Blue Waves Media
INNOVATION RELIABILITY COMMUNICATION
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SCOPE OF WORK

Digital Marketing Services — Darwin International School

Client	Darwin International School (CBSE, Howrah)
Website	www.dishowrah.co.in
Address	Anandanagar, Nischinda (Bally), Howrah – 711227, West Bengal
Contact	8481075285 | disbally2017@gmail.com
Facebook	facebook.com/darwininternationalschool
Prepared By	Blue Waves Media, Kolkata (bluewavesmedia.in)
Date	22 September 2026

1. OBJECTIVE

Blue Waves Media will manage and execute digital marketing for Darwin International School across Social Media Marketing, Meta Ads, Search Engine Optimization (SEO), Google Ads, and Google My Business (GMB), with the objective of strengthening the school's digital presence, driving admission enquiries, and building parent trust ahead of the academic-year admission cycle.

2. SOCIAL MEDIA MARKETING

Monthly content across Facebook and Instagram, planned around the school's admissions calendar, academics, campus life, and events.

Monthly Deliverables

Content Format	Platform	Monthly Volume
Reels (short-form video)	Facebook + Instagram	4
Static Creatives	Facebook + Instagram	6
Carousel Posts	Facebook + Instagram	3

Content Pillars

- Admissions & enrollment drives — session openings, deadlines, admission criteria
- Academic excellence — CBSE curriculum, results, smart classrooms, labs
- Campus & infrastructure — library, laboratories, playground, auditorium, transport
- Student life & activities — sports, art & craft, yoga/karate, cultural programs
- Events & festivals — Jagadhatri Puja celebration, annual functions, competitions
- Trust & credibility — parent testimonials, faculty highlights, safety & hygiene standards

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Process

- Monthly content calendar shared in advance for approval
- Creative design, captioning, hashtag research, and scheduled publishing
- Basic page management — comment/message monitoring during business hours
- Monthly performance report (reach, engagement, follower growth)

3. META ADS

Paid campaigns on Facebook & Instagram to generate admission enquiries and build local awareness in the Bally/Howrah catchment area.

Ad Spend	₹800 – ₹1,200 per day (client-funded, billed directly by Meta)
Campaign Objective	Lead Generation (admission enquiry forms) + Local Awareness
Targeting	Geo-targeted around Bally, Howrah & surrounding catchment; parent demographics

- Campaign setup, audience research, and ad account management
- Ad creative and copy (aligned with organic content calendar)
- A/B testing of creatives and audiences
- Weekly optimisation based on cost-per-lead and enquiry quality
- Monthly ad performance report

4. SEARCH ENGINE OPTIMIZATION (SEO)

On-page and off-page SEO to improve organic visibility of www.dishowrah.co.in for admission-intent search queries.

- Keyword research — "CBSE school Howrah", "school in Bally", "school admission Howrah 2026", etc.
- On-page optimization — meta titles, descriptions, headers, image alt-text, internal linking
- Technical SEO health check — site speed, mobile-friendliness, indexing/crawl errors
- Content optimization for key pages (About, Admission, Academics, Infrastructure)
- Off-page SEO — local citations, education-directory listings, backlink building
- Monthly keyword ranking & organic traffic report

5. GOOGLE ADS

Search campaigns targeting parents actively searching for school admissions in the Howrah/Bally region.

- Campaign structure across Search + Display (as applicable)
- Keyword planning and negative-keyword management
- Ad copywriting and extensions (sitelinks, callouts, call extension)
- Landing-page/enquiry-form alignment recommendations
- Ongoing bid and budget optimization
- Google Ads spend to be funded directly by the client to Google (billed separately, not part of agency fee)

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6. GOOGLE MY BUSINESS (GMB)

Optimization and ongoing management of the school's Google Business Profile to strengthen local search and Maps visibility.

- Full profile setup/audit — category, services, school timings, contact details, address correction
- Regular GMB posts — admission updates, events, notices
- Photo & video uploads (campus, activities, events)
- Review generation strategy and response management
- Q&A section monitoring
- Monthly insights report — views, searches, calls, direction requests

7. COMMERCIALS

Particulars	Amount
Agency Fee — Social Media Marketing, Meta Ads Management, SEO, Google Ads Management & GMB (monthly retainer)	₹40,000
GST @ 18%	₹7,200
Total Monthly Agency Charge	**₹47,200**

Meta Ads spend (₹800–₹1,200/day) and Google Ads spend are client-funded and billed directly by Meta/Google — these are separate from, and not included in, the agency fee above.

8. TERMS

- Engagement is billed monthly, payable in advance for each service month.
- Content requires client approval prior to publishing; a 2-business-day turnaround is assumed for approvals.
- Client to provide school branding assets, event photos/videos, and administrative access (Meta Business, Google Ads, GMB, Google Search Console) as needed.
- Scope can be revised for subsequent months by mutual written agreement.
- This Scope of Work is valid for 15 days from the date above, pending client confirmation.

For Blue Waves Media
Authorized Signatory

For Darwin International School
Authorized Signatory