

SCOPE OF WORK

Social Media Marketing, Meta Ads Management & CRM Integration

Prepared for Carrnival Trips • carrnivaltrips.com

Client	Carrnival Trips (carrnivaltrips.com)	Agency	Blue Waves Media, Kolkata
Document	Scope of Work	Engagement	Monthly Retainer, Renewable

1. Project Overview

This Scope of Work ("SOW") defines the services, deliverables, timelines, responsibilities, and fees agreed between Blue Waves Media ("Agency") and Carrnival Trips ("Client") for a monthly retainer covering Social Media Marketing, Meta Ads Management, and CRM Integration.

The engagement is designed to grow Carrnival Trips' online presence through strategic social media marketing and Meta Ads, increase brand awareness, generate high-quality travel leads, and improve lead conversions through seamless CRM integration and disciplined follow-up management.

2. Objectives

- Grow Carrnival Trips' brand presence and credibility across Instagram, Facebook, and connected channels.
- Run performance-driven Meta Ads campaigns to generate high-quality travel leads at an optimized cost per lead (CPL).
- Integrate all leads generated from Meta into the Client's CRM for real-time tracking, assignment, and follow-up.
- Improve lead-to-conversion rates through structured lead management and timely sales follow-up.
- Provide full visibility into performance through weekly check-ins and a monthly analytics report.

3. Scope of Services

3.1 Social Media Marketing – Monthly Content Creation

The Agency will plan, create, and publish a total of 88 post per destination 11post (including reel, carousel,static) pieces of content per month across the Client's social channels, broken down as follows:

Total Destination- 8 (5 domestic & 3 international)

Content Format	Quantity / Month
Reels per destination	1*8= 8
Static Posts per destination	4*8= 32
Carousel Posts per destination	1* 8= 8
Total Posts	48

3.2 Platforms to be covered

- Instagram
- Facebook
- Youtube
- linkedin

3.3 Organic Marketing Goals

- Increase organic reach across all published content.
- Increase profile visits and website/link clicks from social platforms.
- Increase video views on Reels and video-based content.
- Increase engagement – likes, comments, and shares.
- Build long-term brand trust through consistent, high-quality storytelling.

3.3 Content Pillars

Monthly content will be planned across the following recurring content types to keep the feed varied, on-brand, and conversion-oriented:

Content Type	Description
Destination Showcase	Cinematic videos of Bali, Thailand, Vietnam, Meghalaya, and other featured destinations.
Tour Highlights	Best moments compiled from previous Carnival Trips tours.
Customer Testimonials	Happy traveler reviews and feedback, repurposed as social proof.
Travel Tips	Packing tips, visa tips, and budget-travel guidance for followers.
Itinerary Reel	3-day / 5-day package overviews presented in short-form video.
Trending Travel Reel	Trending audio paired with beautiful destination visuals.
Behind the Scenes	Team preparing trips, airport departures, and on-ground moments.
Offers & Group Departure	Upcoming departures and limited-time deal announcements.

3.4 Meta Ads Management

Campaign Strategy – the Agency will own end-to-end strategy and execution of paid campaigns on Meta (Facebook & Instagram):

- Campaign planning & strategy aligned to lead-generation and brand goals.
- Campaign creation and structure setup (objectives, ad sets, placements).
- Audience research and targeting based on traveler personas and destinations.
- Creative and ad copy setup, aligned to Carnival Trips' brand voice.
- A/B testing of creatives, audiences, and ad copy.

- Ongoing campaign optimization based on performance data.
- Budget optimization across campaigns and ad sets.
- Continuous performance monitoring.
- Remarketing campaigns to re-engage warm audiences (site visitors, engagers, past leads).
- Monthly performance report summarizing spend, results, and learnings.

3.5 Lead Generation

- Facebook Lead Form campaigns.
- WhatsApp Lead campaigns.
- Website conversion campaigns.
- Instant Form lead collection.
- Focus on high-quality lead generation over raw volume.
- Ongoing lead tracking and optimization to improve lead quality and CPL over time.

3.6 CRM Integration – Lead Management System

- Meta leads to CRM integration.
- Instant Form leads auto-sync into the CRM.
- WhatsApp leads integration (where supported by the platform/CRM).
- Automatic lead capture – no manual export/import required.
- Real-time lead notifications to the sales team.
- Lead assignment to designated sales team members.
- Follow-up tracking to ensure no lead goes unattended.

