

SCOPE OF WORK

Prepared for Saree Sadan

Client	Saree Sadan	Agency	Blue Waves Media, Kolkata
Document	Scope of Work	Engagement	Monthly Retainer, Renewable

SCOPE OF WORK

Social Media Marketing • Meta Ads • Google My Business (GMB)

OBJECTIVE

This Scope of Work outlines a 30-day social media marketing engagement for Saree Sadan, designed to grow the brand's follower base, increase engagement on Facebook and Instagram, and generate local visibility and footfall through Meta Ads and Google My Business (GMB).

SCOPE OF SERVICES

1. Social Media Marketing (Organic)

- 2 videos/reels uploaded every day for 30 days (60 videos in total across the campaign).
- Raw video footage to be shared by the client; Blue Waves Media handles editing, trimming, captioning, background music, and on-brand formatting for each video.
- Caption writing, hashtag research, and consistent daily posting schedule on Facebook and Instagram.
- Community management — responding to comments and DMs to support engagement growth.
- Monthly content and engagement performance summary.

2. Meta Ads (Facebook & Instagram)

- Ad campaigns set up and managed for Engagement and Awareness objectives to build followers, reach, and interaction.
- Audience targeting, creative selection from daily-posted videos, and ongoing optimisation through the campaign.
- Ad budget funded directly by the client (see Ad Budget section below); Blue Waves Media manages strategy, setup, and optimisation.

3. Google My Business (GMB)

- GMB profile optimisation — business information, categories, photos, and posts.
- Regular GMB posts aligned with the daily video content.
- Review monitoring and response support to strengthen local search visibility.
- GMB local ads to be run using the budget funded by the client.

- Client shares 2 raw videos daily via WhatsApp/Google Drive (or agreed channel).
- Blue Waves Media edits and finalises both videos and schedules them for same-day/next-day posting.
- Best-performing videos are selected as ad creatives for the Meta Ads campaigns.

AD BUDGET (CLIENT-FUNDED)

The following ad spends are funded directly by the client and are paid to the ad platforms (Meta/Google), separate from the agency's service fee:

Ad Type	Daily Budget
GMB Ads (Local Search Visibility)	₹250 (optional)
Meta Ads (Facebook & Instagram) lead campaign	₹700 to ₹1000 approx
Meta Ads – Engagement & Awareness	₹500(optional) not every day

Note: Ad budgets are billed directly by Meta/Google to the client's ad account and are exclusive of the agency's service fee.

DELIVERABLES SUMMARY (MONTHLY)

Deliverable	Frequency / Quantity
Video/Reel Uploads	2 per day — 60 in 30 days
Meta Ads Management	Ongoing — 30 days
GMB Management & Posts	Ongoing — 30 days
Performance Summary Report	1 (end of campaign)

9. Investment

Service	Details	Investment
Agency Retainer	Social Media Marketing meta ads & GMB Management	₹20,000 / month + 18% GST

1. Agency retainer of ₹20,000 + 18% GST covers Branding, Social Media Marketing, and GMB Management as detailed in this scope
2. Meta Ads spend is separate from the agency retainer and is provided directly by the client — not billed by Blue Waves Media
3. Starting phase ad budget: ₹700–₹1000 per day, funded by the client, to boost key posts/reels and support lead generation while the account builds
4. Ad budget can be reviewed and scaled up in later months based on performance and client approval
5. Monthly retainer billed in advance on the 1st of each month

10. Terms & Assumptions

6. Client to provide raw photo/video content from completed projects and site visits for editing
7. Client to provide timely access/approvals for GMB profile and Instagram account management
8. Client to fund Meta Ads spend directly (starting phase: ₹700–₹1000/day); Blue Waves Media manages campaign setup and optimisation
9. Content calendar shared 5–7 days in advance for client review and approval before publishing
10. Minimum engagement period: 3 months, to allow branding and content strategy to show measurable results
11. Either party may revise scope with 30 days' written notice
12. This document is a scope of work summary; a detailed service agreement will be issued separately for signature

We're looking forward to building Saree Sadans brand and lead pipeline with you.

Blue Waves Media

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