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BLUE WAVES MEDIA | *Digital Marketing Agency*

SCOPE OF WORK

Scope of Work – Digital Marketing | Grizzly Vidyalaya

1. Overview

Blue Waves Media will run social media, Meta ads, Google Business Profile and SEO for Grizzly Vidyalaya to build brand awareness and raise admission enquiries.

Agency	Blue Waves Media, Kolkata (bluewavesmedia.in)
Client	Grizzly Vidyalaya, Tilaiya, Koderma, Jharkhand
About the client	CBSE day-cum-boarding co-educational school, Nursery to Class XII, founded 1999
Website	grizzlyvidyalaya.com
Goals	Brand awareness, admission enquiries and local search visibility
Billing cycle	30 days, monthly

Service	Agency fee / month
Social media management + Meta ads management	₹25,000
Google Business Profile (GMB) strategy and management	₹7,000
SEO (on-page and off-page) with 3 blogs	₹12,000

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2. Social Media Management

Blue Waves Media will publish 22 posts per month, edited from raw videos the client shares. This service is part of the ₹25,000 fee that also covers Meta ads management.

Deliverables

1. 22 posts per month, edited and published from client-supplied raw footage
2. Monthly content calendar built around admissions, boarding life, academics, achievements, facilities and school events
3. Video editing with captions, music, branding and cover images
4. Captions, hashtags and posting times tuned for parents and students
5. Publishing and scheduling on the school's Instagram and Facebook pages
6. Replies to comments and messages that route admission enquiries to the school's team
7. Festival and event coverage as footage arrives from the school

Content pillars

- Admissions and enquiry drives
- Boarding and campus life
- Academic results and toppers
- Sports, clubs and co-curricular activities
- Parent and student voices

Workflow

1. The client shares raw videos by a set weekly day.
2. Blue Waves Media edits and sends drafts for approval.
3. The client approves within 2 working days.
4. Approved posts are scheduled and published.

Reporting: a monthly report on reach, engagement, follower growth and top posts, with a review call.

3. Meta Ads Management

Blue Waves Media will run Facebook and Instagram ads with an initial monthly ad budget of ₹40,000, scaling to ₹80,000 once the campaigns prove out. The client funds the budget directly to Meta.

Phase	Monthly ad budget	Focus
Initial	₹40,000	Test audiences and creatives, build awareness, start collecting enquiries
Extended	₹80,000	Scale the best campaigns and increase lead volume

Campaigns

- **Brand awareness:** video views and reach among parents in Koderma, Jharkhand and Bihar, where most boarding students come from
- **Lead generation:** enquiry forms and WhatsApp click-to-message ads for admission leads

Scope of work

- Ad account, Meta Pixel and lead form setup and checks
- Audience building by location, age and interest, plus lookalike and retargeting audiences
- Ad creatives built from the school's videos and images, with ad copy
- A/B tests of creatives, audiences and copy
- Daily monitoring, with budget and bid changes to lower cost per lead
- Lead forwarding to the school's admission team

Reporting: weekly performance summary and a monthly report on spend, reach, leads, cost per lead and recommendations.

4. Google Business Profile (GMB) Strategy & Management

Blue Waves Media will plan and run the school's Google Business Profile so that parents searching for boarding schools near Koderma and Jharkhand find the school, see its facilities and call or enquire. Agency fee: ₹7,000 per month.

Strategy and setup

- Audit of the current profile, listing accuracy and competitor schools
- Profile claimed or verified, with correct name, address, phone numbers, website and hours
- Primary and secondary categories chosen, with services and facilities listed (boarding, hostels, labs, sports, transport, ATL robotics lab)
- Keyword-led business description
- Admission and enquiry links, plus call and message buttons

Monthly management

- Photo and video uploads of campus, hostels, classrooms, labs and events
- Google Posts for admissions, events, results and announcements
- Q&A set-up and answers to common parent questions
- Review strategy: a simple process for the school to request reviews from parents, and replies to every review
- Monitoring of profile edits and spam
- Local keyword tracking for searches such as "boarding school in Jharkhand"

Reporting: a monthly report on profile views, searches, calls, direction requests, website clicks and reviews.

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5. SEO: On-Page and Off-Page

Blue Waves Media will improve the website's ranking for boarding and school searches in Jharkhand and Bihar, and publish 3 blogs a month. Agency fee: ₹12,000 per month.

On-page SEO

- Keyword research for terms such as "best boarding school in Jharkhand" and "CBSE school in Koderma"
- Title tags, meta descriptions, headings and image alt text on key pages
- Page content and internal linking on admission, boarding, facilities and results pages
- Site speed, mobile, indexing and sitemap checks, with fixes sent to the website developer
- Schema markup for the school and for FAQs
- Check that enquiry and registration forms work and are tracked

Off-page SEO

- Backlinks from education directories, school listing portals and relevant local sites
- Consistent school name, address and phone number across listings
- Guest posts and press mentions on education and local news sites
- Social profile links back to the website
- Monthly check on backlink quality

Blogs: 3 per month

- Each blog is keyword-led and written for parents, on topics like choosing a boarding school, school life, admission guidance and CBSE updates
- Each blog is supplied with a headline, meta description, internal links and images
- Topics are approved by the client before writing, and blogs are published on the school's blog section

Reporting: a monthly report on keyword rankings, organic traffic, backlinks gained, blogs published and enquiries from search.

6. Commercials & Payment

The total agency fee is ₹51,920 per month, being ₹44,000 plus ₹7,920 GST at 18%.

Service	Agency fee / month
Social media management (22 posts) + Meta ads management	₹25,000
Google Business Profile strategy and management	₹7,000
SEO, on-page and off-page, with 3 blogs	₹12,000
Subtotal	₹44,000

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Service	Agency fee / month
GST (18%)	₹7,920
Total / month	₹51,920

Ad budget	Monthly amount	Paid by
Meta ads, initial	₹40,000	Client, directly to Meta
Meta ads, extended	₹80,000	Client, directly to Meta

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

7. Terms & Sign-off

Client responsibilities

- Share raw videos and photos on time, and enough footage for 22 posts a month
- Give Blue Waves Media admin or manager access to the social pages, Meta ad account, Google Business Profile and website (or its developer)
- Approve drafts and blog topics within 2 working days
- Follow up on leads quickly, since lead quality depends on speed of response
- Pay invoices and the ad budget on schedule

Term and termination

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

Results

Admissions, leads, rankings and traffic depend on market conditions, competitors, platform algorithms and the school's own follow-up. Blue Waves Media commits to the work described above and does not guarantee specific lead, ranking or admission numbers. SEO results usually take 3 to 6 months to show.

Content ownership

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

Confidentiality and data

Both parties keep account access, lead data, student and parent information, and business details confidential. Lead data is used only for admission follow-up.

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Governing law

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

	For Blue Waves Media	For Grizzly Vidyalaya
Name		
Designation		
Signature		
Date		