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Scope of Work – YouTube Marketing | Bhajman Beats

1. Overview

Blue Waves Media will manage and grow the YouTube channel Bhajman Beats under one of two monthly plans: Plan A (organic growth, ₹10,000/month) or Plan B (channel optimization with paid ads, ₹15,000/month).

Agency	Blue Waves Media, Kolkata (bluewavesmedia.in)
Client	Bhajman Beats
Channel	youtube.com/@bhajmanbeats
Goal	Grow subscribers, likes, views and engagement
Billing cycle	30 days, monthly

The client supplies all videos. Blue Waves Media handles strategy, optimization, publishing, promotion and reporting.

2. Plan A: YouTube Channel Management & Organic Growth (₹10,000/month) Agency Fees

Plan A grows the channel organically, with no ad spend, using videos the client provides.

Strategy

- Channel audit and keyword research for devotional and music search terms
- Monthly content calendar covering upload dates, titles and Shorts
- Positioning of the channel's niche, audience and upload rhythm

Deliverables

- Upload and scheduling of client-provided videos
- SEO-optimized titles, descriptions, tags and hashtags for every upload
- Custom thumbnails for each video
- Playlists and channel sections organized for discovery
- Shorts cut from client videos to pull in new viewers
- Community posts and polls to keep subscribers active
- Replies to comments to raise engagement
- Organic sharing of every video across social platforms and relevant online communities

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Reporting

- Monthly report on subscribers, views, watch time, likes and top-performing videos
- Monthly review call with recommendations for the next cycle

Client provides: the video files, any song or artist details needed for descriptions, and approval of the content calendar.

3. Plan B: YouTube Channel Optimization + Paid Ads (₹15,000/month) Agency Fees

Plan B optimizes the channel and runs YouTube ads to grow subscribers, likes and engagement faster than organic reach alone.

Channel optimization

- Channel banner, profile picture, About section and links refreshed to match the brand
- Channel trailer and featured video set for new visitors
- Keyword-led titles, descriptions, tags and thumbnails on existing and new videos
- Playlists, end screens and cards to keep viewers watching

Paid ads

1. Setup and management of YouTube video ad campaigns through Google Ads
2. Campaign goals: subscribers, views, likes and engagement
3. Audience targeting by interest, location, age and viewing behaviour
4. Creative testing across ad videos and thumbnails
5. Regular budget and bid adjustments to lower cost per view and per subscriber

Ad budget

The minimum ad budget is ₹300 to ₹500 per day. The client funds it and pays Google directly. It is not part of the agency fee.

Reporting

- Monthly report on ad spend, views, cost per view, subscribers gained, likes and engagement
- Monthly review call with recommendations for scaling or changing the campaign

Client provides: the video files, access to the channel and Google Ads account, and the ad budget.

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4. Commercials & Payment

Plan A costs ₹11,800 per month and Plan B costs ₹17,700 per month, each including 18% GST.

Plan	Service	Agency fee / month	GST (18%)	Total / month	Ad spend
A	Channel management & organic growth	₹10,000	₹1,800	₹11,800	None
B	Channel optimization + paid ads	₹15,000	₹2,700	₹17,700	₹300–₹500/day, paid by client to Google

- The agency fee is invoiced monthly in a single instalment, in advance of each 30-day cycle.
- Ad spend is billed by Google to the client and is never invoiced by Blue Waves Media.

5. Terms & Sign-off

Client responsibilities

- Supply videos, thumbnails or source files and any details needed for titles and descriptions on time
- Give Blue Waves Media manager or editor access to the YouTube channel (and the Google Ads account under Plan B)
- Approve the content calendar and give feedback within 2 working days
- Pay invoices and the ad budget on schedule

Term and termination

- Each plan runs in 30-day cycles and renews until either party gives 15 days' written notice.
- Fees for a started cycle are non-refundable.

Results

Growth depends on content quality, audience response and platform algorithms. Blue Waves Media commits to the work described above and does not guarantee specific follower, like or view counts.

Content ownership

All videos and channel assets remain the client's property. Blue Waves Media may reference the engagement in its portfolio unless the client objects in writing.

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Confidentiality

Both parties keep channel access, analytics, ad data and business information confidential.

Governing law

This SOW is governed by the laws of India, with jurisdiction in Kolkata.

Acceptance

Selected plan: ☐ Plan A (₹10,000/month) ☐ Plan B (₹15,000/month)

	For Blue Waves Media	For Bhajman Beats
Name		
Designation		
Signature		
Date		