4. Monthly Deliverables Summary

Deliverable	Detail
Social Media Posts	16 total — 8 Professional Reels, 5 Creative Static Posts, 3 Informative Carousel Posts
Meta Ads Campaign Setup	Full campaign build — strategy, targeting, creatives, copy
Campaign Optimization	Ongoing, throughout the month
Lead Generation Campaigns	Facebook Lead Form, WhatsApp, Website Conversion, Instant Form
CRM Integration & Lead Automation	Auto-sync, real-time notification, assignment, follow-up tracking
Weekly Meeting	1 sync call per week to review progress and priorities
Monthly Analytics & Performance Report	1 consolidated report per month

5. Meta Ads Strategy & Execution

Meta Ads Strategy & Execution

Our Meta Ads strategy is designed to increase your brand visibility, generate high-quality leads, and maximize customer engagement through a structured, performance-driven approach.

Campaign 1: Brand Awareness Campaign

Objective: Brand Awareness / Video Views

Purpose:

- Increase brand awareness among the target audience.
- Reach new and relevant potential customers.
- Increase video views and engagement.
- Improve brand recall through consistent visibility.
- Build trust and strengthen brand presence.

Campaign 3: WhatsApp Lead Generation Campaign

Objective: WhatsApp Conversions

Purpose:

- Drive direct enquiries through WhatsApp.
 - Enable instant interaction with potential customers.
 - Improve response time and customer engagement.
 - Increase booking opportunities through personalized conversations.
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Objective: Lead Generation (Instant Form)

Purpose:

- Generate high-quality travel leads.
 - Collect customer information through Meta Instant Forms.
 - Increase enquiries for tour packages.
 - Capture qualified prospects for the sales team.
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6. Process & Timeline

6.1 Onboarding (Week 1)

1. Brand and asset handover — logo files, brand guidelines, past creatives, testimonials, and CRM/Meta Business access.
2. Content calendar and campaign strategy alignment for the first month.
3. CRM and Meta Lead Form integration setup and testing.

6.2 Monthly Cycle

- Week 1: Content planning, shoot/creative briefing, and campaign setup.
- Week 2–3: Content publishing, ad campaign launch, ongoing optimization, and weekly sync.
- Week 4: Performance review, monthly analytics report, and planning for the following month.

7. Roles & Responsibilities

7.1 Blue Waves Media

- Content strategy, creation, and publishing as per the agreed monthly plan.
- Meta Ads campaign setup, management, and optimization.
- CRM integration setup and ongoing lead-flow monitoring.
- Weekly status updates and a monthly performance report.

7.2 Carnival Trips

- Provide timely access to social media accounts, Meta Business Manager, and CRM.
- Share raw footage, photographs, testimonials, and offer/package details as needed for content.
- Provide timely feedback and approvals on content and campaigns.
- Ensure the sales team follows up on leads assigned through the CRM in a timely manner.

8. Assumptions & Exclusions

- Meta Ads spend (media budget) is separate from the monthly service fee and is billed directly by Meta to the Client's ad account.
- Content is based on footage, photographs, and information supplied by the Client, or sourced by the Agency where feasible.
- Any paid influencer collaborations, professional on-location shoots, or third-party licensing costs are out of scope unless agreed separately.
- Website development or CRM licensing costs, if applicable, are outside the scope of this SOW.
- Performance figures in Section 5 are estimates for planning purposes and are not guaranteed outcomes.

9. Reporting & Communication

- One weekly meeting to review progress, upcoming content, and campaign performance.
- One consolidated monthly analytics and performance report covering content, ads, and leads.
- Real-time lead notifications routed through the CRM as leads are generated.

10. Investment

Service	Monthly Fee
Social Media Marketing + Meta Ads Management + CRM Integration	₹35,000 / Month + 18% GST

Meta Ads media budget is billed separately and directly by Meta, based on the budget agreed with the Client.

11. Term, Renewal & Termination

- This engagement runs on a monthly retainer basis and renews automatically each month unless either party provides notice.
- For optimal performance and meaningful business results, we recommend a **minimum engagement period of 3 months**. Meta Ads campaigns require sufficient time for audience learning, data collection, campaign optimization, creative testing, and retargeting to achieve consistent lead quality and improved return on ad spend (ROAS).
- **Please note:** The monthly package includes a total of **48 posts**. If the client requests any **additional reels or creative posts** beyond the agreed 48, they will be charged separately at an additional cost.
- Either party may terminate the engagement with 30 days' written notice.
- Fees for the notice period, and any Meta Ads spend already committed, remain payable.

For Blue Waves Media

For Carnival Trips

Signature & Date

Signature & Date