



Scope of Work: Facebook Management Services

Representatives:

Junko.mu

1. Project Overview

Junko.mu will manage and enhance the Facebook presence of businesses. The goal is to strengthen branding, increase visibility, improve engagement, and generate meaningful interactions that drive inquiries and conversions.

Our Facebook Management system is built to provide businesses with consistent, high-quality social media activity and the flexibility to customise their plan based on their goals.

2. Key Objectives

- Increase page visibility and brand recognition on Facebook
- Consistently engage with the target audience through quality content
- Drive traffic, leads, and inquiries via optimized posting and paid campaigns
- Maintain a professional, up-to-date Facebook presence
- Establish credibility through a clean, fully optimized business page

3. Services Provided

Our Facebook Management Services follow a flexible service structure. Businesses begin with our **Basic Facebook Management Package** and then add optional upgrades depending on their desired level of visibility and activity.

Basic Facebook Management Package

Price: Rs 9,990 per month

1. Artwork Creation (4 artworks per month)

- Creation of 4 custom-designed visuals
- Consistent branding (colours, style, layout)
- Optimized for Facebook's recommended dimensions

2. Posting & Publishing

- Scheduling and publishing of the 4 artworks
- Writing short, impactful captions
- Adding relevant hashtags (if applicable)
- Ensuring proper readability, layout, and call-to-action
- Quality assurance: spelling, design check, formatting
- Group sharing: **10 groups per post**

3. 1 Paid Advertising Campaign (Setup & Basic Management)

- Setting up **one paid campaign per month**
- Choosing the right objective (reach, engagement, traffic, etc.)
- Basic monitoring during the campaign period

4. Page Management – Creation or Clean-Up

If a Facebook Page Already Exists:

- Updating essential business details:
 - Phone number
 - WhatsApp
 - Address
 - Operating hours
 - Updating profile and cover photo
 - Updating the About section professionally
 - Ensuring categories and services are accurate
 - Removing outdated / irrelevant information

If No Page Exists:

- Full creation of a new Facebook page
- Adding essential business details

5. Monthly Reporting

- Summary of post performance
- Summary of campaign performance

Customisation Options (Add-Ons & Upgrades)

The Basic Package provides a solid monthly foundation. Clients may customise their service by selecting optional add-ons that enhance their monthly reach, activity, or marketing strength.

All add-ons operate **per month**, alongside the Basic Package.

1. Additional Posts

Businesses may increase monthly posting frequency.

- **Price: Rs 800 per extra post**

2. Extra Paid Campaigns

Clients who want stronger reach or more aggressive marketing can add additional campaigns.

- **Price: Rs 6,000 per additional campaign**

Ideal for product launches, special events, promotions, and lead generation.

4. Client Confirmation & Service Agreement

Before Junko.mu begins any setup or Facebook activity, the client must review and confirm the following:

a. Selection of Base Package

✓ Basic Facebook Management Package

b. Selection of Customisation Options (Add-Ons)

Clients may choose to add:

- Extra posts
- Extra ad campaigns

These will be confirmed within this Scope of Work.

c. Service Selection Confirmation

The client will indicate chosen services by signing this Scope of Work.

d. Acceptance of Terms & Conditions

By signing, the client agrees to all:

- Service details
- Deliverables
- Timelines
- Conditions
- Pricing for selected services

e. Authorization to Start

Junko.mu will only begin work after:

1. Signing of the Contract
2. Signing this Scope of Work
3. Receipt of full payment (or approved arrangement)

5. Approval & Acceptance

This Scope of Work will be attached to the main Contract as an annex. The client agrees to the defined:

- Deliverables
- Timelines
- Responsibilities
- Selected customisation options

Signing this document and the main Contract formalizes the service activation.

6. Client Agreement & Signature

Base Package Selected:

✓ Basic Facebook Management Package (Monthly)

Add-Ons / Customisations Selected:

Client Details

Client Name: _____

Company Name: _____

Total Price: _____

Client Signature: _____

Date: _____

⚠ Important Note

Signing this Scope of Work alone does not activate the service.

The project will begin **only after**:

1. Contract signature
2. Scope of Work signature
3. Full payment received