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Scope of Work: Meta Ads Management for Tripaverse

Prepared by: Blue Waves Media **Prepared for:** Tripaverse (https://www.instagram.com/tripaverse/) **Service:** Meta (Facebook and Instagram) Ads Management **Date:** 12 November 2026

1. Overview

Blue Waves Media will plan, create, launch, manage and optimise Meta ad campaigns for Tripaverse to generate trip enquiries and leads for four destination packages. This document sets out the campaigns, deliverables, budget, fees, responsibilities and terms of the engagement.

2. Objectives

1. Generate quality enquiries and leads for Tripaverse trips through Facebook and Instagram.
2. Build destination-level awareness among travellers interested in mountain, nature and trekking trips.
3. Test audiences and creatives for each destination, then scale what performs.
4. Grow Tripaverse's Instagram reach and profile visits as a supporting outcome.

3. Campaigns Covered

Four separate destination campaigns will be set up and run:

#	Campaign	Focus
1	Spiti	Spiti Valley trip packages
2	Coorg and Wayanad	Combined Coorg and Wayanad nature and leisure trip
3	Manali	Manali trip packages
4	Kedarnath Trek	Kedarnath trek packages

Each campaign has its own objective, audience set, creatives and budget so that performance can be tracked and compared per destination.

4. Creative Deliverables

Blue Waves Media will provide the following creatives for use in the ad campaigns:

- **2 static creatives**
- **2 reels (video)**

These will be allocated across the four campaigns based on destination relevance and the footage and photos supplied by Tripaverse. Creatives will be designed for Meta placements (Instagram Feed, Reels, Stories and Facebook Feed). Any additional creatives beyond the above will be quoted separately.

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5. Scope of Services

5.1 Strategy and Setup

- Discovery call to understand packages, pricing, dates, target customers and lead handling.
- Review of Tripaverse's Instagram profile, Facebook page and current content.
- Setup and review of Business Manager, ad account, Facebook page, Instagram account and Meta Pixel (where a website or landing page is used).
- Campaign structure planned per destination, including objective, audience, placements and creative mapping.

5.2 Audience Targeting

- Interest-based audiences such as travel, trekking, adventure, road trips, mountains and nature.
- Location targeting focused on key metro and tier-1 and tier-2 cities that convert for trip enquiries.
- Age and behaviour targeting suited to each destination (for example, younger trekkers for Kedarnath, couples and families for Coorg and Wayanad).
- Retargeting of Instagram and Facebook engagers and website visitors once enough data is available.

5.3 Ad Creation and Copywriting

- Ad copy, headlines and call-to-action written for each campaign.
- Lead capture via one or more of: Instagram or Facebook lead forms, click-to-WhatsApp, or click to website or landing page, as agreed with the client.
- A/B testing of creatives, copy and audiences within the available budget.

5.4 Launch, Monitoring and Optimisation

- Campaigns launched after client approval of creatives and copy.
- Regular monitoring of reach, clicks, cost per click, cost per lead and lead quality.
- Pausing underperforming ads and shifting spend to better performing creatives and audiences.
- Optimisation based on lead quality feedback from Tripaverse.

5.5 Reporting

- Weekly performance update on key metrics (reach, impressions, clicks, leads, cost per lead).
- A summary report at the end of the campaign period with learnings and recommended next steps.

6. Budget

Item	Amount
Ad budget per campaign	Rs 500
Number of campaigns	4
Total initial ad budget	**Rs 2,000**

- The ad budget is paid directly to Meta from the client's ad account and is **separate from the agency fee**.
- The Rs 500 per campaign is an initial test budget. It is intended to validate creatives and audiences, not to deliver a large volume of leads.
- Based on early results and lead quality, the budget can be increased after mutual agreement. Any increase will be confirmed in writing (chat or email is sufficient) before spend is raised.

7. Agency Fee

Item	Amount
Agency fee (Meta ads management, 4 campaigns, 2 creatives and 2 reels)	**Rs 10,000**

- Applicable taxes, if any, are charged as per prevailing law.
- The fee covers strategy, creative production as listed in Section 4, campaign setup, management, optimisation and reporting.
- Fees for any additional campaigns, creatives, reels, shoots or extended terms will be agreed separately.

8. Timeline

Stage	Timing
Kick-off, access and details received	Day 1 to 2
Strategy, creative and copy ready for approval	Day 3 to 5
Campaign launch after approval	Day 6 to 7
Optimisation and weekly reporting	Ongoing
Final report	End of the engagement

Timelines depend on timely approvals and asset delivery from the client.

9. Client Responsibilities

- Provide admin or advertiser access to the Facebook page, Instagram account and ad account.
- Share trip details for each destination: itinerary, inclusions, pricing, dates, batch availability and contact information.
- Share any available photos and videos of the destinations and past trips.
- Approve creatives and copy within 24 to 48 hours so campaigns launch on schedule.
- Respond to leads promptly. Speed and quality of follow-up strongly affect conversions.
- Keep a valid payment method active on the ad account and fund the ad budget.
- Give feedback on lead quality so targeting can be improved.

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10. Agency Responsibilities

- Deliver the services and creatives listed in this scope.
- Maintain transparency on ad spend and performance.
- Follow Meta's advertising policies and keep ad content compliant.
- Share reports at the agreed frequency.
- Keep client account access and business information confidential.

11. Out of Scope

The following are not included unless agreed in writing:

- Organic social media management, posting and community management.
- Photography or video shoots on location.
- Website or landing page design and development.
- Lead calling, sales follow-up and booking handling.
- Google Ads or any other ad platform.
- Influencer collaborations.
- Creatives beyond 2 static creatives and 2 reels.

12. Important Notes

- Digital advertising results depend on many factors, including pricing, seasonality, offer strength, creative quality, lead follow-up and budget. Blue Waves Media does not guarantee a specific number of leads, bookings or revenue.
- With a small initial budget, the first phase is for testing and learning. Meaningful scale comes after the budget is increased based on results.
- Ad accounts and content remain the property of the client. Creatives made by Blue Waves Media may be used by the client for the purposes of this engagement.
- Ad accounts can be restricted by Meta for policy reasons beyond the agency's control. The agency will assist in resolving such issues but is not liable for them.

13. Payment Terms

- Agency fee of Rs 10,000 payable in advance before the campaign launch.
- Ad budget is paid directly by the client to Meta.
- Further fee revisions, if the engagement is extended, will be mutually agreed before renewal.

14. Term and Termination

- This engagement runs for **one month** from the campaign start date and can be renewed by mutual agreement.
- Either party can end the engagement with 7 days' written notice. Fees for work already completed remain payable.

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15. Acceptance

By signing below, both parties agree to the scope, budget and terms in this document.

	Blue Waves Media	**Tripaverse**
Name		
Signature		
Date		