Blue Waves Media
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Scope of Work - Ava Britten: Social Media Marketing, Meta Ads & SEO

Oct 28, 2026 · @ssaha

Blue Waves Media will run social media marketing, Meta Ads and SEO for Ava Britten (avabritten.co.in) for an agency fee of ₹30,000 + 18% GST per month (₹35,400 in total), with ad spend funded separately by the client.

1. Brand snapshot

Ava Britten (Avabritten) is a premium, science-backed skincare brand built around Indian skin, tropical climate and urban living. The store runs on Shopify and the brand is already listed on Amazon, Myntra, Flipkart, JioMart, Meesho and Blinkit.

Area	What we found on the website
Positioning	"Mastering the Art of Indian Skin": science-backed formulations for Indian skin biology
Hero products	Anti-Ageing Cream (Environmental Shield Moisturizer) ₹898, Anti-Wrinkle Cream ₹1,132, Day Cream (Brightening) ₹799, De-Tan Brightening Face Pack ₹673
Other ranges	Curated combos and gifting bundles, affiliate programme, community and FAQ page
Trust signals	Cruelty-free, 4-7 day delivery in India, prepaid orders only (no COD), 7-day return window
Audience (working view)	Urban Indian women and men, roughly 22-45, interested in brightening, de-tan and anti-ageing, who compare brands on ingredients and results
SEO gaps seen	Generic page title and description ("Avabritten"), product URLs such as /products/product-9, no blog or educational content

The audience view is our working assumption and will be confirmed with the client in the onboarding call.

2. Services at a glance

Three services are covered by one monthly retainer.

Service	Monthly deliverables	Who funds it
Social Media Marketing	4 videos (reels), 4 static creatives, 4 carousels, 4 stories (16 content pieces)	Agency fee

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Service	Monthly deliverables	Who funds it
Meta Ads	Strategy, campaign setup, creative testing, daily monitoring, optimisation	Agency fee for management; ad spend by client
SEO (on-page and off-page)	Site audit and fixes, keyword and content work, link building, tracking	Agency fee

3. Social media marketing plan

The goal is to make Ava Britten the brand people trust for Indian-skin skincare, by teaching first and selling second. Content goes on Instagram and Facebook; videos are also posted as reels.

Content pillars

Pillar	What it covers	Main formats
Skin science for Indian skin	Ingredients explained, tropical climate, pigmentation, tanning, myths vs facts	Carousels, reels
Product spotlight	Hero products, texture shots, how to use, before-and-after style routines (no unverified claims)	Reels, creatives, stories
Routines and results	Morning and night routines, de-tan after sun exposure, anti-ageing basics	Reels, carousels
Social proof	Customer reviews, unboxing, community Q&A, marketplace ratings	Stories, creatives
Offers and gifting	Combos, gift bundles, festive and seasonal campaigns	Creatives, stories, reels

Monthly deliverables

Format	Quantity	Purpose
Videos / reels	4	Reach and discovery, product demos, routines
Static creatives	4	Product, offer and announcement posts
Carousels	4	Education, ingredient explainers, saveable tips
Stories	4	Daily-feel engagement: polls, Q&A, reviews, offers

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Weekly rhythm

Each week carries one video, one creative, one carousel and one story set, so the page posts steadily without bunching. Week 1 leads with skin science, week 2 with product spotlight, week 3 with routines and social proof, and week 4 with the offer or gifting push.

How content gets made

- **Monthly content calendar:** topics, formats, captions and hashtags shared for approval before the month starts.
- **Production:** scripts, creative design, carousel design, video editing, captions and hashtags by our team.
- **Approval:** the client reviews each batch; one round of revisions per piece is included.
- **Publishing:** scheduled at the best-performing times once the page has data.
- **Community care:** replies to comments and DMs during working hours, with escalation of order or complaint queries to the client.

Product photos, videos and packshots are supplied by the client; where fresh footage is needed we will list the shot requirements in advance.

