

## Onedot Media

Chennai  
600119**SOW 2302\_7 for Agreement to perform Digital Asset Development to Millet Mart**

Date

23 Feb 2023

Services Performed By:

Onedot Media  
Chennai

Services Performed For:

Millet Mart  
Chennai

This Statement of Work (SOW) is issued pursuant to the Digital Asset Development Master Agreement between Millet Mart ("Client") and Onedot Media ("Contractor"), effective \_\_\_\_\_ (the "Agreement"). This SOW is subject to the terms and conditions contained in the Agreement between the parties and is made a part thereof. Any term not otherwise defined herein shall have the meaning specified in the Agreement. In the event of any conflict or inconsistency between the terms of this SOW and the terms of this Agreement, the terms of this SOW shall govern and prevail.

This SOW # 2302\_7 (hereinafter called the "SOW"), effective as of \_\_\_\_\_, is entered into by and between Contractor and Client, and is subject to the terms and conditions specified below. The Exhibit(s) to this SOW, if any, shall be deemed to be a part hereof. In the event of any inconsistencies between the terms of the body of this SOW and the terms of the Exhibit(s) hereto, the terms of the body of this SOW shall prevail.

**Period of Performance**

The Services shall commence on \_\_\_\_\_, and shall continue for 365 days from date of confirmation.

**Engagement Resources**

Titles		Count
Digital Head		1
SEO Analyst		2
SEM Analyst		1
Content Writer		1
Client Coordinator		1
Project Head		1
Creative		1

# Scope of Work

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Contractor shall provide the Services and Deliverable(s) as follows:

- Creating or managing channels
  - Onedot will be creating and managing all the digital channels
  - List of Digital channels planned for execution.
    - Google & Related Networks
    - Facebook / Instagram / Whatsapp Networks
    - Twitter & Its group networks
    - Online Listings & Forums
    - 3<sup>rd</sup> party Website & Platforms
    - Online communities and groups
- Channel-based strategy and digital plan creation
  - OneDot will be engaged in creating channel-wise strategies as per market demand and target audience (On Client Approval)
- Carrying our Post / Design / Content on all social media
  - OneDot will be preparing the required content for social/digital assets.
- Digital Branding
  - The Planned campaigns & strategies are in such a way to increase the Sales, Business leads, and brand building
- Managing the ad design & executions (Optional)
  - OneDot will be performing the ad campaign based on the recommended / Approved budget. The will be reported to the client on monthly basis.
- User Engagement & Support Services
  - User engagement & a support system designed to engage users for higher conversation rates.

## Scope in-depth

### **Develop a Comprehensive Social Media Marketing Plan**

Develop and implement a comprehensive social media marketing plan to increase brand awareness, drive engagement, and promote QMM Food Trust. Create social media profiles on all major platforms, including Facebook, Twitter, LinkedIn, and Instagram. Share industry news, company updates, and engaging content to increase engagement and brand awareness.

### **Content Marketing Strategy**

Create a company blog that provides valuable insights, trends, and news in the food industry. Produce engaging and informative videos that showcase Millet Mart Ventures' products and services. Develop infographics and other visual content to help educate and inform potential customers about the benefits of QMM Food Trust.

### **Email Marketing Campaigns**

Develop a segmented email list that includes potential customers, industry influencers, and affiliates. Create engaging and informative email campaigns that promote Millet Mart Ventures' products and services. Email automation is used to send targeted messages to specific email list segments. Leverage email marketing campaigns to onboard more Millet Value-Added Products/Food Products funnel.

### **Search Engine Optimization (SEO)**

Optimize website content for relevant keywords and phrases to improve search engine rankings. Build high-quality backlinks to increase website authority. Optimize website meta descriptions, titles, and other on-page elements to improve click-through rates from search engine results pages.

