+91-9830048870
sales@bluewavesmedia.in
Mahendra Tower, 43A Tollygunge Circular Road
3rd Floor, Suit No 3B , Kolkata - 700053

BLUE WAVES MEDIA | *Digital Marketing Agency*

SCOPE OF WORK & SERVICE AGREEMENT

Social Media Marketing & Meta Ads Management

R K Bed Covers & Son's

1. Overview

Blue Waves Media will manage social media marketing and Meta Ads for **R K Bed Covers & Son's** for a monthly fee of ₹27,000 + 18% GST, delivering 23 content pieces and ongoing ad management each month.

Objectives

1. Build a consistent, recognisable brand presence for R K Bed Covers & Son's on Instagram and Facebook.
2. Showcase the product range, fabrics, designs and festive/seasonal collections through reels, statics and carousels.
3. Generate enquiries, WhatsApp leads and store/online visits through targeted Meta Ads.
4. Grow reach, followers and engagement month on month.

2. Social Media Marketing – Monthly Deliverables

Each month includes 23 content pieces, published on Instagram and Facebook long videos can be published on youtube.

Deliverable	Qty / month	What is included
Reels	15	Concept and script, shot planning, editing, trending audio, captions, hashtags and cover design
Static creatives	5	Designed post for product highlights, offers or festive greetings, with caption and hashtags
Carousels	3	Multi-slide posts for collections, design comparisons, fabric/care tips or customer stories, with caption and hashtags

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Deliverable	Qty / month	What is included
Total	**23**	

Also included each month

- Monthly content calendar, shared for approval before publishing
- Scheduling and posting on Instagram and Facebook, youtube
- Profile optimisation: bio, highlights covers and link set-up
- Hashtag research and caption writing in English/Hinglish/Bengali as suited to the audience
- Community management: replies to comments and basic DM monitoring during working hours

3. Content Approach & Workflow

Content is planned around a few repeating themes so the page feels organised and easy to follow.

- **Product showcase:** bed covers, bedsheets and related range, close-ups of fabric, print and finish
- **Collections & new arrivals:** seasonal, wedding and festive ranges
- **Education & trust:** fabric care, size guides, how to choose the right bed cover
- **Offers & festive campaigns:** Diwali, wedding season, clearance and combo offers
- **Social proof:** customer feedback, store/behind-the-scenes and packing clips

Workflow

1. Monthly content calendar shared for approval.
2. Raw footage and product photos collected (client-supplied, or through a paid shoot – see the last page).
3. Reels, statics and carousels created and shared for approval.
4. Approved content scheduled and published.
5. Monthly performance summary shared.

4. Meta Ads Management

Meta Ads management is billed at ₹7,000 per month. The ad budget itself is paid by the client directly to Meta and is not part of the agency fee.

- Ad account and Business Manager review, Meta Pixel and tracking set-up
- Campaign strategy: objective selection (enquiries / messages / traffic / awareness) based on the month's goals
- Audience targeting: location, age, interests, lookalike and retargeting audiences
- Ad creative and copy: use of the month's reels, statics and carousels as ads, with A/B testing of creatives and copy
- Campaign set-up, launch and daily monitoring
- Weekly optimisation: budget shifts, pausing weak ads, scaling winners
- Monthly report covering spend, reach, clicks, enquiries/leads and cost per result

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5. Reporting & Communication

- Monthly performance report: reach, impressions, engagement, follower growth and top-performing content
- Monthly Meta Ads report with spend and results
- Dedicated point of contact for approvals and queries, with a monthly review call

6. Commercials

The monthly investment is ₹31,860 including GST.

Service	Monthly fee (₹)
Social Media Marketing (15 reels + 5 statics + 3 carousels)	20,000
Meta Ads Management	7,000
Subtotal	**27,000**

- Meta ad spend is separate and paid by the client directly to Meta.
- Shoots, models and any extra content beyond this scope are charged separately as per the last page.

7. Client Responsibilities & Terms

- Provide product access, raw footage/photos (or book a shoot), pricing, offers and brand details on time.
- Share feedback on calendars and creatives within 48 hours so posting stays on schedule.
- Give the agency admin access to the Instagram, Facebook page and Meta ad account.
- Fund the Meta ad budget directly with Meta.
- Agency fees are payable monthly in advance.
- Content beyond the monthly quantities, and reshoots or major revisions after approval, are quoted separately.

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8. Shoot & Model Services

Starting prices per day (optional, charged separately from the monthly fee)

Service	Duration	Starting price (₹)
Video Shoot	**5 hours per day**	**7,500**
Model Shoot	**5 hours per day, 10–15 products**	**6,000**

Prices start from the amounts above and are charged per shoot day. GST extra as applicable. Final quote depends on location, number of products and requirements.

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9. Term

- This Agreement runs for **4 (four) months** from the Commencement Date of 26 / 10 / 2026, ending on 26/ 04/ 2027.
- Work begins once the first month's fee is received and the Client has given the access and material listed in Clause 8.
- Four months gives enough time to build a content library, test audiences and let ad learning and results compound. Renewal beyond the term will be discussed in the final month and needs written confirmation from both parties.

10. Confidentiality

Both parties will keep the other's business information, account access and pricing confidential, and will not share it with third parties except where needed to deliver the work or where required by law. This continues for 12 months after the Agreement ends.

11. Termination

- Either party may end this Agreement before the term is over by giving **30 days' written notice**.
- Fees for the month in progress are non-refundable. Work completed up to the end date will be delivered.
- Either party may end the Agreement immediately if the other seriously breaches it and does not fix the problem within 7 days of written notice.
- On ending, the Agency will return all account access and hand over the content library.

12. No Guarantee & Liability

- Social media and advertising results depend on many factors outside the Agency's control, including the product, pricing, competition, platform changes and the Client's follow-up. The Agency will use its best professional efforts but does not guarantee specific sales, followers or lead numbers.
- The Agency is not liable for Meta account restrictions or ad disapprovals that arise from platform policy changes, or from content, claims or material supplied by the Client.
- The Agency's total liability under this Agreement is limited to the fees paid for the month in which the issue arose.

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13. Governing Law

This Agreement is governed by the laws of India. Any dispute will first be discussed in good faith, and if unresolved will fall under the jurisdiction of the courts in Kolkata, West Bengal.

For Blue Waves Media

Authorised Signatory

Date: _____

For R K Bed Covers & Son's

Authorised Signatory

Date: _____