4. Meta Ads plan

Meta Ads (Facebook and Instagram) will drive sales on the Shopify store and build a retargeting audience. The ad budget is decided by the client before onboarding; based on our experience and research we recommend ₹500 to ₹1,000 per day (about ₹15,000 to ₹30,000 over a 30-day month). Ad spend is paid by the client directly to Meta and is not part of the agency fee.

Set-up in the first week

- Confirm the Meta Business Manager, ad account, Facebook page and Instagram account are linked to the client's ownership.
- Install and test the Meta Pixel and Conversions API on the Shopify store (view content, add to cart, checkout started, purchase). The site already carries a Facebook domain verification tag, which speeds this up.
- Build the product catalogue so Dynamic and Advantage+ catalogue ads can run.
- Create custom audiences: website visitors, add-to-cart, Instagram and Facebook engagers, and customer lists.

Campaign structure

Stage	Objective	Audience	Share of daily budget
Prospecting (cold)	Sales / conversions	Interest and lookalike groups in the target age bands and metros; broad testing	About 60%

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Stage	Objective	Audience	Share of daily budget
Retargeting (warm)	Sales / conversions	Visitors, add-to-cart, video viewers, page engagers	About 30%
Creative testing	Engagement or traffic	Small controlled audiences to find winning hooks and creatives	About 10%

Budget approach

Phase	Daily budget	Goal
Month 1: learning	₹500	Test creatives and audiences, collect pixel data
Month 2 onward: scaling	Up to ₹1,000	Increase spend only on ad sets that hold a stable cost per purchase

The final amount and any change is agreed with the client in writing before it is applied.

Optimisation routine

- Daily checks on spend, delivery, cost per result and ad disapprovals.
- Weekly review of creative performance (hook rate, click-through rate, cost per purchase); pause weak ads and replace them.
- Fortnightly audience refresh and budget reallocation.
- Monthly report with learnings and the plan for the next month.

Ad creatives come from the monthly social content where suitable, so winning videos and creatives are reused as ads. Dedicated ad creatives beyond the monthly count are not included.

5. SEO plan (on-page and off-page)

SEO will bring steady organic traffic for searches such as skincare for Indian skin, de-tan face pack and anti-ageing cream. Rankings take time, so we commit to the activities below and track progress, not a guaranteed position.

Month 1: audit and foundation

1. Full technical audit: speed, mobile usability, indexing, sitemap, robots, broken links, duplicate content.
2. Keyword research by product and intent, grouped into a keyword map.
3. Competitor review of leading Indian skincare brands.
4. Set up Google Search Console, Google Analytics 4 and rank tracking.

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On-page SEO

Activity	Detail
Titles and meta descriptions	Replace the generic "Avabritten" title and description on the home, collection and product pages
URL handles	Change product URLs such as /products/product-9 to keyword-friendly names, with 301 redirects so no traffic is lost
Product pages	Rewrite descriptions with benefits, ingredients, how to use and FAQs; add image alt text
Collections and home page	Keyword-led headings and short intro copy
Schema markup	Product, review, FAQ and breadcrumb structured data
Internal linking	Link collections, products, combos and the gifting page to each other
Content hub	Blog or skin-guide articles on de-tan, brightening, anti-ageing and Indian climate skincare (number of articles to be agreed with the client)
Site speed	Image compression and theme clean-up recommendations

Changes on the Shopify store are made by us if admin access is given, otherwise handed over as a checklist to the client's developer.

Off-page SEO

- Backlink building through guest posts, beauty and lifestyle blogs, and relevant directories.
- Business and brand listings: Google Business Profile (if the brand has a physical presence), social profiles and marketplace profiles kept consistent.
- Brand mentions and digital PR outreach to beauty bloggers and skincare reviewers.
- Social bookmarking and content syndication where it adds real value.
- Monthly link-quality check; spammy links are avoided and disavowed where found.

Monthly SEO routine

Track keyword rankings, organic traffic, clicks and impressions from Search Console, and new backlinks. Fix new technical issues, publish or optimise content, and add new links each month.

