

SCOPE OF WORK

Prepared for Drishti Eye Centre

Client	Drishti Eye Centre	Agency	Blue Waves Media, Kolkata
Document	Scope of Work	Engagement	Monthly Retainer, Renewable

OBJECTIVE

Blue Waves Media will manage and grow Drishti Eye Care Centre's online presence through consistent Google Business Profile (GMB) optimization and social media marketing, aimed at improving local visibility, patient engagement, and brand credibility across Kolkata.

SCOPE OF SERVICES

1. Google Business Profile (GMB) Management

- Complete profile setup/audit and optimization (categories, services, business description, attributes)
- Regular GMB posts and photo/video updates
- Monitoring and responding to patient reviews and Q&A
- NAP (Name, Address, Phone) consistency checks
- Monthly performance tracking (views, searches, calls, direction requests)

2. Social Media Marketing

- Content planning and monthly content calendar
- Creative design and copywriting aligned with the Drishti Eye Care Centre brand voice
- Publishing and page management on Instagram & Facebook
- Community engagement (comments/DMs monitoring)
- Monthly performance report (reach, engagement, follower growth)

MONTHLY DELIVERABLES

Deliverable	Quantity / Month
Reels (short-form video content)	4
Static / Carousel Posts	8
Google Business Profile Management (ongoing)	Included
Monthly Performance Report	1

SERVICE-WISE QUOTE

Description	Amount (₹)
Google Business Profile (GMB) Management	5,000
Social Media Marketing	10,000
Subtotal	15,000
GST @ 18%	2,700
Total Payable per Month	17,700

Note: Charges cover agency management fees only. Any paid ad spend (Meta Ads/Google Ads), if undertaken, will be billed separately and funded directly by the client.

TERMS & CONDITIONS

- This scope covers GMB and Social Media Marketing services only; website, SEO, and paid ads are not included unless agreed separately.
- Content requires client approval prior to publishing; timely feedback ensures adherence to the monthly calendar.
- Client to provide access to GMB listing, social media accounts, and relevant brand/clinical assets (photos, doctor details, patient testimonials with consent).
- Billing cycle is monthly, payable in advance, via invoice raised by Blue Waves Media.
- Either party may terminate this agreement with 30 days' written notice.

For Blue Waves Media

For Drishti Eye Care Centre

Authorized Signatory

Authorized Signatory