

SCOPE OF WORK

Social Media Marketing Proposal

Prepared for: Orea Farm (@oreafarm)

Date: August 2026 | Duration: 1 Month Retainer

01. BRAND ANALYSIS

About Orea Farm

Orea Farm is an ISO 22000 certified Indian brand specializing in artisanal, gourmet herbs and seasonings. The brand is available on major D2C e-commerce platforms including Amazon, Flipkart, and Jiomart, indicating a strong online-first retail presence.

Observations & Gaps

- 616 posts with only 1,226 followers, strong content output but weak follower growth, suggesting a need for strategic content amplification.
- The brand is ISO 22000 certified but this credibility signal is underutilised in current content strategy.
- Gourmet/artisanal food is a high-engagement visual niche, great opportunity for styled reels and recipe content.
- Listed on Amazon, Flipkart & Jiomart, platform link-in-bio and shoppable content strategy can drive direct conversions.
- The brand needs a tighter content mix with clear pillars: product education, lifestyle, trust-building, and seasonal hooks.

02. CAMPAIGN OBJECTIVES

- Increase brand awareness and follower growth on Instagram and Facebook
- Establish Orea Farm as a premium gourmet herbs & seasoning brand in India
- Drive traffic to Amazon / Flipkart / Jiomart product listings via social
- Improve engagement rate through high-quality visual storytelling
- Build audience trust using the ISO 22000 certification as a quality differentiator
- Create reusable content assets for long-term organic reach

03. CONTENT STRATEGY & Pillars

The content strategy for Orea Farm is anchored around four core pillars:

◆◆ PRODUCT EDUCATION	✦ LIFESTYLE & INSPIRATION	◆◆ TRUST & CREDIBILITY	◆◆ CONVERSION & OFFERS
Educate audience on herb varieties, usage tips & health benefits	Recipe videos, home kitchen aesthetics, food styling content	Certifications, sourcing stories, quality claims & testimonials	Amazon/Flipkart CTAs, discount hooks, product bundle highlights

04. DETAILED SCOPE OF WORK

The following deliverables are included under this monthly retainer:

Content Type	Qty	Description & Concept	Platform
REELS	5	Short-form video (15-30 sec) — recipe demos, herb origin stories, product reveals, trending audio hooks, and lifestyle visuals. Includes script, shoot brief, editing & caption.	IG + FB
STATIC POSTS	4	Single-image designed posts — product flats, quote graphics, seasonal greetings, infographics (e.g. herb benefits), and promotional banners. Includes copywriting & caption.	IG + FB
CAROUSELS	3	Multi-slide posts (4-8 slides) — e.g. '5 Ways to Use Oregano', 'Why Gourmet Seasonings Matter', 'ISO Certification Story'. Includes design, copy & caption.	IG + FB

Total Content Pieces This Month	12 Posts (5 Reels + 4 Statics + 3 Carousels)
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05. REEL CONCEPTS (5 Reels)

#	Reel Title	Concept	Hook / Format
1	The Orea Farm Story	Brand origin + farm-to-shelf journey of herbs & seasonings. Builds trust and differentiates from commodity brands.	Voiceover + B-roll of herbs
2	5-Minute Herb Butter Pasta	Recipe reel using Orea Farm Italian seasoning — visually styled, quick-cut kitchen content targeting home cooks.	Trending audio + text overlay
3	ISO 22000 — What It Means For You	Educational reel breaking down what this certification means for food safety and quality. Builds purchase confidence.	Talking head / graphic
4	Guess That Herb 🎲🎲	Interactive 'quiz-style' reel — close-up of herbs with audio cue, reveal at end. Drives saves and shares.	Engagement reel / hook format
5	Unbox Orea Farm	Aesthetic unboxing + product showcase reel highlighting packaging, texture, and aroma storytelling.	ASMR / product reveal style

