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Scope of Work & Service Agreement

Client: Triptitan Tourism (Instagram: instagram.com/triptitan_tourism) **Agency:** [Blue Waves Media] **Services:** Social Media Management (Instagram & Facebook) + Meta Ads (Facebook & Instagram) **Term:** 3 months, starting [Start Date] **Document date:** 2 November 2026

1. Purpose

This document sets out the services, deliverables, responsibilities, fees and terms under which [Blue Waves Media] (the "Agency") will manage the social media presence and paid Meta advertising of Triptitan Tourism (the "Client"). The goal is to build brand visibility, grow engagement and generate quality travel enquiries (leads) for the Client's tour packages.

2. Scope of Services

2.1 Social Media Handling (Instagram and Facebook Page)

The Agency will handle the Client's Instagram account and Facebook Page, including:

- Content planning: a monthly content calendar shared for Client approval before posting.
- Content creation and design (see deliverables below).
- Caption writing, hashtag research and posting schedule.
- Publishing and scheduling on both Instagram and Facebook.
- Basic community management: replying to comments and direct messages in line with Client-approved guidelines, and forwarding genuine enquiries to the Client.
- Monthly performance report covering reach, engagement, follower growth and top-performing content.

2.2 Monthly Content Deliverables

Deliverable	Quantity per month	Details
Static creatives	2	Designed posts (destination highlights, offers, packages, festive/seasonal posts)
Carousels	2	Multi-slide posts (itineraries, destination guides, package inclusions, travel tips)
Reels	2	Short-form videos edited from footage/photos supplied by the Client or from licensed stock material
Total	**6 pieces per month**	Cross-posted to Instagram and Facebook

Notes:

- Additional creatives, carousels, reels, shoots or videography beyond the above are chargeable separately and need prior written approval.
- Reels are edited from raw footage, photos and clips provided by the Client.
- Up to 2 rounds of revisions per deliverable are included. Further revisions may be charged.

2.3 Meta Ads (Facebook and Instagram)

The Agency will plan, set up, run and optimise paid campaigns through Meta Ads Manager.

Number of campaigns: 2

	Campaign 1	Campaign 2
Suggested objective	Lead generation (enquiry forms / WhatsApp or message enquiries) for tour packages	Awareness and traffic / retargeting (profile visits, video views, engaged audience)
Placements	Instagram feed, Stories, Reels; Facebook feed, Stories, Reels	Same
Audience	Interest, location and behaviour based targeting for travellers in target cities	Page/profile engagers, video viewers and website/lead retargeting

Final campaign objectives and audiences will be confirmed with the Client at kickoff, based on the packages and destinations being promoted.

Ads work includes:

- Audience research and campaign structure.
- Ad creative selection, ad copy and A/B testing of creatives, copy and audiences.
- Pixel / lead form / WhatsApp click setup as applicable.
- Daily monitoring and regular optimisation (pausing weak ads, scaling winners).
- Lead quality review with the Client and refinement of targeting accordingly.
- Weekly performance update and a detailed monthly report (spend, reach, clicks, leads, cost per lead, recommendations).

3. Ad Budget

1. **Initial ad budget: approximately 300 to 400 (per day, in INR)** across both campaigns.
2. This is the testing and launch phase. After the first test cycle, the budget may be increased or redistributed between campaigns depending on lead quality, cost per lead and results.
3. Any budget increase will be discussed and approved by the Client in writing (WhatsApp/email is acceptable) before it is applied.
4. The ad budget is paid by the Client directly to Meta (through the Client's ad account and payment method). It is **not** part of the Agency fee.

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4. Fees and Payment

Item	Amount
Agency fee	**10,000 per month** (INR) + 18% GST
Ad spend	Separate, paid directly to Meta

- Fee covers social media handling (section 2.1 and 2.2) and Meta ads management (section 2.3).
- Invoice is raised at the start of each month; payment is due within [5] days of invoice. First month's fee is payable in advance before work begins.
- Late payment beyond [7] days may result in a pause of services until cleared.
- Third-party costs (stock footage/music licences, paid tools, shoots, boosted-post spend, GST/taxes as applicable) are extra unless stated otherwise.
- **After the initial 3-month term, the Agency fee will change.** The revised fee and scope for the period after the 3 months will be proposed by the Agency at least [15] days before the term ends and take effect only on the Client's written acceptance. Services continue on the revised terms or end, at the Client's choice.

