



PROPOSAL & PRICING

SOCIAL MEDIA & BRANDING

Service Quotation

Creative strategy. Meaningful content. Stronger brands.

PREPARED BY: WANNA BE SOCIALS

SECTION 01 — PACKAGES

SOCIAL MEDIA MANAGEMENT PACKAGES

Every brand has a story. We help you tell it through thoughtful strategy, creative content, and consistent communication.

PACKAGE 01

The Starter Edit

DURATION · 15 DAYS

₹5,000*

WHAT'S INCLUDED

- ✓ 4 static/carousel posts
- ✓ 3 reels, including concept, shoot, and editing
- ✓ 2 stories
- ✓ Content calendar
- ✓ Content strategy
- ✓ Initial discovery call
- ✓ Captions, hashtags, and keyword planning
- ✓ Content posting and scheduling

* This 15-day package can be redeemed only once. It is limited to a trial, designed to make your brand identifiable and to revise your brand.

PACKAGE 02

The Growth Edit

DURATION · 1 MONTH

₹10,000

WHAT'S INCLUDED

- ✓ 10 static/carousel posts
- ✓ 5 reels, including concept, shoot, and editing
- ✓ 5 stories
- ✓ Monthly content calendar
- ✓ Content strategy and content pillars
- ✓ Discovery call and brand voice alignment
- ✓ Captions, hashtags, and keyword optimisation
- ✓ Content posting and scheduling
- ✓ Basic competitor research and content gap analysis
- ✓ Monthly performance summary

SECTION 01 — PACKAGES, CONTINUED

THE COMPLETE PACKAGE

PACKAGE 03

ORGANIC + PAID

The Brand Accelerator

₹15,000

DURATION · 1 MONTH

WHAT'S INCLUDED

- ✓ 8 static/carousel posts
- ✓ 7 reels, including concept, shoot, and editing
- ✓ 7 stories
- ✓ Monthly content calendar
- ✓ Content strategy and brand positioning
- ✓ Discovery call and monthly planning
- ✓ Captions, hashtags, and keyword optimisation
- ✓ Content posting and scheduling
- ✓ Competitor analysis and content gap research
- ✓ Instagram/Meta ad campaign setup and basic ad management
- ✓ Audience targeting and campaign monitoring
- ✓ Ad creative and copy planning
- ✓ Monthly organic and paid performance report
- ✓ Community management, including answering DMs

PLEASE NOTE The advertising budget is separate from the package fee and will be paid directly by the brand to Meta.

Packages at a glance

PACKAGE	DURATION	POSTS	REELS	STORIES	FEE
The Starter Edit	15 Days	4	3	2	₹5,000*
The Growth Edit	1 Month	10	5	5	₹10,000
The Brand Accelerator	1 Month	8	7	7	₹15,000**

Posts = static/carousel posts. *One-time trial package; cannot be redeemed twice. **Advertising budget excluded; paid directly by the brand to Meta.

SECTION 02 — ADD-ONS

ADDITIONAL SERVICES

Customise your package with additional creative and branding support.

FIXED

Fixed rate

VARIABLE

Price varies — confirmed before work begins

SERVICE	PRICE	TYPE
01 Extra static/carousel post	₹200 per post	FIXED
02 Extra reel	₹300 per reel	FIXED
03 Extra story	₹100 per story	FIXED
04 Logo design Includes 5 initial logo options.	₹500 for 5 initial options	FIXED
05 Catalogue design Final price depends on complexity.	₹200 – ₹500 depending on complexity	VARIABLE
06 Reel/content shoot Charges depend on third-party agency rates and will be communicated beforehand.	On request communicated beforehand	VARIABLE

SECTION 03 — TERMS

TERMS & CONDITIONS

01 Payment Terms

All packages are payable in two instalments:

50%

Advance payment before the project begins.

50%

Remaining payment upon completion of the agreed package.

02 Revisions

Up to 5 rounds of revisions per design are included. Any additional revisions beyond the included limit may be charged separately, subject to prior discussion and approval.

03 Additional Work

Any work requested outside the selected package will be charged separately, subject to approval before the work begins.

04 Changes to the Contract

Any requested changes to the agreed package, scope of work, deliverables, or contract terms must be communicated at least 10 days in advance. Such changes are subject to mutual discussion and written approval. Any change affecting pricing or deliverables must be agreed upon before it is implemented.

05 Client Approvals and Deadlines

Content calendars, creative delivery dates, campaign schedules, and publishing deadlines depend on timely feedback, information, materials, and approvals from the client. Delays in client approvals or in providing required information may result in corresponding changes to delivery timelines and publishing schedules.

SECTION 03 — TERMS, CONTINUED

TERMS & CONDITIONS

06 Shoot and Travel Expenses

Shoot costs and applicable travel expenses are separate from the package price and will be communicated beforehand.

07 Third-Party Services

Services involving third parties, including professional photoshoots, video shoots, influencer collaborations, paid partnerships, external production teams, models, locations, or other external vendors, will be billed separately unless explicitly included in the agreed quotation. Applicable charges will be communicated to the client in advance and require approval before booking or execution.

08 Advertising Budget

For The Brand Accelerator package, the advertising spend is not included in the service fee. The brand will pay the advertising budget directly to Meta.

09 Meta Advertising Policy Changes

Wanna Be Socials will not be held responsible for changes to Meta's advertising policies, platform rules, ad review processes, pricing, or advertising costs imposed by Meta. Any resulting impact on campaign delivery, approvals, or advertising expenditure is outside our control. Advertising budgets and platform charges are separate from our service fees.

10 Early Contract Termination

If either party wishes to end the agreed engagement before the contracted period is complete, the matter must be discussed and resolved amicably. Payment for the remaining days of the agreed contract period will be discussed and settled mutually, based on the agreed commercial terms and the work already committed or undertaken. Any early termination arrangement must be mutually agreed upon by both parties.



THANK YOU

LET'S BUILD SOMETHING MEANINGFUL.

We'd love to be a part of your brand's journey. Let's create content that connects with your audience and brings your brand story to life.

WANNA BE SOCIALS

Strategy first. Wanna Be Socials, always.
