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Scope of Work: Meta Ads for The Aarsha Label

Client: The Aarsha Label (https://www.theaarshalabel.com/) **Service:** Meta (Facebook + Instagram) Advertising and Ad Creative Production **Prepared on:** 2 November 2026

1. Overview

The Aarsha Label is an online jewellery brand offering handcrafted Kundan, Polki, Moissanite and semi-precious stone jewellery, with free delivery across India. This Scope of Work sets out how the agency will plan, create, launch, manage and optimise Meta ad campaigns to bring qualified traffic to the website and generate orders.

2. Objectives

- Build brand awareness for The Aarsha Label among women who buy festive, bridal and occasion jewellery.
- Drive high-intent traffic to the website and its collections.
- Generate purchases and add-to-cart actions at a controllable cost.
- Build retargeting audiences (visitors, video viewers, Instagram engagers) for lower-cost conversions over time.
- Use the first cycle to learn which creatives, audiences and products work best, then scale them.

3. Deliverables

Deliverable	Quantity	Details
Reels (video ads)	2	Short vertical videos (9:16, about 15–30 seconds) showcasing the jewellery with hook, product close-ups, and a clear call to action
Static creatives	2	Single-image ads designed for Feed and Stories, with brand-consistent styling, offer or message, and a CTA
Carousels	2	Multi-card ads (3–6 cards each), such as a collection showcase or a styling and occasion story
Ad copy	For all 6 assets	Primary text, headline and description, written for the audience and placement
Campaign setup and management	1 account	Pixel/Conversions API check, campaign structure, audiences, launch, daily monitoring, optimisation
Reporting	Weekly summary + monthly report	Spend, reach, clicks, cost per result, purchases, learnings and next steps

Total creative output: 6 ad assets (2 reels + 2 static creatives + 2 carousels).

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4. Work Plan

Phase 1: Onboarding and Setup

- Collect brand assets: logo, product photos and videos, bestsellers, price points, offers.
- Get access to the Meta Business Manager, Facebook Page, Instagram account and Ad Account.
- Check Meta Pixel and Conversions API on the website; confirm events: ViewContent, AddToCart, InitiateCheckout, Purchase.
- Confirm the product catalogue and website links to be used in ads.
- Finalise the creative direction and content calendar.

Phase 2: Creative Production

- Script and storyboard the 2 reels. Hook ideas: bridal and festive styling, the Kundan or Polki craftsmanship story, Moissanite brilliance, and the free delivery across India message.
- Design the 2 static creatives and 2 carousels.
- Write ad copy and headlines.
- Share all assets with the client for approval before launch.

Phase 3: Campaign Launch

- Build campaigns and ad sets as per the structure in Section 5.
- Set audiences, placements, schedule and budget.
- Launch after client approval.

Phase 4: Testing and Optimisation

- Monitor performance daily for the first week, then regularly after that.
- Pause weak ads, give more budget to winners, and test new audiences and angles.
- Move to scaling once Meta's learning phase completes and results are stable.

Phase 5: Reporting and Review (Weekly and monthly)

- Weekly performance summary shared with the client.
- Monthly report with learnings, recommendations and the plan for the next cycle.

5. Campaign Structure

Level	Plan
Objective	Sales (website purchases). Traffic or engagement may be used in the early learning stage if the pixel needs more data
Campaign 1: Prospecting	Reach new audiences. Broad plus interest-based ad sets (women, jewellery, ethnic and bridal wear, wedding and festive shopping interests)

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Level	Plan
Campaign 2: Retargeting	Website visitors, add-to-cart users, Instagram and Facebook engagers, reel viewers
Placements	Advantage+ placements (Instagram Feed, Reels, Stories, Facebook Feed and more), narrowed later based on data
Formats	Reels, single image, carousel
Geography	India (refined to top-performing cities and states over time)

6. Ad Budget

- **Initial stage budget:** ₹500 per day, split across the prospecting and retargeting campaigns (about ₹15,000 over 30 days).
- **Scaling:** The budget can be raised in steps based on Meta's algorithm and results. Increases are done gradually (around 20–30% at a time) so that the learning phase is not disturbed.
- **Ad spend** is paid directly by the client to Meta through the ad account and is **not** included in the agency fee.
- Any change in budget will be agreed with the client in advance.

8. Client Responsibilities

- Provide product photos, videos, price list and offer details on time.
- Provide admin or advertiser access to Business Manager, Page, Instagram and Ad Account.
- Ensure the website, payment gateway, stock and order fulfilment work smoothly.
- Approve creatives and copy within 24–48 hours so campaigns can launch on schedule.
- Share order and sales data for tracking if needed.

10. Commercials

Item	Amount
Agency fee	₹10,000
GST @ 18%	₹1,800
Total agency invoice	**₹11,800**
Ad budget	(paid to Meta by the client)

1. Payment of the agency fee is due in advance before work begins.
2. The fee covers the deliverables listed in Section 3 and campaign management for the engagement period.

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11. Exclusions

The following are not included unless agreed separately in writing:

- Ad spend paid to Meta
- Product photoshoot or model shoot costs, props and location charges
- Website development, redesign or landing page building
- Influencer or creator fees
- Additional creatives beyond the 6 listed assets
- Organic social media management, WhatsApp marketing, Google Ads or SEO
- Third-party tools or paid subscriptions

12. Terms

- Includes up to 2 rounds of revisions per creative.
- Delivery timelines depend on timely client inputs and approvals.
- Either party may end the engagement with 30 days' written notice; fees for work already done remain payable.
- Brand assets and account access remain the client's property.
- Any additional work will be quoted separately.

13. Acceptance

By signing below, both parties agree to the scope, deliverables and commercials in this document.

For The Aarsha Label Name: _____ Signature: _____ Date: _____

For the Agency Name: _____ Signature: _____ Date: _____