+91-9830048870
sales@bluewavesmedia.in
Mahendra Tower, 43A Tollygunge Circular Road
3rd Floor, Suit No 3B , Kolkata - 700053

BLUE WAVES MEDIA | *Digital Marketing Agency*

SCOPE OF WORK

Scope of Work: Narayan Memorial Hospital

Scope of Work: Narayan Memorial Hospital

Prepared for: Narayan Memorial Hospital (A unit of Narayan Health Services Pvt. Ltd.), 601, Diamond Harbour Road, Kolkata – 700034 **Website:** narayanmemorialhospital.com **Services covered:** (A) Social Media Marketing – Facebook, Instagram, LinkedIn; (B) Google Business Profile (GMB) Full Optimisation

---

1. Project Overview

Narayan Memorial Hospital is a 200-bedded multispecialty hospital in Kolkata offering 24x7 Emergency & Critical Care (48 isolated pressurized ICU beds), 5 positive-pressure laminar-flow operation theatres, and NABH and NABL accreditations. Key specialities highlighted include Respiratory Medicine, Mother & Child Care, Joint Replacement, Neurology and Critical Care.

This Scope of Work defines how the agency will build the hospital's trust, visibility and appointment enquiries across social media and Google local search.

Objectives

- Build a credible, consistent and patient-friendly brand presence on Facebook, Instagram and LinkedIn.
- Position NMH as a trusted, affordable, technology-driven multispecialty hospital in South Kolkata.
- Showcase doctors, departments, facilities and accreditations to build confidence.
- Drive appointment requests, calls and direction requests from social media and Google.
- Strengthen local discoverability for searches like "hospital near me" and "best multispecialty hospital in Kolkata".

+91-9830048870
sales@bluewavesmedia.in
Mahendra Tower, 43A Tollygunge Circular Road
3rd Floor, Suit No 3B , Kolkata - 700053

Part A: Social Media Marketing

2. Platforms Managed

Platform	Role
Facebook	Community, patient education, events, wider local reach
Instagram	Reels, doctor and department stories, awareness
LinkedIn	Institutional credibility, achievements, recruitment, corporate and insurance partnerships

3. Monthly Deliverables

Deliverable	Quantity
Reels (short-form video)	4
Static creatives (posts)	6
Platforms	Facebook, Instagram, LinkedIn
Captions, hashtags and posting	Included for every piece
Monthly content calendar	1
Monthly performance report	1

Each approved piece is published across the relevant platforms (reels on Instagram and Facebook; statics on all three, with LinkedIn copy adapted to a professional tone).

4. Content Strategy

Content pillars

- **Doctors and expertise:** doctor introductions, "Meet the Specialist" features, short expert tips.
- **Health awareness:** seasonal and observance-based education (heart health, diabetes, respiratory care, women's and child health, joint care).
- **Facilities and technology:** ICU, operation theatres, diagnostics, 24x7 emergency readiness.
- **Trust and proof:** NABH and NABL accreditation, awards, patient-friendly processes, insurance and corporate tie-ups.
- **Patient convenience:** OPD timings, Request an Appointment, Health Check-Up packages, helpline.
- **Culture and careers (mainly LinkedIn):** team stories, events, hiring announcements.

Suggested monthly mix

+91-9830048870
sales@bluewavesmedia.in
Mahendra Tower, 43A Tollygunge Circular Road
3rd Floor, Suit No 3B , Kolkata - 700053

Format	Count	Typical themes
Reel 1	1	Doctor intro or "3 tips" from a specialist
Reel 2	1	Facility or department walkthrough
Reel 3	1	Health awareness or myth-vs-fact
Reel 4	1	Emergency and critical care or patient-convenience story
Statics 1–2	2	Doctor and department spotlights
Statics 3–4	2	Health day, festival or awareness post
Static 5	1	Health Check-Up, insurance or service promotion
Static 6	1	Accreditation, achievement or event highlight

5. Work Process

- **Kick-off and audit:** review of current pages, branding and competitor hospitals in Kolkata.
- **Monthly content calendar:** shared in advance for client approval.
- **Creative production:** design of statics, editing of reels, caption and hashtag writing.
- **Approval:** all medical and doctor-related content is approved by the hospital before posting.
- **Scheduling and publishing:** posts go live as per the approved calendar.
- **Community monitoring:** basic monitoring of comments and messages, with escalation to the hospital for clinical or complaint queries.
- **Reporting:** monthly report on reach, engagement, follower growth and top-performing content.

