Blue Waves Media
INNOVATION RELIABILITY COMMUNICATION
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SCOPE OF WORK

Social Media Marketing & GC Dey — GC Dey Jewellers

Blue Waves Media will manage GC Dey Jewellers' Google Business Profile and social media for 3 months, delivering 6 reels, 2 creatives and 2 carousels every month for ₹15,000 per month.

1. Overview

This document sets out the services Blue Waves Media ("Agency") will provide to GC Dey Jewellers ("Client") and the terms on which they are provided.

Item	Detail
Agency	Blue Waves Media, Kolkata (bluewavesmedia.in)
Client	GC Dey Jewellers, Southern Market, 184, Shyama Prasad Mukherjee Rd, Lake Range, Kalighat, Kolkata, West Bengal 700026
Services	Social media content management + Google Business Profile (GMB) management
Term	3 months, from [start date 23 October] to [end date 23 Jan]
Objective	Build local visibility, steady brand presence and walk-in/enquiry growth for the showroom

2. Social Media Scope of Work

The Agency will deliver the following content every month (10 pieces) on the Client's Instagram and Facebook pages.

Deliverable	Qty / month	Details
Reels	6	Short-form videos (15–40 sec) with concept, script/hook, editing, music, captions and hashtags. Themes: new collections, festive and bridal jewellery, gold/silver offers, behind-the-scenes, customer moments, jewellery care tips.
Static creatives	2	Single-image designed posts: offers, festival greetings, new arrivals, price-day/rate updates, announcements.
Carousels	2	Multi-slide designed posts (up to 8 slides): collection showcases, buying guides, styling ideas, FAQs.
Total	**10**	6 reels + 2 creatives + 2 carousels

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Each month also includes:

- A monthly content calendar shared for approval before posting
- Captions, hashtags and call-to-action for every post
- Scheduling and posting on Instagram and Facebook
- Basic comment and DM reply guidance (Client or Client's staff responds to price/stock queries)
- A short monthly performance report: reach, engagement, follower growth and top-performing posts

Content production note: Reels are produced from footage shot at the Client's showroom or supplied by the Client. Jewellery pieces for shoots are provided by the Client at its own risk and insurance.

3. Google Business Profile (GMB) Management

The Agency will set up (or take over) and actively manage the Client's Google Business Profile so the showroom ranks and converts better in local search and Google Maps.

Area	What the Agency does
Profile optimisation	Business name, categories, services/products, description, working hours, contact details, WhatsApp/website links, attributes
Photos & videos	Upload and organise showroom, collection and team photos/short videos.
Google Posts	4 posts per month (offers, new collections, festive updates, events) with images and call-to-action buttons
Products/Services	Listing of key jewellery categories (gold, diamond, silver, bridal, etc.) with descriptions
Reviews	Review-request link/QR guidance; draft replies to all reviews for Client approval and posting
Q&A	Monitoring and answering questions on the profile
Insights	Monthly report: searches, views, calls, direction requests and website clicks
Issue handling	Duplicate listing, suggested-edit or verification issues raised with Google (outcome depends on Google)

Verification: If the profile is not yet verified, the Client will complete the Google verification (postcard, call or video) promptly, as the Agency cannot do this on the Client's behalf.

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4. Monthly Workflow & Timelines

Timing	Activity	Owner
Before the month starts (by the 25th)	Content calendar, themes and offer details shared	Agency
Within 1 working days	Client approves or gives changes on the calendar	Client
Weeks 1–4	Designs and edits shared in batches for approval (typical turnaround: 2–3 working days per batch)	Agency
Within 24–48 hours of receiving	Client approves or requests revisions	Client
Throughout the month	Posting on Instagram/Facebook, GMB posts and uploads	Agency
First week of next month	Performance report (social + GMB)	Agency

Revisions: Two rounds of revisions per creative are included. Further rounds, or a complete change of concept after approval, may be charged separately or carried to the next month.