### **Advertising Campaigns**

Develop targeted advertising campaigns on social media, search engines, and other online platforms to identify more affiliates and distributors and increase end-product sales. Utilize retargeting and other advertising techniques to reach potential customers who have already expressed interest in Millet Mart Ventures.

### **Collaborate with Influencers**

Identify and collaborate with influencers in the food industry to promote Millet Mart Ventures and QMM Food Trust. Contact bloggers, social media influencers, and other key industry players to promote Millet-based QSRs and Bakeries.

### **Video Marketing**

Create engaging and informative videos that showcase Millet Mart Ventures' products, services, and values. Leverage the power of video marketing to reach a wider audience and increase engagement.

### **Local SEO**

Optimize website content and local search engine listings to target more distributors in different geographies. Leverage the power of local search engine optimization to increase visibility in local search results and drive more targeted traffic to the website.

### **PR and Media Relations**

Engage in public and media relations efforts to promote Millet Mart Ventures' products and services and the benefits of QMM Food Trust. Develop a comprehensive media kit that includes press releases, company information, and other relevant materials.

### **Scope of Work (Detailed.)**

#### **Social Media Marketing Plan**

- 1) Develop a content calendar that outlines daily and weekly social media posts.
- 2) Create social media profiles on all major platforms, including Facebook, Twitter, LinkedIn, and Instagram.
- 3) Share industry news, company updates, and engaging content to increase engagement and brand awareness.
- 4) Use paid social media advertising to reach new audiences and increase website traffic.

## **Content Marketing**

- 1) Create a company blog that provides valuable insights, trends, and news in the food industry.
- 2) Produce engaging and informative videos that showcase Millet Mart Ventures' products and services.
- 3) Develop infographics and other visual content to help educate and inform potential customers.

## **Email Marketing**

- 1) Develop a segmented email list that includes potential customers, industry influencers, and affiliates.
- 2) Create engaging and informative email campaigns that promote Millet Mart Ventures' products and services.
- 3) Utilize email automation to send targeted messages to specific segments of the email list.

## **Search Engine Optimization**

- 1) Optimize website content for relevant keywords and phrases.
- 2) Build high-quality backlinks to increase website authority and improve search engine rankings.
- 3) Optimize website meta descriptions, titles, and other on-page elements to improve click-through rates from search engine results pages.

## **Advertising**

- 1) Develop targeted advertising campaigns on social media, search engines, and other online platforms.
- 2) Utilize retargeting and other advanced advertising techniques to reach potential customers who have already expressed interest in Millet Mart Ventures.
- 3) Monitor advertising campaigns and adjust targeting and messaging based on performance metrics.

## **Scope In-depth – Video Marketing**

Onedot will help in designing and marketing the videos to help the brand in brand awareness. –

- Demo Videos – Raw videos to be given by the client, not do edit and promote
- Brand Videos – Brand content to be given by the client
- Event Videos – Raw video to be given by the client, onedot do edit and promote
- Educational & Explainer Videos – onedot will design and promote based on client inputs.
- Case study & Testimonial Videos - Raw video to be given by the client, onedot do edit and promote
- 360 Degree Videos – Onedot will design & Promote based on client inputs
- Social Live with the webinar, live demo, live Q & A – the same can be circulated as content in social media groups

## Deliverables

Details	Timeline
Digital Asset Fixation	NA
Social Post	4 / Month + Special Post
Directory Submissions	5 / Month ( A Min Count )
Articles	2 / Month ( A Min Count )
Blogs	2 / Month
Link Building	5 / Month ( A Min Count )
Social Bookmarking	10 / Month
Local Listing	Continuous Process
Group Marketing	Continuous Process
Video Marketing	1 / Month
Reputation Management	Continuous Process
Content Marketing	Continuous Process
Emailer ( Client DB )	2 / Month
Maintenance	Ongoing ( Post Website Launch )

