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BLUE WAVES MEDIA | *Digital Marketing Agency*

SCOPE OF WORK & SERVICE AGREEMENT

Social Media Marketing

Mahalaxmi Bed Cover

Blue Waves Media will manage Mahalaxmi Bed Cover on Facebook, Instagram and YouTube for ₹15,000, delivering 8 reels, 4 carousels, 7 stories and one long-form video each month, built on a page-growth strategy.

1. Monthly Deliverables

Each month Blue Waves Media will plan, edit, caption and publish the following across Facebook, Instagram and YouTube.

Format	Published on
Designed or video stories with polls, quizzes, links and stickers	Instagram + Facebook
3–6 min YouTube video (factory/shop tour, buying guide or care guide)	YouTube; clip cut-downs reused in reels
Profile setup, bio, highlights, hashtags, comment and DM replies	All 2 platforms
Reach, followers, engagement and top content, plus next-month plan	Shared as PDF

Blue Waves Media does not conduct shoots. All raw video footage and photos are supplied by the client (see section 7), and Blue Waves Media handles editing, design, copy and scheduling.

2. Platform Roles

Each platform does a different job, so content is adapted rather than copy-pasted.

Platform	Role for Mahalaxmi Bed Cover	Main content	Primary goal
Instagram	Brand showcase and discovery	Reels, carousels, stories, highlights	Followers, saves, DMs

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Platform	Role for Mahalaxmi Bed Cover	Main content	Primary goal
Facebook	Local reach and trust, strong with family buyers and resellers	Reels, carousels, offers, customer proof	Enquiries, WhatsApp clicks, shares
YouTube	Search-driven authority and long-term traffic	1 long video, Shorts from reels	Subscribers, watch time, product searches

Every post carries the same call to action: WhatsApp or call for catalogue, price and bulk enquiries.

3. Page-Building Strategy

The page will be positioned as the trusted, good-looking and fairly priced home-textile brand, where the buyer can see the fabric, feel the quality and message to order.

Positioning

- **Promise:** Premium-look bed covers at honest prices, with designs that change the whole bedroom.
- **Tone:** Warm, family-friendly, simple Hinglish/Bengali-English mix, never salesy.
- **Look:** Clean, bright room shots; consistent colour grade; one logo placement; one font pair across all creatives.

Target audience

Segment	What they want	Where we reach them
Homemakers (25–45)	Fresh room look, easy-wash fabric, value	Instagram reels, Facebook
Newly married couples and wedding shoppers	Gifting, bridal bedroom sets, trousseau	Instagram carousels, stories
Resellers, boutiques and bulk buyers	Wholesale rates, MOQ, variety	Facebook, YouTube, WhatsApp
Festive and seasonal buyers	Diwali, wedding season, winter bedding	All platforms, timed campaigns

Content pillars

- **Product showcase:** fabric close-ups, patterns, sizes, set contents.
- **Room transformation:** before/after bedroom makeovers and styling ideas.
- **Education and trust:** fabric guide, how to choose size, washing and care, cotton vs polyester.
- **Behind the scenes:** cutting, stitching, packing, shop and factory life.
- **Social proof:** customer photos, reviews, delivery videos, repeat buyers.
- **Offers and occasions:** festive deals, combo sets, new arrivals, limited stock.

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Profile setup (Week 1)

- Optimise Instagram, Facebook and YouTube names, bios, profile photo and cover so all three match.
- Business category, contact button, WhatsApp link, location and catalogue link added.
- 6 story highlights with cover designs: New Arrivals, Collections, Reviews, How to Choose, Care Tips, Order Now.
- Keyword-rich bio and YouTube channel description (bed cover, bedsheet, dohar, quilt, double bed, Kolkata).
- Pin the best three posts; set up a hashtag bank of 30 relevant tags in three groups (brand, product, local).

4. 90-Day Growth Roadmap

Growth is built in three phases: look credible first, then get found, then convert.

Phase	Focus	Key actions	Done when
Month 1: Set up and establish	Brand look, trust, consistent posting	Profile makeover, highlights, first 8 reels, 4 carousels, 7 stories, first YouTube video, competitor and hashtag research	All three profiles complete; 12+ posts live; posting rhythm fixed
Month 2: Reach and engage	Get discovered	Double down on best-performing reel formats, collaborations with home-decor and local creators, giveaway or contest, customer-review series, story polls	Reach and follower growth ahead of Month 1; repeat viewers building
Month 3: Convert and scale	Turn followers into enquiries	Offer-led content, WhatsApp enquiry push, reseller/bulk-order content, festive or seasonal campaign, optional paid boost on top reels	Steady weekly DMs and WhatsApp enquiries; winning content formats identified

5. Month-1 Content Plan ideas

A ready-to-start plan for the first month; ideas are refined once raw footage and the product range are shared.