6. Healthcare Compliance and Sensitivity

- No guaranteed-outcome claims, no misleading before/after content and no patient-identifying content without written consent.
- Medical information is shared for awareness only and is always reviewed by the hospital's medical team before posting.
- Content follows applicable medical advertising norms and platform policies for health content.

7. Agency Fee: Social Media Marketing

Item	Amount
Agency charge (4 reels + 6 statics, Facebook, Instagram, LinkedIn)	**Rs 10,000**

Part B: Google Business Profile (GMB) Full Detailing

8. Objective

To make NMH the most complete, trusted and easily discoverable hospital listing in its catchment area, turning Google searches and Maps views into calls, direction requests and appointment enquiries.

9. Detailed Scope

A. Audit and setup

- Complete audit of the existing Google Business Profile and any duplicate or unverified listings.
- Ownership, verification and access check; removal or merging of duplicates.
- Competitor listing benchmarking (nearby hospitals in South Kolkata).

B. Profile optimisation

- Business name, address and phone (NAP) consistency with the website and social profiles.
- Primary and secondary category selection (for example Hospital, Multispecialty Hospital, Emergency Care).
- Keyword-optimised business description covering 24x7 emergency, ICU, specialities and accreditations.
- Opening hours: OPD timings (Mon–Sat 8 AM–8 PM, Sun 8 AM–4 PM) and 24x7 emergency marked clearly; holiday hours updated when required.
- Attributes: wheelchair access, parking, 24-hour service, insurance accepted, and similar.
- Appointment link, website link and helpline (033-66-400-000) set up with tracking (UTM).
- Service area and service list for key departments (Cardiology, Neurology, Orthopedics and Joint Replacement, Pulmonology, Mother and Child Care, Critical Care and others).

C. Services and products section

- Services entered department-wise with short descriptions.
- Health Check-Up packages added as products or services with links.

D. Visual content

- Optimised logo and cover image.
- Upload and organisation of photos: exterior, reception, ICU, operation theatre, diagnostics, patient rooms and doctors.
- Quarterly refresh of photos, plus a short video where available.

E. Posts and engagement

- Regular GMB posts (updates, offers, events, health awareness, Health Check-Up promotions) at an agreed monthly count.
- Q&A section: seeding of common questions (emergency, insurance, OPD timings, appointments) and monitoring of new questions.

F. Review management

- Review-generation strategy: QR code and short link for patients to leave reviews.
- Reply templates for positive and negative reviews, with replies drafted by the agency and approved by the hospital.
- Escalation of serious complaints to the hospital.

G. Local SEO support

- Local keyword research for hospital and speciality searches.
- Citation and directory consistency check (major healthcare and local directories).
- Messaging and call settings reviewed.

H. Reporting

- Monthly insights report: profile views, searches, calls, direction requests, website clicks and review summary.

9A. Optional Add-on: GMB Ads

Running ads on the Google Business Profile is optional and happens only if the hospital chooses to. Ads lift visibility and appointment bookings, so the decision, the budget and the timing rest with the client.

What the add-on includes (if opted in)

- Setup of Google local and search ads linked to the hospital's Business Profile, with location, call and appointment actions.
- Campaigns around priority services (for example Emergency & Critical Care, Joint Replacement, Neurology, Mother & Child Care, Health Check-Up).
- Targeting by area around Diamond Harbour Road and wider Kolkata, with keywords such as "hospital near me" and speciality searches.

- Ad copy, extensions and call tracking, plus ongoing optimisation of budget, timing and keywords.
- Monthly ad report covering impressions, clicks, calls, direction requests and cost per enquiry.

Commercial terms

- Ad spend is paid by the client directly to Google and is not part of the agency fee.
- The ad-management fee is separate from the Rs 5,000 GMB fee and will be agreed in writing before any campaign starts.
- Ads follow Google's healthcare and medical advertising policies; approvals and disapprovals are outside the agency's control.
- Ads are not a ranking or booking guarantee: results depend on budget, competition and the profile's quality.

