

BLUEWAVESMEDIA

Kolkata | bluewavesmedia.in

SCOPE OF WORK

Social Media Marketing & Meta Ads Management

Prepared For

Rose Dell Inn Resorts

Rose Dell Inn — Rishop • Rose Dell Inn — Lataguri

September 2026

Two Separate Quotations Enclosed — Rishop & Lataguri

Rose Dell Inn — Scope of Work | Blue Waves Media

1. Executive Summary

This document outlines the complete scope of work proposed by Blue Waves Media for the social media marketing and Meta Ads (Facebook & Instagram) management of both Rose Dell Inn properties Rose Dell Inn Rishop (Kalimpong hills, near Kanchenjunga) and Rose Dell Inn Lataguri (Dooars, near Gorumara). Because the two properties serve different traveller intents a Himalayan hill-view luxury stay versus a jungle-and-riverside Dooars getaway this proposal treats them as two distinct brands with two separate quotations, while sharing one strategic framework, one production and reporting process.

The scope covers three connected work-streams done by from client end

:Full Shoot Coverage

- Professional photography of rooms, suites and interiors
- Cinematic walkthrough and property videos
- **Drone shoot** showcasing the resort from an aerial perspective
- Lifestyle shots featuring guests enjoying the property
- Food & beverage photography and videos
- Pool, spa, recreation and other amenities
- Sunrise, sunset and property ambience shots

- Couple, family and group experience-based content
- Local attractions and destination-led content around the resort
- Short-form videos specifically designed for Instagram Reels and paid campaigns

2. Current Digital Presence — Audit & Findings

A review of the therosedellinn.com and the resort's live social channels shows a strong physical product (Himalayan views in Rishop, riverside/forest setting in Lataguri, in-house dining, MICE-ready spaces) that is currently under represented online. Current footprint:

Channel	Current Status (as observed)
Instagram — @rosedellinn	~595 followers, 117 posts — low, inconsistent posting; feed mixes both properties without clear identity per resort
Facebook — RoseDell Inn	~1,907 page likes; activity is irregular and content quality is inconsistent
YouTube — @RosedellInnHotels	Channel exists but is not actively used as a content/discovery asset
Website Gallery	Images are raw WhatsApp exports (unedited, uncompressed, generically named) rather than a curated, on-brand gallery

Key gaps identified (aligned with your brief):

- Content posted on the page is not reliable —
 - Posting is irregular with long inactive gaps, which weakens algorithmic reach and makes the page look unmaintained to a browsing guest.
- Amenities are not being highlighted —
 - Spa, conference/seminar facilities, pool parties and indoor games are mentioned on the website but are almost absent from the social feed, so the audience only associates the page with "rooms with a view" rather than a full-service resort.
- No proper footage of the resort exists —
 - There is no cinematic walkthrough, drone footage, or lifestyle video content that lets a prospective guest picture themselves at the property — this is the single biggest gap versus competing hill and Dooars resorts.
- Two properties, one identity —
 - Rishop (Himalayan hill-view) and Lataguri (Dooars jungle/riverside) are distinct travel experiences but are currently marketed with the same generic messaging, diluting both.
- No always-on paid presence —
 - Reach today is limited to existing followers; there is no structured Meta Ads funnel driving new enquiries or bookings.

3. Objectives Of This Engagement

- Build a reliable, always-on content engine for both resorts with a fixed monthly publishing calendar.
- Give Rishop and Lataguri their own distinct visual identity and messaging on social media.
- Turn amenities — spa, conference & seminar facilities, pool parties, bonfire, indoor games and dining — into core content pillars, not afterthoughts.
- Launch and manage Meta Ads (Facebook & Instagram) to convert visibility into direct enquiries, calls and bookings.

4. Content Production — Shoot & Raw Footage Requirement

As noted in your brief, none of the current content is usable as a foundation for proper storytelling. Before monthly content production begins, Blue Waves Media proposes a dedicated on-location shoot at each property to build a raw footage and photo library that can be repurposed across Reels, Static Posts and Carousels for months to come.

Proposed shoot coverage (per property):

Property Walkthrough — Drone (aerial establishing shots) + gimbal-stabilised ground walkthrough of the full property

Rooms & Suites — Detail shots of every room category — bed, bathroom, view, in-room amenities

Amenities — Spa/wellness area, conference & seminar hall (set up as if in use), pool & pool-party staging, indoor games (carom, table tennis, chess), bonfire/campfire area, gardens & viewpoints

Food & Beverage — Styled dining shots, live kitchen/chef moments, in-room dining setup

Guest Lifestyle — Staged lifestyle moments — couples, families, corporate groups — to make the footage relatable, not just architectural

Golden Hour & Night — Sunrise/sunset and evening ambience shots — bonfire, lit pathways, mountain/forest views at dusk