5. Timeline and Working Process

Phase	Activities
Onboarding	Access to accounts and ad account, brand assets, packages and price lists, goals and target audience, kickoff call
Setup	Content calendar for month 1, creative production, ad account setup, pixel/lead form setup, campaign structure
Launch and test	Both campaigns go live, creative and audience testing, daily monitoring, first lead quality review
Optimise	Scale what works, cut what does not, refine audiences based on lead quality, possible budget increase
Scale and review	Stabilise cost per lead, expand best campaigns, full 3-month review and proposal for next term

Content approval flow: Agency shares the monthly calendar and drafts, Client approves or requests changes within [48] hours, and the Agency schedules. If the Client does not respond within the approval window, the schedule may be delayed.

6. Client Responsibilities

The Client agrees to:

- Provide admin or partner access to the Instagram account, Facebook Page, Meta Business Manager and Ad Account.

- Provide logo, brand guidelines, package details, itineraries, prices, inclusions/exclusions, photos and videos in good quality.
- Approve content and ad creatives on time.
- Respond to incoming leads quickly (ideally within 1 hour in business hours), since lead response time strongly affects conversion.
- Share feedback on lead quality (genuine, relevant, converted or not) so the Agency can optimise.
- Maintain sufficient balance/payment method on the ad account.
- Ensure all materials supplied are owned by or licensed to the Client.

7. Reporting and Communication

- Weekly update (short summary of ad performance and next steps) via WhatsApp or email.
- Monthly report covering social media metrics and ad performance, with recommendations.
- Main point of contact at the Agency: [Name, phone, email]. Main point of contact at the Client: [Name, phone, email].

8. Exclusions (Not Included)

- Ad spend paid to Meta.
- On-location photo/video shoots, drone shoots, models, voice-over.
- Website design or development, landing page building, SEO, email marketing, WhatsApp bulk messaging.
- Influencer or creator collaborations and their fees.
- Handling of sales calls, booking, payment collection, customer support and complaints.
- Platforms other than Instagram and Facebook (for example YouTube, LinkedIn, Google Ads).
- Extra content or campaigns beyond the quantities in this document.

Any of the above can be added through a written change request and revised quote.

9. Ownership and Intellectual Property

- The Client owns the social media accounts, ad account, page, audience data and lead data at all times.
- Final approved creatives made for the Client become the Client's property once all fees due are paid. The Agency may showcase the work in its portfolio unless the Client objects in writing.
- Source/editable files remain with the Agency unless separately agreed.
- The Client is responsible for the rights to photos, videos, music and other material it supplies.

10. Confidentiality

Both parties will keep confidential all non-public business information, pricing, strategies, account access and lead data shared during the engagement, and will not disclose it to third parties without consent. This obligation continues after the agreement ends.

11. Term, Renewal and Termination

- The agreement runs for **3 months** from the start date.

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- Renewal after 3 months is on revised fee and scope as described in section 4, and requires written acceptance.
- Either party may terminate early with [30] days' written notice. Fees for the month in progress and any work already delivered remain payable. Fees already paid for the period are non-refundable.
- On termination, the Agency will hand over all access, assets and reports and remove itself from the Client's accounts.

12. Disclaimers and Limitation of Liability

- Meta's platform policies, algorithm, ad approval decisions and account restrictions are outside the Agency's control. The Agency is not liable for ad disapprovals, account restrictions or platform changes, but will work promptly to resolve issues.
- The Agency's total liability under this agreement is limited to the fees paid by the Client in the month in which the claim arose.
- Neither party is liable for delays caused by events beyond reasonable control.

13. Governing Law and Disputes

This agreement is governed by the laws of India. The parties will first try to resolve any dispute through discussion; if unresolved, disputes will be subject to the jurisdiction of the courts at [Kolkata, West Bengal].

14. Acceptance

By signing below, both parties agree to the terms of this Scope of Work and Service Agreement.

	For the Agency	For the Client
Company	Blue Waves Media	Triptitan Tourism
Name		
Designation		
Signature		
Date		