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PROPOSAL

Social Media Management & Paid Marketing Retainer

For a Healthcare & Pharmacy Brand

Prepared for: [Lopmudra / Davaday Pharma Private Limited]

Prepared by: Blue Waves Media

Date: 31 August 2026

Quotation Validity: 15 days from the date above

1. Executive Summary

Thank you for the opportunity to submit this proposal for ongoing social media management and paid marketing support for your healthcare/pharmacy brand. Healthcare content earns trust differently from a typical D2C category — the audience is often making a decision for a parent, a chronic condition, or their own peace of mind, not an impulse purchase. Our approach is built around that: education-led organic content that builds category authority, trust-building content that answers the doubts a first-time customer has before they order, and compliant paid campaigns that convert that trust into leads and repeat purchases.

This proposal covers platform scope, monthly content deliverables, our audience and content strategy (including a structured Awareness–Consideration–Conversion funnel with concrete content ideas), organic execution, paid marketing and Meta Ads compliance for the healthcare category, reporting and support commitments, pricing, and standard terms.

2. Platform Scope & Bundling

Facebook and Instagram are the core platform pair for this engagement — the majority of a pharmacy brand's discovery, trust-building, and lead-generation activity happens here, and every piece of content in Section 3 is scripted, shot, and edited for these two first.

LinkedIn and YouTube are included in the same retainer, at no separate fee — but rather than scripting a second, independent content stream for each, we repurpose what's already been created for Facebook and Instagram: reels are reformatted for YouTube Shorts, static creatives and carousels are reformatted for LinkedIn's feed, and captions are rewritten to suit each platform's tone (LinkedIn skewing more professional/B2B, YouTube leaning into the video itself). This keeps every platform active and on-brand without multiplying the production workload or the cost.

If you'd later like LinkedIn or YouTube to carry platform-specific content of their own — long-form pharmacist videos for YouTube, or B2B/partner-facing posts for LinkedIn — that would be scoped and quoted as an addition to this retainer.

Platform	Status	Pricing Structure
Facebook + Instagram	Core / Primary platform	Bundled together in the retainer below
LinkedIn	Included — repurposed content	Bundled — no separate fee
YouTube	Included — repurposed content	Bundled — no separate fee

3. Monthly Content Deliverables

Deliverable (created for FB + IG, repurposed to LinkedIn + YouTube)	Quantity	Frequency
Reels / Short-form Videos	8	2 / week
Static Creatives (feed posts)	8	2 / week
Stories	4	weekly
Carousel Posts	3	Weekly
Total content pieces / month	23 pieces	

Figures above are the core content produced each month. The same reels, creatives, stories, and carousels are then repurposed and re-shared across LinkedIn and YouTube so all four platforms stay active from this one production volume.

Also included every month

- Page/profile setup and optimization for any platform not already live (bio, category tags, contact/CTA buttons, highlight covers).
- Rolling content calendar planned 30 days in advance, shared for your approval before the month begins.
- Hashtag and keyword research refreshed monthly, mapped to each health category and campaign.
- Competitor platform analysis (2 competitors) to keep positioning sharp.

4. Audience & Content Strategy

Generic wellness posting doesn't earn trust in this category, it gets scrolled past. Our content is planned around specific health categories, each with its own audience, doubts, and language, and every piece is mapped to a stage of the funnel so organic and paid work toward the same goal instead of running in parallel.

4.1 Health Categories We Build Around

- Diabetes Care — chronic medication reminders, diet myths, glucose monitoring tips.
- Hypertension & Cardiac Health — silent-symptom awareness, refill adherence, lifestyle content.
- Thyroid & Hormonal Health — report literacy, myth-busting, medication timing.
- Senior / Elderly Care — caregiver-facing content, subscription refills, doorstep delivery reassurance.
- Women's Health & Wellness — screening reminders, prenatal/postnatal care, everyday wellness.

4.2 Content Funnel — Awareness, Consideration, Conversion

Each category above is built out across three funnel stages, so a follower who discovers you through an educational reel can be walked toward a trust-building interaction and, eventually, an order or subscription.

Awareness — Education

Goal: Reach new audiences and build category authority before they're actively looking to buy.

- Myth vs. Fact explainer reels per health category
- "Signs you shouldn't ignore" symptom-awareness carousels
- Quick wellness tips and seasonal health reminders

Platforms: Instagram Reels, Facebook feed, Stories

Consideration — Trust-Building

Goal: Answer the doubts a first-time healthcare customer has before they'll hand over an order.

- "Ask a Pharmacist" Q&A reels and comment takeovers
- Behind-the-scenes: how we verify and dispatch every order
- Customer/caregiver testimonials (with consent) on reliability and delivery
- Direct trust comparisons — real pharmacist support vs. chatbot-only service, and same-day dispatch vs. multi-day delays

Platforms: Instagram carousels, Stories polls/Q&A stickers

Conversion — Sales

Goal: Turn engaged, trusting followers and ad audiences into orders and repeat subscriptions.

