

SCOPE OF WORK & SERVICE AGREEMENT

Social Media Marketing • Meta Ads • Google Business Profile (GMB)

Client / Brand	Rose Petals
Instagram	instagram.com/rosepetals015
Agency	Blue Waves Media, Kolkata
Agreement Date	11 September 2026
Services Engaged	Social Media Marketing, Meta Ads, Google Business Profile (GMB)
Billing Cycle	Monthly, in advance

1. Social Media Marketing — Scope of Work

Blue Waves Media will manage Rose Petals' social media presence (Instagram & Facebook) with a monthly content calendar designed to build brand awareness, engagement, and audience growth.

Monthly Deliverables

Content Format	Monthly Quantity	Purpose
Reels	6	Trend-led, brand & product storytelling videos to drive reach and engagement
Static Creatives	4	Product highlights, offers, and brand-message posts for the feed
Carousels	4	Multi-slide educational / storytelling posts to boost saves & shares

Process Includes

- Monthly content calendar shared in advance for approval
- Concept, scripting, shoot direction / creative design, and editing
- Caption writing, hashtag research, and strategic posting schedule
- Community management — responding to comments & DMs during business hours
- Monthly performance report covering reach, engagement, and follower growth
- Up to 2 rounds of revisions per creative asset

2. Content Concept & Strategy

The monthly content mix will be built around five core pillars, giving the calendar variety while staying consistent to brand voice.

Content Pillars

- Product / Offering Showcase — the product or service, styled and desirable
- Behind-the-Scenes — process, making-of, team, workspace
- Customer Stories — testimonials, real usage
- Educational / Value — tips, how-tos, myth-busting relevant to the category
- Trend & Engagement — trending audio/formats, polls, relatable content

Reels (6 / month)

- 2x Trend-led — trending audio with a brand twist, built for reach
- 2x Product / process in motion — transformation, reveal, satisfying visuals
- 1x Behind-the-scenes — day-in-the-life / process
- 1x Customer testimonial

Static Creatives (4 / month)

- 1x Hero product / offer post
- 1x Quote or brand-value post — aesthetic, shareable
- 1x Promotional / offer announcement
- 1x Festive / seasonal or trending-day tie-in

Carousels (4 / month)

- 1x "Things you didn't know" educational, built for saves
- 1x Before/after or transformation story
- 1x Customer FAQ / myth-busting
- 1x Behind-the-scenes process breakdown

Note: This concept will be tailored with brand-specific themes, offers, and messaging once finalised with the client, and reflected in the monthly content calendar.

3. Meta Ads — Scope of Work

End-to-end management of paid advertising campaigns across Facebook & Instagram to drive qualified traffic, engagement, and conversions for Rose Petals.

Scope Includes

- Campaign strategy aligned to business goals (awareness / engagement / traffic / leads / sales)
- Meta Ads Manager account & Pixel / Conversions API setup
- Audience research and creation of custom & lookalike audiences
- Ad creative adaptation (using content from the social media deliverables) and ad copywriting
- A/B testing of creatives, audiences, and placements

- Daily budget monitoring and bid optimization
- Fortnightly performance reporting with key metrics (reach, CTR, CPC, CPR/CPL as applicable)

Note: The Meta Ads advertising budget starts at ₹200/day and is funded directly by the client to Meta (billed separately by the platform). This is exclusive of the agency management fee below and can be scaled up any time based on performance and goals.

4. Google Business Profile (GMB) — Scope of Work

Setup, optimization, and ongoing management of Rose Petals' Google Business Profile to strengthen local visibility, credibility, and discovery on Google Search & Maps.

Scope Includes

- Profile claim / setup and complete optimization (categories, services, attributes, description)
- Business information, timings, and location accuracy management
- Regular GMB posts (offers, updates, products) to keep the profile active
- Photo & media uploads to improve visual engagement
- Review monitoring and response management
- Q&A section monitoring and management
- Local SEO best-practice implementation to improve local search ranking
- Monthly insights report — views, searches, calls, and direction requests

Note: The Google Ads advertising budget starts at ₹200/day and is funded directly by the client to Google (billed separately by the platform). This is exclusive of the agency management fee below and can be scaled up any time based on performance and goals.

5. Commercials

Service	Scope	Monthly Fee (₹)
Social Media Marketing	6 Reels + 4 Static Creatives + 4 Carousels	15,000
Meta Ads Management	Campaign setup, optimization & reporting	3,000
Google Business Profile (GMB) Management	Listing setup, optimization & monthly management	3,000
Subtotal		21,000
GST @ 18%		3,780
Total Payable per Month		₹ 24,780

The above agency fee covers management & execution only. Ad spends for Meta Ads and Google Ads are billed separately by the respective platforms and funded directly by the client, as noted in Sections 2 & 3.

6. Payment Terms

- 100% of the monthly agency fee is payable in advance at the start of each billing cycle.
- Ad budgets (Meta Ads & Google Ads) are to be funded directly by the client to the respective platform.
- Payment to be made via bank transfer / UPI to Blue Waves Media's official account; an invoice will be shared for every payment.
- Services for the following month will commence only after receipt of payment.

7. Terms & Conditions

- This agreement is on a monthly retainer basis and auto-renews each cycle unless terminated in writing by either party with 30 days' notice.
- Content requires client approval before publishing; timely feedback (within 48 hours) helps maintain the posting schedule.
- Raw materials (product images, videos, logos, brand guidelines) required for content creation are to be provided by the client wherever applicable.
- Blue Waves Media is not responsible for organic reach, ad performance fluctuations, or platform algorithm changes, which are outside the agency's direct control.
- Any additional deliverables beyond the scope listed above will be quoted and billed separately.
- All creative assets produced remain the intellectual property of Rose Petals upon full payment.

8. Acceptance

By signing below, both parties agree to the scope of work, deliverables, and commercial terms outlined in this document.

For Blue Waves Media

Authorized Signatory

Date: _____

For Rose Petals

Authorized Signatory

Date: _____