10. Agency Fee: GMB Full Detailing

Item	Amount
Agency charge (full GMB detailing and management)	**Rs 5,000**

---

11. Combined Fee Summary

Service	Agency Fee
Social Media Marketing (FB, Insta, LinkedIn: 4 reels + 6 statics)	Rs 10,000
GMB Full Detailing	Rs 5,000
Total	**Rs 15,000**

12. Client Responsibilities

- Provide logo, brand guidelines, doctor details, photos and videos, or allow a shoot at the hospital.
- Give admin or manager access to Facebook, Instagram, LinkedIn and Google Business Profile.
- Share approvals within an agreed turnaround (suggested: 48 hours) so the calendar is not delayed.
- Nominate one point of contact for approvals and clinical content checks.

13. Exclusions

- Paid advertising (Meta, Google, LinkedIn) and ad budgets: quoted separately if required. GMB ads are covered as an optional add-on in Section 9A.
- On-site photo and video shoots, models, voice-overs and licensed music, unless agreed in writing.
- YouTube channel management and website development or SEO.
- Additional creatives, reels or platforms beyond the quantities above (charged extra).
- Government taxes (GST) as applicable.

+91-9830048870
sales@bluewavesmedia.in
Mahendra Tower, 43A Tollygunge Circular Road
3rd Floor, Suit No 3B , Kolkata - 700053

14. Terms

- Fees are payable monthly in advance, unless otherwise agreed.
- Unused deliverables do not carry over to the next month.
- Either party may end the engagement with 30 days' written notice.
- Results depend on platform algorithms and market factors; no specific ranking or lead numbers are guaranteed.

15. Code of Conduct (CoC)

Both parties agree to the following standards while working together.

Professional conduct

- Communication stays respectful, timely and professional, through the agreed points of contact.
- Feedback and approvals are shared in writing so that changes are clear and traceable.
- Neither party will make false, misleading or unapproved claims on the hospital's behalf.

Patient privacy and confidentiality

- Patient names, images, records and case details are never shared or posted without the patient's written consent and the hospital's approval.
- Hospital information, internal data and access credentials are kept confidential and used only for the work in this scope.
- Access to Facebook, Instagram, LinkedIn and Google Business Profile is used only for agreed activities and is handed back on request or at the end of the engagement.

Content standards

- All medical and doctor-related content is approved by the hospital before it is published.
- No guaranteed-outcome claims, no fear-based messaging and no comparison that disparages other hospitals or doctors.
- Third-party images, music and fonts are used only with proper licences; original creatives are owned by the hospital once the fee is paid.

Public interactions and reputation

- Comments and reviews are answered politely, in the hospital's approved tone.
- Complaints, clinical queries and sensitive incidents are escalated to the hospital at once and are not handled publicly by the agency.
- Any crisis or negative-publicity situation is handled only with the hospital's approval.

Conflict of interest and non-solicitation

- The agency will disclose any conflict of interest and will not use the hospital's data or strategy for any other client.

Breach

- A breach of this Code of Conduct may lead to suspension of services or termination under the notice terms in Section 14.

16. Quotation

Quotation for: Narayan Memorial Hospital, 601, Diamond Harbour Road, Kolkata – 700034 **Quotation date:** 10 November 2026 **Validity:** 15 days from the date of quotation

#	Service	Deliverables	Fee (Rs)
1	Social Media Marketing	Facebook, Instagram and LinkedIn: 4 reels + 6 static creatives per month, captions, hashtags, posting, content calendar, monthly report	10,000
2	Google Business Profile (GMB) Full Detailing	Audit, profile optimisation, services, photos, posts, Q&A, review management, local SEO support, monthly insights report	5,000
	Sub-total (agency charges)		**15,000**
	GST @ 18% (if applicable)		2,700
	Total payable (including GST)		**17,700**

Optional add-on (only if the client opts in)

Service	Fee
GMB Ads management (Section 9A)	To be agreed in writing before any campaign starts
Ad spend on Google	Paid directly by the client to Google, not included in the quotation

+91-9830048870
sales@bluewavesmedia.in
Mahendra Tower, 43A Tollygunge Circular Road
3rd Floor, Suit No 3B , Kolkata - 700053

Notes

- Fees are per month and payable in advance, as per Section 14.
- Deliverables are as listed in Parts A and B; anything beyond them is quoted separately.
- This quotation does not include paid advertising budgets, on-site shoots or other items listed under Exclusions.

Acceptance

	Narayan Memorial Hospital	Agency
Name		
Signature		
Date		