Blue Waves Media
INNOVATION RELIABILITY COMMUNICATION
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# SCOPE OF WORK

## Social Media Marketing & Meta Ads — R K Bedcover

| | |
|---|---|
| **Client** | R K Bedcover |
| **Business** | Home textiles — bed sheets, bed covers, towels, blankets & related products |
| **Location** | Kolkata, West Bengal |
| **Facebook** | facebook.com/RK BED COVER |
| **Prepared By** | Blue Waves Media, Kolkata (bluewavesmedia.in) |
| **Date** | 10 October 2026 |

## 1. OBJECTIVE

Blue Waves Media will manage the social media presence and paid advertising of R K Bedcover with the objective of building brand visibility in the home-textile category, showcasing the product range consistently, and generating a steady flow of retail and bulk/wholesale enquiries through Facebook and Instagram.

## 2. SOCIAL MEDIA MARKETING

High-frequency short-form video content to keep the brand visible every day and maximise organic reach on Facebook and Instagram.

### Monthly Deliverables

| Content Format | Platform | Monthly Volume |
|---|---|---|
| Reels (short-form video) | Facebook + Instagram | **30 (approx. 1 per day)** |

### Content Pillars

1. Product showcase — bed sheets, bed covers, towels, blankets, carpets; sizes, prints and colour ranges
2. Fabric & quality — close-ups of material, stitching, softness, wash and durability
3. Bedroom styling — before/after bed makeovers and matching sets
4. Wholesale & bulk — bulk-order highlights, pricing hooks, how to order, dispatch and delivery
5. Festive & wedding season — dulhan and honeymoon sets, gifting ideas, festival offers
6. Behind the scenes & trust — packing, dispatch, shop/warehouse, customer feedback

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### What's Included

7. Monthly content calendar with reel concepts, shared in advance for approval
8. Scriptwriting, editing, music, text overlays, captions and hashtag research for all 30 reels
9. Scheduled publishing on Facebook and Instagram
10. Basic page management — comment and message monitoring during business hours
11. Monthly performance report (reach, views, engagement, follower growth)

### Production Note

Reels will be built from product footage supplied by the client or captured on scheduled shoot days.

## 3. META ADS

Paid campaigns on Facebook and Instagram to bring qualified retail and wholesale buyers to the brand.

| | |
|---|---|
| **Management Fee** | ₹7,000 + 18% GST per month (agency fee) |
| **Ad Spend** | Set by the client and paid directly to Meta; not part of the agency fee |
| **Campaign Objectives** | Lead generation / WhatsApp & message enquiries + reach and brand awareness |
| **Targeting** | Kolkata and West Bengal home-textile buyers, resellers and retail customers; extendable to other regions on request |

12. Ad account setup, pixel and audience configuration
13. Campaign structure, audience research and budget allocation
14. Ad creative and copy built from the best-performing organic reels
15. A/B testing of creatives, audiences and placements
16. Weekly optimisation based on cost per enquiry and lead quality
17. Monthly ad performance report

## 4. COMMERCIALS

| Particulars | Amount (monthly) |
|---|---|
| Social Media Marketing — 30 reels per month, content planning, publishing & reporting | ₹25,000 |
| Meta Ads — campaign management fee (ad spend excluded) | ₹7,000 |
| **Subtotal (agency fees)** | **₹32,000** |
| GST @ 18% | ₹5,760 |
| **Total Monthly Agency Charge** | **₹37,760** |

*Meta Ads spend is funded directly by the client to Meta and is separate from, and not included in, the agency fees above.*

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## 5. TERMS

18. Engagement is billed monthly, payable in advance for each service month.
19. Content is published after client approval; a 2-business-day approval turnaround is assumed.
20. Client to provide product access or footage, brand assets, and admin access to the Facebook page, Instagram account and Meta Business account.
21. Additional formats (statics, carousels, stories) and any change in scope or fees require mutual written agreement.
22. This Scope of Work is valid for 15 days from the date above, pending client confirmation.

For Blue Waves Media
*Authorized Signatory*

For R K Bedcover
*Authorized Signatory*