Testimonials — On-camera guest/staff soundbites where available, for trust-building reels

5. Monthly Social Media Content Package

The following package applies to EACH resort (Rishop and Lataguri each receive their own independent content calendar, shot, edited and captioned separately to preserve each property's distinct identity):

Format	Quantity / Month	Primary Goal
Reels	6	Reach, discovery & emotional connection
Static Posts	4	Brand aesthetic & information
Carousels	4	Engagement, saves & shares
Total Posts / Month / Property		14

5.1 Reels (6 / month) — content plan

#	Reel Theme	Purpose / Notes
1	Hero Property Walkthrough Reel	Cinematic drone-to-ground walkthrough of the property — first impression / save-worthy reel
2	Amenity Spotlight Reel (rotating)	Spa, conference/seminar hall, pool party, bonfire, indoor games — one amenity per week on rotation
3	Room & Suite Tour Reel	POV-style room reveal — bed, view, bathroom, amenities inside the room
4	Local Destination / Experience Reel	Nearby attractions, viewpoints, weather/season hooks to drive travel intent
5	Trending Audio / Guest Moment Reel	Trend-jacked reel using guest candid moments, staff, or food reveal for reach
6	Testimonial / Behind-the-Scenes Reel	Guest review soundbite or behind-the-scenes staff/hospitality story for trust

5.2 Static Posts (4 / month) — content plan

#	Static Post Theme	Purpose / Notes
1	Amenity Highlight Post	Single high-impact photo of spa / conference setup / pool with benefit-led caption
2	Room / Interior Aesthetic Post	Styled interior shot for brand aesthetic and feed consistency

3	Offer / Package Announcement	Seasonal package, corporate offsite offer, or festive promotion
4	Branded Quote / Travel Inspiration Post	Design-led quote or destination fact post to keep the grid engaging between promos

5.3 Carousels (4 / month) — content plan

#	Carousel Theme	Purpose / Notes
1	Things To Do Near the Resort	Multi-slide guide to nearby attractions — high save & share value
2	Full Amenities Showcase	Spa, conference/seminar, pool party, dining, indoor games, bonfire — one slide each
3	Room Types Comparison	Slide-by-slide comparison of room categories to assist booking decisions
4	Guest Review / Testimonial Carousel	Screenshots/quotes from reviews styled on-brand to build trust

6. Meta Ads Scope Of Work

Meta Ads (Facebook & Instagram) will run as a structured, full-funnel campaign for each property, using creative adapted from the monthly content package plus dedicated ad-only creative where needed.

6.1 Funnel Structure

Funnel Stage	Objective	Format Used
Awareness	Reach & video views to build destination recall	Reel-based video ads (property walkthrough, amenities)
Consideration	Traffic to website/booking engine, profile engagement	Carousel ads (amenities, room types), Instagram traffic ads
Conversion	Direct enquiries & bookings	Lead-form ads, WhatsApp click-to-chat ads, retargeting to website visitors

6.2 Targeting Approach

- Geo-targeting: Kolkata, Siliguri & North Bengal, Delhi NCR, Bengaluru, Mumbai, Pune — key outstation traveller markets for both hill and Dooars getaways.
- Interest & behaviour targeting: hill-station travel, weekend getaways, honeymoon/couple travel, family travel, wildlife/nature tourism (Lataguri, near Gorumara), and corporate offsite/MICE planners (for

conference & seminar bookings).

- Retargeting: website visitors, video viewers (25%/50%/75% watch), Instagram/Facebook engagers, and lookalike audiences built from the resort's guest/enquiry database once available.

6.3 What's Included In Ads Management

- Campaign & ad set structuring in Meta Ads Manager
- Ad creative adaptation (copy + format) from the monthly content package
- Audience research, targeting & retargeting set-up
- A/B testing of creative and audiences
- Daily monitoring & budget pacing
- Monthly ads performance report — reach, CTR, CPC, cost-per-lead, and lead/enquiry volume

Note: Ad spend (the amount Meta charges to run the ads) is separate from the agency management fee and is billed directly on the client's own Meta Ads account, so spend is fully transparent and controllable by Rose Dell Inn at all times.

7. SEO — Opportunity & Required Website Changes

Ranking for searches like "best hotel in Rishop" and "best hotel in Lataguri" is achievable, but it depends on changes to the website itself, not on social media activity alone. This is flagged here as an important, separate work-stream so expectations are set correctly.

8.1 Issues found on the current website

URL naming mismatch — The Lataguri property currently lives at the URL "/hotel-in-gangtok/" instead of a Lataguri/Dooars-specific URL — this actively works against ranking for "hotel in Lataguri" searches and should be corrected first.