- "Refill in 2 taps" reels for chronic-care subscriptions
- Lead-generation ad creatives for medicine subscriptions and senior-care plans
- Retargeting carousels for cart droppers / profile visitors
- Seasonal offers (festive health kits, family check-up bundles)

Platforms: Meta Lead Ads, retargeting creatives, WhatsApp CTA

4.3 Sample Content Ideas (Pre-Planned, Not Just a Strategy Deck)

A few concrete examples of what the calendar actually looks like — each tagged to its category and funnel stage:

Content Idea / Title	Category · Stage · Format
5 Silent Signs of High Blood Pressure You Shouldn't Ignore	Hypertension · Awareness · Reel
Thyroid Myths Busted: What Your Report Numbers Actually Mean	Thyroid · Awareness · Carousel
Meet Our Pharmacist: Your Diabetes Medicine Questions, Answered	Diabetes · Consideration · Reel
Never Miss Mom's BP Tablets Again — A Caregiver's Story	Senior Care · Consideration · Testimonial reel
How We Get Your Order to You the Same Day	Trust / Differentiation · Consideration · Carousel
Women's Health Checklist: Screenings to Book After 30	Women's Health · Awareness · Carousel
Subscribe & Save: Never Run Out of Monthly Medicines	Diabetes/Cardiac · Conversion · Reel

Content Idea / Title	Category · Stage · Format
Talk to a Real Pharmacist — Not a Chatbot	Trust / Differentiation · Conversion · Static creative
Diabetes Diet: 5 Do's and Don'ts for Festive Season	Diabetes · Awareness · Carousel
Senior Care Subscription: One Less Thing for You to Worry About	Senior Care · Conversion · Lead ad

A full 30 day calendar with the complete set of titles, captions, and shot references will be shared for approval before the first month of posting begins.

5. Organic Marketing — Execution

- Custom scripting and creative direction for every post no recycled templates. Each script is written for the specific idea, category, and funnel stage.
- Editing tailored to your brand's visual style, tone, and color palette once brand guidelines are shared.
- Done-for-you posting and scheduling across all included platforms — nothing goes live without your approval on the calendar.
- Day-to-day engagement: replying to comments and DMs, and flagging anything sensitive (e.g., a medical question in the comments) for your team to handle directly.
- A dedicated account manager as your single point of contact, backed by our execution team (scripting, design, editing).
- Regular strategy calls to review what's working, adjust the content mix, and plan the next cycle.

6. Paid Marketing — Meta Ads

- Facebook & Instagram ad campaign setup and ongoing management.
- Lead-generation campaigns with niche audience segmentation (e.g., caregivers of seniors, chronic-condition life stages, geography-based targeting for delivery zones).
- Ad creative and copy built per segment — the hook for a caregiver audience is not the same as the hook for a first-time diabetes-care customer.
- Daily campaign monitoring and A/B testing of creative, copy, and audiences.
- Monthly performance reporting with clear recommendations for the next cycle.

6.1 Healthcare Category Compliance on Meta

Healthcare and pharmacy fall under Meta's Special Ad Category / restricted health content rules. Our campaigns are built to stay within that: we target using broad health-interest and life-stage signals (wellness interests, caregiving behaviours, age brackets, geography) rather than inferred personal health conditions, and ad copy avoids direct medical claims, before/after framing, or language that implies knowledge of an individual's health status. This keeps campaigns compliant while still reaching the right audience through interest and context-based signals.

6.2 Ad Spend & Campaign Budgeting

Ad spend is separate from our management fee and is fully client-controlled, it is paid directly into your own Meta Ads Manager account, so you retain full visibility and control of the budget at all times.

As a brief on how we'll plan the budget and campaigns: we typically start with a modest daily budget split across 2–3 test campaigns (awareness/reach, lead generation, and retargeting), let each run for an initial testing window to gather performance data, then reallocate spend toward the best-performing audience segments and creatives. For a healthcare/pharmacy category, lead-generation and retargeting campaigns (aimed at people who've already engaged with your content or profile) typically deliver the most efficient cost-per-lead once the account has enough data so budget tends to shift toward those over time. We'll propose specific daily/monthly budget recommendations, campaign objectives, and expected lead-cost ranges once we've reviewed your target geography, category focus, and available creative this is covered under strategy planning in month one, at no extra cost.

7. Reporting & Support

Item	Commitment
Performance Reports	Monthly organic + paid insights report with recommendations
Strategy / Review Calls	Monthly virtual meeting, plus ad-hoc calls as needed
Support Channels	Call, Email, WhatsApp, and Virtual Meetings
Response Time Commitment	Within 1 hour during business hours
Account Access	Dedicated account manager + execution team access

8. Investment

The figure below is a single, all-inclusive monthly retainer covering organic social media management across Facebook, Instagram, LinkedIn, and YouTube (via the repurposing model described in Section 2), plus paid (Meta Ads) campaign management. It is not charged per platform.

Organic + Paid Retainer (Facebook, Instagram, LinkedIn, YouTube)	Amount
Agency Management Fee — excluding GST	₹30,000 / month
Agency Management Fee — including GST @ 18%	₹35,400 / month
Ad Spend (Meta Ads media budget)	Not included, client-funded and client-controlled, paid directly to Meta

9. Standard Terms

- Contract Duration: Minimum initial engagement of 3 months (organic reach and paid campaign data both need this runway to mature), renewing monthly thereafter.
- Payment Terms: Retainer invoiced monthly in advance; payable within 7 days of invoice.
- Quotation Validity: This proposal and its pricing are valid for 15 days from the date on the cover page.

These are our standard terms and can be discussed further based on your procurement requirements.

10. Next Steps

If this proposal aligns with what you're looking for, we'd suggest a short call to walk through the content strategy and answer any questions on the compliance approach for paid campaigns, followed by brand asset sharing and a kickoff to build out the first 30-day calendar. We look forward to the opportunity to work with your brand.