Approvals: If the Client does not respond within 48 hours of a content request, the Agency may post the approved calendar items as planned. Missed approvals may result in fewer posts, and the monthly quota does not carry forward unless agreed in writing.

5. Client Responsibilities & Exclusions

The Client will:

- Provide logo, brand assets, access to social media pages and Google Business Profile (manager access)
- Share product details,videos & photos, offers, rates, collection information and festival/sale plans on time
- Respond to approvals within 48 hours
- Handle all customer enquiries, price/stock queries, calls and walk-ins
- Ensure any jewellery, images, music or claims supplied are owned by or cleared for use by the Client

Not included (available on request at extra cost):

- Paid advertising (Meta Ads / Google Ads) and the ad budget itself
- Professional model hire, outdoor/studio shoots with external crew, and travel
- Influencer or celebrity collaborations
- Website design, SEO, WhatsApp marketing or email campaigns
- Additional posts, reels, stories or festive campaigns beyond the monthly quota
- Paid reviews or fake engagement of any kind (not offered by the Agency)

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Results disclaimer: The Agency will work to grow reach, engagement and local visibility but cannot guarantee specific follower counts, sales, rankings or leads, as these depend on platform algorithms, market conditions and the Client's own follow-up.

6. Commercials

Item	Per month (₹)
Agency fee: social media + GMB management	15,000
Total payable	**15,000**

Please note that we recommend an ad budget of ₹5,000 for Google My Business (GMB) promotion which will be paid by the client directly.

Payment terms

- The monthly fee is payable in advance, in one instalment, on or before the first day of each service month.
- Work for a month begins once that month's payment is received.
- Payment may be made by bank transfer or UPI; GST invoice issued by the Agency each month.
- Late payments of more than 7 days may pause posting until cleared.

Third-party costs: Stock music/asset licences, props, printing, outdoor shoot costs and any ad spend are not part of the agency fee and are paid by the Client directly or reimbursed at actuals with prior approval.

7. Agreement Terms

1. **Term.** This agreement runs for 3 months from 23 October 2026. It may be renewed by mutual written agreement (email or WhatsApp confirmation is sufficient), with fees reviewed at renewal.
2. **Termination.** Either party may terminate with 30 days' written notice. Fees already paid for the current month are non-refundable, and the Agency will be paid for work completed up to the termination date. Either party may terminate immediately for a material breach not remedied within 7 days of written notice.
3. **Content ownership.** On receipt of full payment, the Client owns the final approved creatives and videos produced for it. The Agency may retain working files and may showcase the work in its portfolio and case studies unless the Client objects in writing. Third-party assets (music, fonts, stock) remain subject to their own licences.
4. **Client materials.** The Client confirms it has the right to use all products, images, logos and claims it supplies, and is responsible for the accuracy of rates, hallmarking, purity and offer details published on its behalf. The Client will indemnify the Agency against third-party claims arising from materials it supplied.
5. **Account access.** Access to social and Google accounts remains the Client's property. The Agency will use access only for the services and will return or remove it on termination.

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6. **Confidentiality.** Each party will keep the other's non-public business information, pricing and credentials confidential during the term and for 12 months afterwards.
7. **Limitation of liability.** The Agency is not liable for platform outages, policy changes, account suspensions, algorithm changes or any indirect or consequential loss. The Agency's total liability is limited to fees paid for the month in which the claim arises.
8. **Force majeure.** Neither party is liable for delay caused by events outside its reasonable control, including internet or platform failures, natural events or government action.
9. **Non-solicitation.** Neither party will directly hire the other's staff or freelancers who worked on this engagement during the term and for 6 months afterwards.
10. **Governing law.** This agreement is governed by Indian law. Disputes will first be resolved by discussion, and failing that, will be subject to the courts at Kolkata, West Bengal.
11. **Entire agreement.** This document is the complete agreement between the parties. Changes must be agreed in writing by both parties.

8. Acceptance & Signatures

By signing below, both parties agree to the scope, fees and terms above.

For Blue Waves Media	For GC Dey Jewellers
Authorized Signatory	*Authorized Signatory*