No page-specific SEO titles/descriptions — Meta titles and descriptions should be rewritten per page around the target keywords ("Best Hotel in Rishop", "Best Hotel in Lataguri / Dooars") rather than being generic across the site.

Unoptimised images — Gallery images are large, uncompressed WhatsApp exports with generic filenames — this slows page load (a ranking factor) and gives search engines no descriptive alt text to index.

No structured data — Adding Hotel/LodgingBusiness schema markup helps Google understand and display amenities, pricing range and location directly in search results.

Thin content depth — "Places to Visit" and "How to Reach" pages already exist — a good start — but need to be expanded into keyword-rich, genuinely useful long-form pages rather than short placeholders.

Google Business Profile — Both properties should have separate, fully optimised Google Business Profiles (photos, amenities, Q&A, review management) — this is often the single biggest driver of "best hotel in [town]" visibility.

8. Reporting, Timeline & Process

- Content calendar shared and approved in advance every month before posting begins.
- Dedicated point of contact from Blue Waves Media for day-to-day coordination.
- Monthly performance report covering organic content (reach, engagement, follower growth) and Meta Ads (leads, CPC, CPL, spend).
- Monthly strategy review call to align on what's working and adjust the calendar.

9. Quotation — Rose Dell Inn Rishop

Scope: 6 Reels + 4 Static Posts + 4 Carousels per month, social media management, and Meta Ads management for Rose Dell Inn Rishop (Kalimpong hills).

Deliverable	Frequency	Investment (INR)
Social Media Marketing — 6 Reels + 4 Static Posts + 4 Carousels, scheduling, publishing & community management	Monthly	₹ 25,000
Meta Ads Management — setup, creative adaptation, targeting, monitoring & reporting (excl. ad spend)	Monthly	₹ 5,000
Recommended Minimum Meta Ad Spend (billed directly to client's Ad Account, not part of agency fee)	Monthly	By client
Monthly Performance Report & Strategy Review Call	Monthly	Included
Rose Dell Inn Rishop — Agency Fee Subtotal (excl. ad spend & GST)		₹ 30,000
GST @ 18%		₹ 5,400
Rose Dell Inn Rishop — Total Monthly Agency Fee (incl. GST)		₹ 35,400

10. Quotation — Rose Dell Inn Lataguri

Scope: 6 Reels + 4 Static Posts + 4 Carousels per month, social media management, and Meta Ads management for Rose Dell Inn Lataguri (Dooars).

Deliverable	Frequency	Investment (INR)
Social Media Marketing — 6 Reels + 4 Static Posts + 4 Carousels, scheduling, publishing & community management	Monthly	₹ 25,000
Meta Ads Management — setup, creative adaptation, targeting, monitoring & reporting (excl. ad spend)	Monthly	₹ 5,000
Recommended Minimum Meta Ad Spend (billed directly to client's Ad Account, not part of agency fee)	Monthly	By client

Monthly Performance Report & Strategy Review Call	Monthly	Included
Rose Dell Inn Lataguri — Agency Fee Subtotal (excl. ad spend & GST)		₹ 30,000
GST @ 18%		₹ 5,400
Rose Dell Inn Lataguri — Total Monthly Agency Fee (incl. GST)		₹ 35,400

Combined Summary (Both Properties)	Amount (INR)
Rose Dell Inn Rishop — Monthly Agency Fee (incl. GST)	₹ 35,400
Rose Dell Inn Lataguri — Monthly Agency Fee (incl. GST)	₹ 35,400
Total Monthly Agency Fee — Both Properties (incl. GST)	₹ 70,800

Note: This combined total excludes Meta Ad Spend for both properties, which are billed separately as noted above.

11. Commercial Terms & Exclusions

11.1 Payment Terms

- Billed monthly, in advance, for the retainer period.
- Meta Ad spend is billed directly by Meta to the client's own ad account and is not part of the agency retainer.
- This quotation is valid for 15 days from the date of this document.
- A minimum engagement period of 3–6 months is recommended to allow content and ads to build measurable momentum.

12. Client Responsibilities

- Raw footage/videos of the resort, including rooms, amenities, property, surroundings, activities and other relevant areas, to be provided by the client for content creation, wherever applicable.
- Brand assets (logo, brand colours, any existing guidelines) shared before content production begins.
- Admin access to Meta Business Suite / Ads Manager and the website (for SEO, if that scope is taken up separately).

- Timely approval of the monthly content calendar to keep the posting schedule on track.

13. Approval & Sign-Off

This Scope of Work is proposed for both Rose Dell Inn Rishop and Rose Dell Inn Lataguri as two independent, parallel engagements. Please confirm scope and pricing for each property to proceed with onboarding and shoot scheduling.

For Blue Waves Media	For Hotel Rosedell Inn Pvt Ltd
Name: _____ Signature: _____ Date: _____	Name: _____ Signature: _____ Date: _____

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