For the formal brief use the Creative Brief Builder; for a full plan use the 360 Campaign Planner.

Creative Brief Builder

Writes a focused creative brief — objective, audience insight, single-minded proposition, tone, mandates and deliverables — so creatives produce on-strategy work. Use it before creative production. For concepts use the Campaign Concept Generator.

TV / Video Ad Script Writer

Writes a TVC or brand-film script — concept, scene-by-scene visuals, voiceover/dialogue and super/CTA — for a duration and message. Use it for a video ad. For short-form social use the Reels Script Writer.

Radio / Audio Ad Script

Writes a radio or audio ad script — hook, dialogue/voiceover, sound design cues and a memorable sign-off — for a duration. Use it for radio, podcasts or audio streaming. For video use the TV/Video Ad Script Writer.

360 Campaign Plan

Plans an integrated 360-degree campaign — big idea, channel roles, phasing, budget split and KPIs — so all touchpoints work together. Use it to orchestrate a launch. For concepts use the Campaign Concept Generator; for media specifics use the Media Plan Builder.

Campaign Copy Deck

Writes a campaign copy deck — headlines, body copy and CTAs across the channels in scope, all consistent with one idea and voice. Use it to produce campaign copy at once. For the strategy use the 360 Campaign Plan.

Storyboard / Shoot Brief

Turns a script or concept into a storyboard and shoot brief — scenes, shots, framing, props, wardrobe and production notes — for a video production team. Use it before a shoot. For the script use the TV/Video Ad Script Writer.

Media Planning & Buying

Media Plan Builder

Builds a media plan — channel mix, budget allocation, reach/frequency logic and flighting — to meet a campaign goal within budget. Use it to plan where the money goes. For buying execution use the Media Buying Plan; for the creative use the 360 Campaign Plan.

Media Buying Plan

Turns a media plan into a buying plan — inventory to buy, buying models (CPM/CPC/CPV/fixed), negotiation levers and a booking checklist. Use it to execute media buys. For allocation use the Media Plan Builder; for the vendor deal use the Media Buying Agreement.

OOH / Outdoor Media Plan

Plans out-of-home media — site types, location logic, formats, illumination and a cost framework — for a local or city campaign. Use it for outdoor advertising. For the overall mix use the Media Plan Builder.

Programmatic Advertising Plan

Plans a programmatic campaign — inventory, audience data strategy, deal types (PMP/open), formats, frequency and brand safety. Use it for display/video/CTV at scale. For search/social use the Google or Meta Ads Plan.

Media Mix Recommendation

Recommends how to split a budget across media for a given objective and stage, weighing reach, cost-efficiency and role in the funnel, with a rationale and sensitivity notes. Use it to decide the mix. For the detailed plan use the Media Plan Builder.

Flighting & Scheduling Plan

Plans media flighting and scheduling — bursts vs continuity, seasonality, day/time weighting — so spend lands when it matters. Use it to schedule a campaign. For the mix use the Media Mix Recommendation.

Media Negotiation Brief

Builds a negotiation brief for a media or vendor buy — leverage points, benchmarks, target asks, added-value items and a BATNA. Use it before negotiating a media deal. For the resulting contract use the Media Buying Agreement.

Media Spend Audit

Audits media spend from the figures you provide — efficiency by channel, wastage, over/under-investment and pacing — and recommends reallocation. Use it to tighten a media budget. For a paid-search/social account use the Paid Media Performance Audit.

Marketing Analytics & Reporting

Marketing Analytics Setup Plan

Produces a measurement and tracking setup plan — KPIs, events, GA4/pixel/CAPI, UTMs and data flow — so marketing is measurable and attributable. Use it before scaling spend. For dashboards use the Marketing Dashboard Planner.

Marketing Dashboard Planner

Designs a marketing dashboard — the metrics, breakdowns, layout and data sources by audience (exec vs channel manager) — so decisions are fast. Use it to structure reporting. For the setup use the Marketing Analytics Setup Plan.

Campaign Performance Report

Turns raw campaign data into a structured performance report — results vs goals, channel breakdown, insights and next steps — in client-ready language. Use it to report on a campaign. For a recurring template use the Monthly Client Report Template.

Attribution Model Advisor

Recommends an attribution approach for your channel mix and sales cycle — model choice, its limits, and how to validate with holdouts/MMM — so budget decisions are sounder. Use it when channels fight over credit. For setup use the Marketing Analytics Setup Plan.

