



Tessa Labs Pvt Ltd

Premium digital product and growth company

— COMMERCIAL SCOPE DOCUMENT

Growth Retainer Scope Document

This document defines the monthly Growth Retainer clearly so the client understands what the monthly fee covers, what kind of execution is included, what stays outside the retainer, and how monthly scope is controlled.

Growth Retainer

3-month minimum

Client-facing scope and pricing document

FIXED PLAN PRICE

₹1,20,000

/ month + GST @ 18%

BEST FOR

Brands ready for SEO, landing pages, content systems, and conversion improvement.

TIMELINE

3-month minimum

PAYMENT

Paid monthly in advance

Core inclusions and immediate exclusions

Included in the plan price

- Monthly growth planning call
- Search and content optimisation work
- 2 landing pages or conversion experiments per month
- Conversion copy and UX refinement
- Short-form content and reels direction
- Campaign creative support
- Performance reporting every month
- Priority async communication

Explicitly outside this plan

- Large redesigns or full rebuilds
- Ad spend budgets
- Heavy video production shoots
- Unlimited requests

Monthly execution scope

Monthly planning and priorities

Each month begins with a working review of priorities, what matters next, and where effort should go. This is meant to prevent random disconnected tasks.

Search and content optimisation

Ongoing page-level and content-level optimisation work is included where relevant to the monthly plan. This is execution work, not just advisory commentary.

Landing pages and conversion experiments

Up to two landing pages or conversion experiments per month are included under the plan. This does not mean two full redesign projects every month.

Conversion copy and UX refinement

Existing pages, key CTAs, forms, and campaign flows can be refined as part of the monthly execution scope.

Short-form content direction and campaign creative support

The retainer can include content direction, hooks, scripts, packaging logic, and creative support for growth efforts agreed in the monthly plan.

Monthly reporting

Each month closes with a clear review of what shipped, what changed, what improved, and what needs the next month's attention.

What is not part of this plan

No unlimited request queue

This is a focused monthly engagement, not a buyout of unlimited design, development, or marketing hours.

No large rebuilds or new products

Full redesigns, large rebuilds, major product work, or new product launches belong in a separate project scope.

No ad spend or heavy production

Ad budgets, paid media platform spend, large video shoots, and larger production work are not included in the monthly fee.

Included items explained with real examples

Monthly growth planning call

We decide what the next month should focus on instead of doing random disconnected tasks.

EXAMPLE

One month may prioritize SEO and landing pages, while another may prioritize reels and conversion fixes.

Search and content optimisation work

This includes ongoing search and content work, not a one-time audit PDF that disappears into a drive folder and never changes the site.

EXAMPLE

Keyword alignment, metadata improvements, page structure updates, and content optimization.

2 landing pages or conversion experiments per month

We keep improving conversion and campaign performance with focused assets.

EXAMPLE

A new ad landing page, a better enquiry page, or a split-tested service page layout.

Short-form content and reels direction

We support content direction and creative structure for growth, not random posting.

EXAMPLE

Hooks, content angles, scripts, design direction, and packaging for reels.

Performance reporting

You get a clear monthly view of what was done and what moved.

EXAMPLE

Traffic changes, enquiry trends, landing page performance, and next priorities.

How the monthly cycle moves

Month start

Review priorities, agree monthly focus, and lock the highest-value work for the current cycle.

During the month

Execution happens across the agreed mix of search, pages, content, conversion work, and creative support.

Month end

Reporting, performance review, and next-month recommendations are delivered before the next cycle begins.

Retainer boundaries

Three-month minimum

The retainer is designed for consistent compounding work and is set with a 3-month minimum rather than a one-month trial expectation.

No rollover bank

Unused effort does not roll over as stored credit. Each month is planned and executed as its own active operating cycle.