8 Reels

#	Reel idea	Pillar	Hook (first 2 sec)
1	Bedroom makeover: plain bed to styled bed in 15 sec	Room transformation	"Same room, one bed cover, new look"
2	Fabric touch and quality test (stretch, colour, stitching close-ups)	Product showcase	"Is this really cotton?"

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#	Reel idea	Pillar	Hook (first 2 sec)
3	Top 5 best-selling designs this month	Product showcase	"Everyone is ordering these 5"
4	How to pick the right bed cover size (single, double, king)	Education	"Wrong size? Don't buy yet"
5	Behind the scenes: cutting, stitching and packing an order	Behind the scenes	"Watch how your bed cover is made"
6	Wash test: before and after 5 washes	Education / trust	"Does the colour fade?"
7	Customer unboxing or delivery reaction	Social proof	"Her reaction says it all"
8	Wedding and gifting bed cover sets walkthrough	Offers / occasions	"Gift idea that is never wasted"

4 Carousels

1. **How to choose a bed cover:** size, fabric, thickness, season (education).
2. **Cotton vs polyester vs blended:** comparison table slide, with the pick for each use (education).
3. **New collection catalogue:** 6–8 designs with sizes and set contents (product).
4. **Bedroom styling in 5 steps:** colour matching with walls and curtains (room transformation).

7 Stories (Week-wise)

Story	Content	Sticker
1	Welcome and new-look page intro	Link sticker to WhatsApp
2	"Which design would you pick?" two-option choice	Poll
3	Fabric close-up with price range	Question box
4	Today's packing and dispatch	Countdown or music
5	Customer review screenshot	Reaction slider
6	Care tip: washing in 3 steps	Quiz
7	New arrivals teaser and enquiry call to action	Link sticker

1 Long-form YouTube Video

Shop and factory tour with buying guide (4–6 min): who we are, how bed covers are made, fabric range, size guide, how to order. Cut-downs from this video feed 2–3 of the reels above. Raw video will given by client

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6. Posting Cadence and KPIs

The month's 12 feed posts and 7 stories are spread so that every week has a reel, and a carousel or story every few days.

Week	Reels	Carousels	Stories	YouTube
1	2	1	2	Profile setup
2	2	1	2	Long video edit
3	2	1	2	Long video live + Shorts
4	2	1	1	Month review and next plan

Targets below are realistic planning benchmarks for a new or small home-textile page, not guarantees; actual results depend on footage quality, product range, pricing and any ad spend.

7. Client Responsibilities and Approvals

- Share access to the Instagram, Facebook and YouTube accounts (admin or partner access) within 2 days of starting.
- Shoot and provide product photos and raw video footage each month; Blue Waves Media does not conduct shoots, but will share a shot list so the client's own shoot covers all planned content. Fresh footage is needed by the 5th of each month; if it arrives late, the monthly deliverables may be delayed or reduced accordingly.
- Share product range, prices, sizes, offers and the WhatsApp or calling number for enquiries.
- Approve the monthly content calendar by the 5th; approve each creative within 48 hours or it is published as per the calendar.
- Reply to enquiries and orders from social media within the same day; Blue Waves Media handles comment and DM replies for general queries only.
- Up to 2 rounds of revisions per creative are included.

8. Commercials and Terms

Item	Amount (per month)
Social Media Marketing: Facebook, Instagram, YouTube (8 reels, 4 carousels, 7 stories, 1 long-form video)	₹15,000
GST @ 18%	₹2,700
Total payable	**₹17,700**

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Payment: One instalment in advance, before the start of each month's work.

Not included: Paid advertising (Meta or Google Ads) and ad spend; this can be added as a separate service with the budget funded directly by the client. Photography or video shoots of any kind (all raw footage is client-supplied), influencer fees, and stock footage or music licences beyond standard platform libraries are also excluded.

Term: Minimum 3 months, so that the roadmap above can show results. Either party may end the engagement with 15 days' written notice after that.

Content ownership: Final creatives belong to the client once the month's invoice is paid; Blue Waves Media may showcase the work in its portfolio.

Results: Growth targets are planning benchmarks, not guaranteed outcomes.

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.

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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.

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 Mahalaxmi Bed Cover

Authorised Signatory

Date: _____