# Nefer tour Operations Project Statement of Work

## Project lead: Marwan, Shams, Soha

## Project sponsor: General manager

## Revision History:

| Revision date | Revised by | Approved by |
| --- | --- | --- |
| 2-Jan | Project manager | Head of operations |

## Purpose: The goal of this Statement of Work (SoW) is for the social media vendor (Hootsuite) of the new service launch.

## Scope / major project activities:

* management of social media accounts on platforms such as Facebook, Instagram, Twitter, and LinkedIn.
* Development of a social media marketing strategy tailored to attract high-profile clients.
* Creation of engaging content, including posts, images, videos, and stories.
* Monitoring and responding to comments, messages, and interactions on social media
* Running paid social media advertising campaigns to increase reach and engagement.

## Out-of-scope activities:

* Management of non-social media marketing channels (e.g., email marketing, SEO, PPC).
* Handling customer service inquiries unrelated to social media interactions.

## Deliverables:

* Making a full marketing campaign in social media with the targeted audience.

## Major Milestones:

* Milestone 1: management of social media accounts.
* Milestone 2: Creation of engaging content.
* Milestone 3: Providing daily performance reports.

## Estimated Days for completion: 36 Days

## Estimated date for completion: 20-Feb 2025

## Payment Terms

All vendors and contractors will be paid upon the delivery services, unless otherwise negotiated.