Blue Waves Media
INNOVATION RELIABILITY COMMUNICATION
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Scope of Work: GBJ Silver (@gbjsilver)

Social media management quotation for GBJ Silver, Instagram: instagram.com/gbjsilver

1. Quotation summary

Service	Deliverables	Agency charge
Social media page handling	8 reels + 2 carousels per month, with full page management	₹25,000
Total agency charge		**₹25,000**

GST at 18% is extra: ₹4,500 on ₹25,000, so ₹29,500 including GST.

This quotation covers social media handling only. Section 6 lists suggested marketing activities and budgets the client can use to grow the page further; they are not part of this quotation.

2. Social media handling: ₹25,000

Deliverables (per month)

1. 8 reels
2. 2 carousels
3. Monthly content calendar, planned around festivals, wedding season, new launches and gifting occasions
4. Captions, hashtag research and posting
5. Profile optimisation: bio, highlights, link and branding consistency
6. Community management: replies to comments and DMs, and flagging leads
7. Monthly performance report covering reach, engagement, followers and top content

Content ideas

- **Reels:** product close-ups, styling and "how to wear it" videos, behind-the-scenes, customer reviews, silver care and purity tips, and gifting ideas.
- **Carousels:** collection showcases, "925 silver vs imitation" education, and gift guides.

3. Exclusions

- Product photoshoots and models (unless agreed separately)
- , influencer marketing
- Extra reels, carousels or stories beyond the quantities above
- Website development or changes
- Paid tools or stock assets

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4. Client responsibilities

- Product images and videos or samples, plus launch and offer details
- Approvals within 24 to 48 hours
- Access to the Instagram account

5. Terms (suggested)

- Payment advance
- Results depend on content quality, consistency and market conditions

6. Marketing roadmap: suggested budget breakup

This section is a suggestion for the client and is not part of our quotation. It shows how the client can spend on marketing to carry the page forward once social media handling is in place. Our agency charge for this scope stays at ₹25,000.

Activity	Suggested budget	What it covers	How the client can use it
Meta ads and Google My Business	₹15,000	Meta ads setup and optimisation, plus GMB profile, posts and review replies	Start once the page has steady content
Influencer marketing (micro + macro mix)	₹40,000	Research, outreach, briefs and coordination for about 6 to 8 micro (10K to 100K) and 1 to 2 macro (100K+) influencers	Use for creator collaborations; payouts and product costs are separate
Ad campaign (Meta ad spend)	₹70,000	Paid reach, traffic and retargeting, paid directly to Meta	Split across funnel stages as below
Total suggested budget	**₹1,25,000**		

Suggested ad spend split

Funnel stage	Share	Amount	Goal
Awareness (reels, video views)	25%	₹17,500	Reach new audiences
Consideration (traffic, engagement)	30%	₹21,000	Product and collection interest
Conversion and retargeting	45%	₹31,500	Sales and enquiries

Budget can be shifted weekly towards the best-performing ad sets.

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7. Payment Terms

- The monthly service fee of ₹25,000 + 18% GST (₹4,500 total) is payable in advance, on or before the 1st of each service month.
- Payment is due via [bank transfer / UPI / cheque] to the Agency's designated account, details to be shared on invoice.
- Invoices will be raised monthly, inclusive of applicable GST as per prevailing rates.
- A late payment beyond 7 days of the due date may result in pausing of active campaigns until payment is received.
- Any third-party or platform costs (Google Ads, Meta Ads, sponsored placements, landing page hosting, premium tools/plugins, stock creative, etc.) beyond the service fee will be pre-approved by the Client and billed or paid directly as agreed.

8. Client Responsibilities

- Provide timely access to Google Business Profile, Google Ads, Meta Business Suite/Ads Manager, website/CMS, and analytics accounts as required.
- Fund ad platform accounts directly and maintain sufficient ad budget for campaigns to run without interruption.
- Provide brand assets, product/service information, offers, and approvals within agreed turnaround times (typically 2–3 business days).
- Designate a single point of contact for approvals and feedback.

9. Term & Termination

- This Agreement begins on the Effective Date and continues for the Initial Term, renewing monthly thereafter.
- Either party may terminate this Agreement with 30 days' written notice.
- Fees already paid for the current service month are non-refundable; work completed to date will be handed over in good order.
- The Agency reserves the right to pause services immediately in case of non-payment beyond the grace period in Section 6.

10. Reporting & Communication

- Monthly performance reports covering GBP, Google Ads, Meta Ads, and Sponsored Ads will be shared by the [1st / 5th] business day of the following month.
- A single dedicated point of contact will be assigned for ongoing support and consultation.
- Campaigns are reviewed and optimized on a weekly basis.

11. Ownership & Confidentiality

- All campaign assets, ad accounts, and data created during this engagement remain the property of the Client and will be provided in a transferable format upon request or termination.
- Both parties agree to keep confidential any business, financial, or strategic information shared during the course of this engagement, and not to disclose it to third parties without written consent.

12. Performance Disclaimer

The Agency follows data-driven, ethical SEO and advertising practices and is committed to continuous optimization. However, results (rankings, lead volume, cost-per-lead, conversions) are influenced by market conditions, platform

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algorithm changes, competition, and Client-side factors (offer, pricing, website conversion rate, sales follow-up), and are not guaranteed.

13. Governing Law

This Agreement shall be governed by and construed in accordance with the laws of India, with courts at Kolkata, West Bengal having exclusive jurisdiction.

14. Acceptance

By signing below, both parties agree to the scope, fees, and terms outlined in this Agreement.

For Blue Waves Media

Name: _____
Designation: _____
Signature: _____
Date: _____

For GBJ Silver

Name: _____
Designation: _____
Signature: _____
Date: _____