*\*The Deliverable timeline given for marketing starts post the website fixes.*

## Deliverable Materials

Materials	Schedule Plan	Day / Date
Strategy Document	Monthly	7th of Every Month
Activity Plan	Monthly	
Ad Copy for Approvals	Monthly	
Ad Report	Monthly	
Digital Report	Monthly	
Improvement Plan	Monthly	

## Contractor Responsibilities

1. *Digital Strategy Creation*
2. *Digital Content Creation*
3. *Digital asset development (Channels)*
4. *Optimizing total digital performances.*
5. *Refining and improving ad performances when and ever required.*
6. *consolidate and share reports based on campaigns.*
7. *Share the digital report (Full report) on Monthly basis.*

## Assumptions

1. *Client will provide one point of contact for coordination*
2. *Client will provide required images / content / details of services*
3. *Client will help us in approving content / ads on time.*
4. *Client will help in improving results by providing in house data when required.*

## Fee Schedule

This engagement will be conducted on a Time & Materials basis.

Details of Services	Price
Social Media Ads	50000
Influencer Campaign ( Optional )	On Actuals
Google Search – SEO	25000
Video Marketing	25000
PR	30000
Asset Management & Execution	55000

### Payment Terms

100% advance against invoice

Taxes (18% ) are extra from the above value and will be charged as per GST.

## Out-of-Pocket Expenses / Invoice Procedures ( If applicable )

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Client will be invoiced monthly for the consulting services and T&L expenses. Standard Contractor invoicing is assumed to be acceptable. Invoices are due upon receipt.

Client will be invoiced all costs associated with out-of-pocket expenses (including, additional Ad Spend and expenses associated with meals, lodging, local transportation, and any other applicable business expenses if any) listed on the invoice as a separate line item. the

Invoices shall be submitted monthly in arrears. Each invoice will reflect charges for the time period being billed and cumulative figures for previous periods. Terms of payment for each invoice ( If any ) are due upon receipt by the Client of a proper invoice. The contractor shall provide the Client with sufficient details to support its invoices, including timesheets for services performed and expense receipts and justifications for authorized expenses unless otherwise agreed to by the parties.

## Completion Criteria

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Contractor shall have fulfilled its obligations when any one of the following first occurs:

- Contractor accomplishes the Contractor activities described within this SOW, including delivery to Client of the materials listed in the Section entitled "Deliverable Materials," and Client accepts such activities and materials without unreasonable objections. No response from Client within 2-business days of deliverables being delivered by Contractor is deemed acceptance.
- Contractor and/or Client has the right to cancel services or deliverables not yet provided with 30 business days advance written notice to the other party.

## Project Change Control Procedure

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The following process will be followed if a change to this SOW is required:

- A Project Change Request (PCR) will be the vehicle for communicating change. The PCR must describe the change, the rationale for the change, and the effect of the change will have on the project.
- The designated Project Manager of the requesting party (Contractor or Client) will review the proposed change and determine whether to submit the request to the other party.
- If the investigation is authorized, the Client Project Managers will sign the PCR, which will constitute approval for the investigation charges.
- Contractor will invoice Client for any such charges. The investigation will determine the effect that the implementation of the PCR will have on SOW price, schedule and other terms and conditions of the Agreement.

- Upon completion of the investigation, both parties will review the impact of the proposed change and, if mutually agreed, a Change Authorization will be executed.
- A written Change Authorization and/or PCR must be signed by both parties to authorize implementation of the investigated changes.

## Out of scope

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- Sales Leads & Business leads are to be handled by the client.
- Any Other creative services (other than Digital creatives) will not be part of the scope and can be worked upon on additional costing.

**IN WITNESS WHEREOF**, the parties hereto have caused this SOW to be effective as of \_\_\_\_\_ written above.

### **Millet Mart**

By: \_\_\_\_\_  
Name: Mr. Parthasarathy  
Title: Director

### **Onedot Media**

By:   
Name: Mr. Ganesh Kumar Gopalakrishnan  
Title: Director