06. STATIC POST CONCEPTS (9 Posts)

#	Post Theme	Description
1	Product Flat Lay	Styled flat lay of signature product — dark/light background with herb garnish. Premium aesthetic.
2	Health Benefit Graphic	Infographic: '5 Benefits of Oregano' clean design, shareable, educational.
3	Quote / Inspiration	Food & cooking quote on branded template — connects emotionally with home cooks.
4	Amazon/Flipkart CTA	Promotional post — 'Now Available on Amazon!' with product image + CTA button.
5	Product Range Showcase	Grid-friendly multi-product visual highlighting the full herb & seasoning range.
6	ISO Certification Badge Post	Trust post: 'ISO 22000 Certified — Because Quality Matters' with brand stamp.
7	Seasonal / Festive Hook	Festival or seasonal tie-in — e.g. 'Monsoon Soup Season Calls for Orea Farm.'
8	User Tip / Did You Know	'Did you know? Rosemary improves memory — and your roast!' — quick-tip format.
9	Behind the Scenes	Single image from sourcing/packaging unit — humanises the brand, builds authenticity.

07. CAROUSEL CONCEPTS (3 Carousels)

#	Carousel Title	Slide Flow	Goal
1	5 Ways to Use Italian Seasoning	Hook → Use 1 → Use 2 → Use 3 → Use 4 → Use 5 → CTA	Education + Saves
2	Why Gourmet Herbs Are Worth It	Hook → Comparison (regular vs gourmet) → Quality signals → ISO badge → Where to buy	Trust + Conversions
3	The Orea Farm Range — A Deep Dive	Cover → Product 1 → Product 2 → Product 3 → Product 4 → 'Shop Now' CTA slide	Product Awareness

08. PROCESS & TIMELINE

Phase	Activities
Strategy & Planning	Brand briefing, content calendar creation, visual style guide alignment, caption bank drafting, approvals.
Production — Batch 1	Design & develop 3 Statics + 1 Carousel + 2 Reels. Client review round included.
Production — Batch 2	Design & develop 3 Statics + 1 Carousel + 2 Reels. Final revisions.
Production — Batch 3 + Scheduling	Design & develop 3 Statics + 1 Carousel + 1 Reel. Schedule all content. Monthly report.

09. WHAT'S INCLUDED

- Content calendar planning for the month (all 12 posts mapped by date)
- Professional graphic design for all static posts and carousel slides
- Reel scripting, shoot brief / direction, and video editing
- Caption writing with relevant hashtag research (mix of niche + broad)
- 2 rounds of revisions per content piece
- Scheduling & publishing across Instagram and Facebook
- Monthly performance report (reach, engagement, follower growth)

What's NOT Included

- Paid media / ad budget (Meta Ads)
- Photography or videography by Blue Waves Media (client to share raw materials for reels) •
- Story posting and community management / DM handling
- Influencer collaborations

10. INVESTMENT & PRICING

Description	Amount (INR)
5 Reels — Script, Brief, Edit & Caption	Included
4 Static Posts — Design, Copy & Caption	Included
3 Carousel Posts — Design, Copy & Caption	Included
Content Calendar, Scheduling & Monthly Report	Included

Base Agency Fee (Monthly Retainer)	₹15,000.00
GST @ 18%	₹2,700.00
TOTAL PAYABLE	₹17,700.00

Payment Terms: 100% advance payment required before project commencement.

GST Invoice will be provided. GSTIN: [Your GSTIN here]

11. TERMS & CONDITIONS

- All content rights transfer to Orea Farm upon full payment receipt.
- Client must provide brand assets (logo, product images/videos, brand guidelines) within 3 working days of project start.
- Revision requests beyond 2 rounds per piece may attract additional charges.
- This SOW is valid for 30 days from the date of issue.
- Blue Waves Media reserves the right to showcase this work in its portfolio unless instructed otherwise in writing.

12. ACCEPTANCE & SIGN-OFF

By signing below, both parties agree to the scope, deliverables, timeline, and pricing outlined in this document.

For Blue Waves Media	For Orea Farm
Signature: _____ Name: _____ Date: _____	Signature: _____ Name: _____ Date: _____

Blue Waves Media | bluewavesmedia.in | Kolkata, India