

BLUE WAVES MEDIA

Digital Marketing Agency

SCOPE OF WORK

Social Media Marketing & Meta Ads Management

Prepared for CSA Medical Centre

Client	CSA Medical Centre
Website	csamedicalcentre.com
Location	AG 22, Salt Lake, Kolkata 700091
Prepared by	Blue Waves Media
Date	9 September 2026

Confidential — Prepared exclusively for CSA Medical Centre

1. BACKGROUND

CSA Medical Centre is a diagnostic and healthcare service provider based in Salt Lake, Kolkata, offering pathology testing, imaging, cardiology, neurology, gastroenterology, full body health packages, doctor consultations, and home sample collection. With over 10 years in operation and 2,00,000+ patients served, the centre has an established reputation for accuracy and reliable turnaround on reports.

This document outlines the Scope of Work for Social Media Marketing and Meta Ads management, designed to build CSA Medical Centre's digital presence, drive awareness of its diagnostic and home collection services, and generate qualified leads (test bookings, package enquiries, and doctor consultation requests) through Facebook and Instagram.

2. OBJECTIVES

- Strengthen CSA Medical Centre's brand presence and credibility across Facebook and Instagram.
- Educate the local audience on diagnostic services, health packages, and the convenience of home sample collection.
- Drive qualified leads for test bookings, health check up packages, and doctor consultations through Meta Ads.
- Build patient trust through testimonials, doctor led content, and behind-the-scenes lab credibility content.
- Establish a consistent monthly content cadence that keeps the brand visible and top-of-mind in Salt Lake and greater Kolkata.

3. SCOPE OF WORK — SOCIAL MEDIA MARKETING

3.1 Platforms Covered

- Facebook Page management
- Instagram Page management

3.2 Monthly Content Deliverables

Format	Volume	Content Direction
Reels	6 / month	Short-form video (15–30 sec) — service explainers, doctor bytes, home-collection process, patient trust content, myth vs. fact, awareness-day content
Static Creatives	4 / month	Single-image posts — package highlights, service spotlights, informational health tips, testimonials, offers

Format	Volume	Content Direction
Carousels	4 / month	Multi-slide posts — step-by-step guides (e.g., "How Home Collection Works"), package comparisons, test panels explained, myth-busting series
Total Content Pieces	14 / month	Published across Facebook & Instagram

3.3 Content Pillars

All content is planned around the following themes to keep messaging relevant, credible, and lead-generation focused:

Content Pillar	What It Covers
Health Awareness & Education	Common symptoms, when to get tested, preventive care tips, myth-busting around lab tests
Services Spotlight	Pathology, Imaging, Cardiology, Neurology, Gastroenterology explained simply, one service at a time
Home Collection Convenience	How the home sample collection process works, safety & hygiene protocol, booking in 3 steps
Health Packages & Offers	Full body checkup packages, package comparisons, seasonal/festive offers
Trust & Credibility	Doctor introductions, lab technology, accreditation & hygiene standards, facility walkthroughs
Patient Testimonials	Real patient feedback, Google review highlights, before/after-style trust content
Engagement & Community	Health myth-busting polls/quizzes, awareness-day posts (World Heart Day, Diabetes Day, etc.), festive greetings

3.4 Process Included

- Monthly content calendar shared for approval before publishing
- Scripting, editing, and captioning for all reels
- Design of all static and carousel creatives on-brand with CSA Medical Centre's identity
- Hashtag research and caption copywriting (English/Bengali mix as applicable)
- Community management — responding to comments and DMs during business hours
- Monthly performance report covering reach, engagement, follower growth, and top-performing content

4. SCOPE OF WORK — META ADS (FACEBOOK & INSTAGRAM)

Meta Ads campaigns will run alongside the organic content plan to convert reach into bookings. Ad spend is funded directly by CSA Medical Centre to Meta and is not included in the agency's management fee below.

Parameter	Detail
Daily Ad Spend	₹300 – ₹500 / day (client-funded, billed directly by Meta)
Primary Objective	Lead Generation (Instant Forms) & Traffic to Booking Page
Secondary Objective	Brand Awareness & Engagement (for trust-building content)
Placements	Facebook & Instagram — Feed, Reels, Stories
Targeting Radius	Salt Lake, Bidhannagar & surrounding Kolkata localities (5–10 km radius, expandable)
Audience	Age 25–55, health-conscious individuals, families, working professionals; interest & lookalike targeting based on page engagement
Ad Formats Used	Video ads (Reels), single-image ads, carousel ads repurposed from monthly SMM content plus dedicated ad creatives where needed

4.1 Campaign Structure

- Campaign 1 — Lead Generation: Instant Form / Website-click campaigns for health packages, doctor consultation bookings, and home sample collection requests.
- Campaign 2 — Awareness & Engagement: Boosted reach for trust-building content (testimonials, doctor introductions, facility walkthroughs) to build top-of-funnel awareness.
- Retargeting: Website visitors and Instagram/Facebook engagers retargeted with offer-led creatives and package reminders.

4.2 What's Included in Ads Management

- Campaign setup, audience research, and targeting strategy
- Ad creative adaptation (from SMM content bank) plus platform-specific ad copywriting
- A/B testing of creatives and audiences to optimise cost-per-lead
- Daily budget pacing and bid monitoring
- Weekly optimisation based on performance data
- Lead sheet sharing (for Instant Form campaigns) on an agreed frequency
- Monthly Ads performance report — reach, clicks, cost-per-lead, cost-per-result, and recommendations

5. REPORTING & COMMUNICATION

- Monthly content calendar shared in advance for client approval
- Monthly performance report covering both organic (SMM) and paid (Meta Ads) metrics
- Dedicated point of contact at Blue Waves Media for day-to-day coordination
- Review call at the end of each month to discuss performance and plan the following month

6. COMMERCIALS

Scope	Amount
Social Media Marketing (6 Reels + 4 Statics + 4 Carousels) + Meta Ads Management	₹25,000
GST @ 18%	₹4,500
Total Payable to Blue Waves Media (Monthly)	₹29,500

Note: The above fee is the agency management retainer only. Meta Ads spend of ₹300–₹500/day is funded separately and directly by CSA Medical Centre to Meta and is not part of the ₹29,500 invoiced by Blue Waves Media.

Payment Terms

- 100% of the monthly retainer payable in advance at the start of each month
- Meta Ads budget to be loaded/funded by the client directly into the Meta Ads Manager account
- Scope is billed monthly and can be revised with mutual written consent

7. ASSUMPTIONS & TERMS

- Client to provide access to Facebook Page, Instagram account, and Meta Business/Ads Manager
- Client to support with in-clinic shoot access (staff, doctors shoot, facility, founder shoot) for reel production as needed
- Turnaround time for content approvals: 2 business days, to keep the monthly calendar on schedule
- This marketing engagement period of 3- 4 months for better results , renewable monthly thereafter

8. Standard Terms

- Contract Duration: Minimum initial engagement of 3- 4 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.

For Blue Waves Media

Authorised Signatory

For CSA Medical Centre

Authorised Signatory