6. Execution timeline

Work starts after the ad budget is agreed and the first payment is received. The first month carries extra set-up; later months follow a fixed cycle.

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Week	Social media	Meta Ads	SEO
Week 1	Brand study, profile clean-up, content calendar for the month shared for approval	Account access, pixel and Conversions API set-up, catalogue, audiences	Site audit, Search Console and Analytics set-up, keyword research
Week 2	First batch posted (1 video, 1 creative, 1 carousel, 1 story set)	First campaigns live: prospecting, retargeting and creative test	Fix titles, meta descriptions and URL handles on key pages
Week 3	Second batch posted; first insights from reach and engagement	Review early data, pause weak ads, add new creatives	Product page rewrites, schema, first backlinks
Week 4	Third and fourth batches posted	Optimise audiences and budget; plan for month 2	Content hub plan, more backlinks; monthly report and next-month plan

Every month after

- **Days 1-3:** performance review and approval of next month's calendar.
- **Days 4-25:** content production, posting, ad optimisation and SEO work run in parallel.
- **Days 26-30:** monthly report and review call.

7. Reporting and communication

Report	Frequency	Contents
Quick ad update	Weekly (message or short call)	Spend, purchases, cost per purchase, what we changed
Social media report	Monthly	Reach, impressions, engagement, follower growth, best content
Meta Ads report	Monthly	Spend, reach, clicks, add-to-cart, purchases, cost per purchase, return on ad spend, learnings
SEO report	Monthly	Rankings, organic traffic, Search Console data, work done, backlinks added
Review call	Monthly	Results and next month's plan

One point of contact at Blue Waves Media handles all three services. Messages are answered within working hours (Monday to Saturday).

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8. Client responsibilities

- Decide and confirm the monthly Meta ad budget before onboarding, and keep the ad account funded.
- Give admin or partner access to the Shopify store, Meta Business Manager, Instagram, Facebook page, Google Analytics and Search Console.
- Provide brand assets: logo, brand guidelines, product photos, packshots, ingredient and claim details, and any approved videos.
- Share offers, launches, stock and price changes at least 5 working days in advance.
- Approve content and ad creatives within 2 working days so posting stays on schedule.
- Confirm that all product claims (for example brightening or anti-ageing results) are supported by the brand's own testing and approvals.
- Handle orders, customer support, delivery and returns.

9. Commercials

Item	Amount
Agency fee: Social Media Marketing + Meta Ads + SEO (per month)	₹30,000
GST at 18%	₹5,400
Total per month	**₹35,400**
Meta ad budget (recommended ₹500-1,000 per day)	Paid by client directly to Meta, about ₹15,000-30,000 per 30-day month

- The agency fee is payable monthly in advance, before work for that month begins.
- The ad budget is not invoiced by Blue Waves Media. The client decides it before onboarding and any change is agreed in writing.
- Paid tools or third-party costs (stock media, paid guest-post placements, extra shoots, influencer fees) are not included and are quoted separately and approved first.

10. Terms, exclusions and acceptance

Not included

- Product photography or video shoots, models and influencer fees.
- Content above 4 videos, 4 creatives, 4 carousels and 4 stories a month.
- Ad spend, marketplace (Amazon, Myntra, Flipkart and others) listing or ad management, and email or WhatsApp marketing.
- Shopify theme redesign or development beyond the SEO fixes listed.
- Paid influencer or celebrity collaborations.

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Terms

- Results depend on market, product, pricing, budget and approval speed. Blue Waves Media does not guarantee sales, return on ad spend or search rankings.
- SEO normally shows clear movement after 3 to 6 months, so a minimum engagement of 3 months is recommended.
- One round of revisions per content piece is included; further rounds may be charged.
- Either party may end the engagement with 30 days' written notice; fees for the running month remain payable.
- Content created by us is owned by the client after full payment; we may show the work in our portfolio.
- Both parties keep each other's business information, access details and data confidential.

Acceptance

	Ava Britten (Client)	Blue Waves Media (Agency)
Name		
Signature		
Date		