Marketing ROI Analysis

Analyses marketing ROI from your spend, revenue and margin inputs — by channel where possible — with contribution, ROAS vs profit ROI, and where to invest more or less. Use it to justify or reallocate budget. For attribution nuance use the Attribution Model Advisor.

A/B Test Plan

Designs an A/B test — hypothesis, variants, primary metric, sample/duration guidance and how to read results — so you learn something reliable. Use it before running a test. For a CRO backlog use the Conversion (CRO) Audit.

Marketing Funnel Analysis

Analyses your funnel from stage-by-stage numbers — conversion and drop-off at each step, the biggest leak, and prioritised fixes. Use it to focus effort where it counts. For page-level fixes use the Conversion (CRO) Audit.

Monthly Client Report Template

Builds a reusable monthly client report template — structure, sections, the metrics to show and a narrative format — so reporting is consistent and value is clear. Use it to standardise client reporting. For a one-off campaign use the Campaign Performance Report.

Client Management & Retainers

Client Onboarding Kit

Produces a client onboarding kit — kickoff agenda, information/access checklist, roles, communication norms and first-30-day plan — so engagements start right. Use it when a client signs. For the discovery before that use the Client Discovery Questionnaire.

Client Account Growth Plan

Builds an account growth plan for a client — current value, satisfaction risks, growth opportunities and a relationship plan — to retain and expand the account. Use it for key accounts. For a specific expansion pitch use the Upsell / Cross-sell Plan.

Quarterly Business Review Deck

Builds a QBR deck for a client — results vs goals, insights, learnings, next-quarter plan and a growth recommendation — to demonstrate value and set up renewal. Use it quarterly for retainer clients. For the monthly cadence use the Monthly Client Report Template.

Client Update / Status Email

Writes a concise client status update email — what was done, results, whats next and any asks — that keeps clients informed and confident. Use it for regular check-ins. For deep reporting use the Monthly Client Report Template.

Upsell / Cross-sell Plan

Builds an upsell/cross-sell plan for an existing client — which service to propose, the value case, timing and a pitch outline. Use it to grow account value. For the broader account view use the Client Account Growth Plan.

Client Feedback / NPS Survey

Builds a client satisfaction/NPS survey for agency clients — the right questions, scale and follow-ups — to surface risks and testimonials. Use it periodically with clients. For at-risk accounts use the Client Churn-Prevention Plan.

Client Churn-Prevention Plan

Builds a plan to save an at-risk client — diagnosis of why theyre unhappy, a recovery plan, a difficult-conversation script and what to change. Use it when a client is cooling off or threatening to leave. For healthy accounts use the Client Account Growth Plan.

Weekly Status / WIP Report

Produces a weekly work-in-progress/status report structure for an account or project — tasks, status, owners, blockers and next steps — for internal and client use. Use it to run accounts. For client-facing updates use the Client Update / Status Email.

Finance & Unit Economics

Agency Pricing Model Advisor

Recommends a pricing model for your agency service — retainer, project, hourly, value-based or performance — with pros, cons and a structure, so you price profitably. Use it to decide the model. For retainer numbers use the Retainer Pricing Model.

Retainer Pricing Model

Builds a bottom-up retainer price from discrete inputs — hours by role, cost rates, overhead, target margin and any pass-through — so your monthly fee covers cost and profit. Use it to quote a retainer. For which model to use, see the Agency Pricing Model Advisor.

Agency P&L Modeller

Models a monthly agency P&L from discrete revenue and cost lines — retainer and project revenue, salaries, freelancers, tools, rent and overheads — with margin, and levers to improve it. Use it to understand agency profitability. For a single client use the Retainer Pricing Model.

Project Costing Sheet

Builds a project cost and price from discrete inputs — effort by role, third-party costs, expenses, contingency and margin — so one-off projects are quoted profitably. Use it to price a project. For ongoing work use the Retainer Pricing Model.

Team Utilization & Capacity Analysis

Analyses team utilization from billable vs available hours by person, flags over/under-loading, and links it to margin and hiring. Use it to balance workload and profitability. For hiring specifics use the Hiring Plan Builder.

Agency Rate Card Builder

Builds a rate card — hourly/day rates by role and package prices by service — grounded in your cost and target margin, so quoting is fast and consistent. Use it to standardise pricing. For a specific retainer use the Retainer Pricing Model.