Hosting, domains, servers, and recurring costs

Hosting and domain handling

- This retainer does not include hosting or domain fees.
- Your existing hosting and domain remain billed through your current providers unless we are also managing a rebuild.
- If platform changes are recommended, those costs are reviewed separately before implementation.

Tools and subscriptions

- SEO tools, analytics tools, email tools, ad spend, and paid platforms are billed separately.
- We can recommend a lean stack, but recurring tool subscriptions are not part of the retainer fee.

Retainer boundaries

- This is a focused monthly execution plan, not unlimited support.
- Large build requests, full redesigns, or new products move into a separate project scope.

What the client needs to provide

Approvals and access

Timely approvals, tool access, account access, and brand inputs are necessary for delivery. Delayed responses delay the related execution.

Decision-maker availability

A consistent point of contact is strongly recommended so the monthly work does not stall in internal loops.

Commercial support expectations

Response and ownership

The retainer includes priority async communication within the operating relationship, but not unlimited support or emergency engineering coverage.

What is measured

The work is reported transparently, but rankings, ROAS, or virality are not guaranteed outcomes under a fixed monthly service engagement.

What clients usually ask after reading the plan

How the retainer works

- This is a focused monthly plan with agreed priorities, not an unlimited request queue.
- Unused effort does not roll forward like stored credit. We plan and execute around the active month.
- If a month needs materially more scope than the plan allows, we add a fixed add-on or create a separate project scope.

What we need from you

- Timely approvals, brand inputs, access to analytics/tools, and someone on your side who can make decisions without endless internal relay.
- If a landing page, reel script, or campaign asset needs your content or approval, delays on that side affect delivery timing.

What this plan does not promise

- Guaranteed ranking positions, guaranteed ROAS, or guaranteed virality. We improve the inputs, the execution, and the consistency.
- Heavy redesigns, full rebuilds, or major product work are intentionally outside retainer scope unless separately quoted.

Tools, assets, and platform handling

Hosting and domains

Existing hosting and domain bills remain with the client or their current providers unless a rebuild or migration is separately scoped.

Growth stack tools

SEO tools, analytics tools, paid platforms, ad spend, and supporting subscriptions are billed separately by their providers.

Produced assets

Client-facing outputs created under the monthly plan are part of the engagement, while third-party licenses and platform subscriptions remain governed by their own terms.

Why this costs more than a generic deliverables package

AI can generate content volume. Premium growth work is still about choosing the right message, channel, and offer so the volume does not become more noise.

You are not paying for random activity. You are paying for prioritization, execution, and a team that knows the difference between being busy and moving pipeline.

Cheap growth work usually produces screenshots of dashboards. Good growth work produces clearer demand, better conversion, and fewer excuses.

Additional scope that is commonly requested later

Extra landing page

₹18,000

Because another page only matters if it has a sharper offer, stronger structure, and a better conversion path than the one you already had.

Reels creative pack

₹45,000

Posting more is easy. Creating short-form content that still sounds like a real business and not algorithm bait is the harder part.

Quarterly growth strategy workshop

₹35,000

This is for stepping back, reviewing what is actually moving, and resetting the next quarter with sharper priorities, clearer offers, and fewer random experiments disguised as strategy.

Ad creative sprint

₹30,000

This covers a focused creative sprint for campaign concepts, copy angles, and visual direction so the ads have a stronger chance of working before anyone starts blaming targeting.

Commercial terms

Price and tax

Retainer price is fixed at ₹1,20,000 per month. GST @ 18% is billed additionally where applicable.

Billing

The retainer is billed monthly in advance and begins once the first month's payment clears.

Scope expansion

If a month requires materially more than the agreed retainer bandwidth, additional work moves into a fixed add-on or separate scope.

Pause or cancellation

Because monthly planning and execution are booked deliberately, late pauses or same-cycle cancellations do not convert into a refund of the active month.

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This document is intended to keep pricing, scope, and delivery expectations explicit before work begins. If scope changes materially, the plan is revised before execution continues.