Agency Working-Capital Planner

Plans agency working capital from discrete inputs — monthly costs, client payment terms, pass-through ad spend and buffers — to avoid a cash crunch. Use it when funding payroll ahead of client payments. For overall profit use the Agency P&L Modeller.

Agency Valuation Estimator

Estimates a rough valuation range for a marketing agency from profit, revenue mix, growth and client concentration, with the value drivers to improve before a sale. Use it for planning or a potential sale. This is indicative, not a formal valuation.

Contracts & Commercial

Master Services Agreement (MSA)

Drafts an agency-client Master Services Agreement with each commercial term as its own input — services, term, fees, payment, IP, confidentiality, liability and termination — with SOWs to sit under it. Use it for an ongoing client relationship. For a single project use the Project Contract.

Retainer Agreement

Drafts a monthly retainer agreement with each term as its own input — scope, included hours, monthly fee, overage rate, term, notice and payment — so scope and money are crystal clear. Use it for ongoing retainers. For the price itself use the Retainer Pricing Model.

Project Contract / SOW

Drafts a fixed-scope project contract/SOW with each term separate — deliverables, milestones, fee, payment schedule, timeline, revisions and IP — so a one-off project is watertight. Use it for defined projects. For ongoing work use the Retainer Agreement.

Freelancer / Contractor Agreement

Drafts an agreement between an agency and a freelancer/contractor with discrete terms — scope, fee, payment, IP assignment, confidentiality and non-solicit — so work-for-hire and IP are clean. Use it to engage freelancers. For staff use an employment agreement.

Marketing NDA

Drafts a non-disclosure agreement with discrete terms — parties, one-way or mutual, purpose, duration and governing law — for pitches, client data or partner talks. Use it before sharing sensitive information. For a full engagement use the Master Services Agreement.

Media Buying Agreement

Drafts a media-buying agreement between agency and client with discrete terms — budget authority, commission/markup, pass-through billing, approvals and liability — so money and responsibility are clear. Use it when buying media on a clients behalf. For the plan use the Media Buying Plan.

Content / Creative Licensing Agreement

Drafts a licensing agreement for creative assets (photos, video, design, music-brief) with discrete terms — asset, rights granted, media, territory, term and fee — so usage is unambiguous. Use it when licensing or sub-licensing creative. For a talent shoot use a talent release.

Non-Solicitation Agreement

Drafts a non-solicitation agreement with discrete terms — parties, whats protected (clients and/or employees), duration and geography — to reduce poaching by staff, freelancers or partners. Use it alongside employment or freelancer contracts. Note non-competes are hard to enforce in India.

Vendor / Supplier Agreement

Drafts an agreement between the agency and a vendor (printer, production house, tech vendor) with discrete terms — scope, deliverables, price, payment, timelines and quality. Use it to engage suppliers. For freelancers use the Freelancer Agreement.

Agency Operations & Team

Agency Hiring Plan

Builds a hiring plan for your agency — roles to add, sequence, timing tied to revenue/capacity, and role profiles. Use it to scale the team without over- or under-hiring. For capacity data use the Team Utilization & Capacity Analysis.

Freelancer Network Plan

Plans a freelancer/associate network — the roles to line up, how to vet and onboard, rate ranges and how to keep them warm — so you can scale delivery flexibly. Use it to build a bench. To contract them use the Freelancer Agreement.

Team / Pod Structure Designer

Designs how to organise delivery — client pods, functional teams or a hybrid — with roles, client-to-team ratios and handoffs, matched to your size. Use it to structure delivery. For the wider org use the Agency Org Structure Planner.

Capacity Planning Model

Builds a capacity plan from available hours vs committed work, showing whether you can take on more, need freelancers or must hire. Use it before signing new clients. For utilization by person use the Team Utilization & Capacity Analysis.

Time Tracking SOP

Produces a lightweight time-tracking SOP — what to log, categories, cadence and how to use the data for pricing and capacity — that the team will actually follow. Use it to make retainers and pricing accurate. For the resulting analysis use the Team Utilization & Capacity Analysis.

Performance Review Template

Builds a performance review template for agency roles — competencies, goals, rating scale and development questions — so appraisals are fair and developmental. Use it for review cycles. For hiring use the Agency Hiring Plan.

Team Training & Upskilling Plan

Builds a training and upskilling plan for the agency team — skill gaps, priority areas, learning format and a schedule — so capabilities keep up with the market. Use it to develop the team. For structure use the Team / Pod Structure Designer.

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.