

Digital Marketing Agency

Specialist in



Experience
18+ year



Team Size
25+



**DIGITAL MARKETING
AND SEO SERVICES**



**WEB DEVELOPMENT
AND DESIGNING**



**SOFTWARE
DEVELOPMENT**



**MOBILE APP
DEVELOPMENT**



WEB HOSTING



GRAPHICS DESIGNING



BULK SMS SERVICES



BULK VOICE CALL



DIGITAL MARKETING STRATEGY

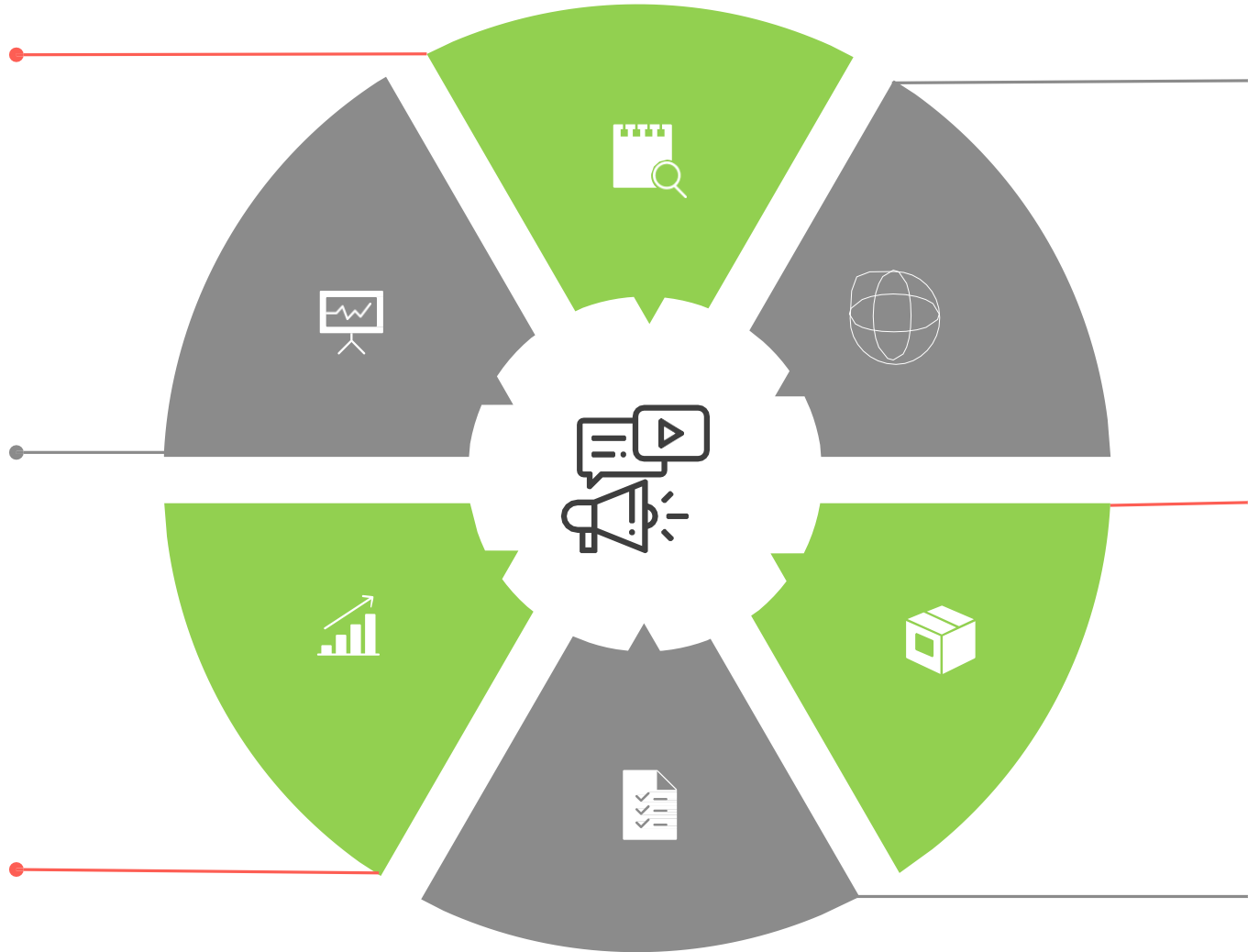
Content Marketing

Reach out more Audience by publishing Blogs, articles and Press Release..

SEO
Optimizing Website to increase organic traffic and enquires.
Improve Search Results.

Google Adword

Schedule Paid Search and Display ads to right target audience to increase sales.



SMM(Organic & Paid)

Generate awareness, branding, traffic and enquiries by targeting right audience in cheaper price.

Email Marketing

Increase sales conversions by email campaigns. Reach direct to target audience

WhatsApp and SMS

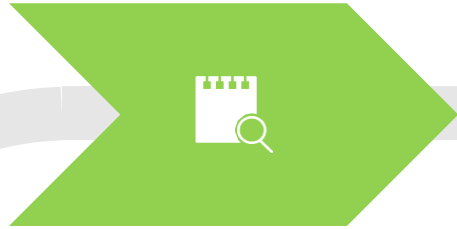
Increase sales conversions by SMS and WhatsApp.



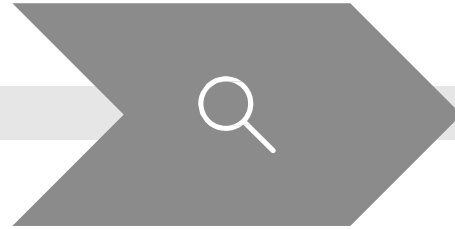
1. SEARCH ENGINE OPTIMIZATION

Our Process

Website Analysis



Keyword Research



On-page Optimization



Stay ahead of your online competition and be seen on the first page of top search engines. Let our SEO experts get you to the top and help you stay there.

Keyword Ranking & Traffic Analysis



Backlinks (Off-page SEO)



Competitor Analysis





SEO Plan And Cost

	10 Keywords	20 Keywords	30 Keywords
Analysis (SEO)			
Complete website analysis (testing website in different tools and identifying all technical issue of website)			
Market analysis and keyword research			
Number of Keywords Plan (as per your marketing budget)	\$900	\$1500	\$2500
Implementation			
- On-page Optimization Report preparation			
- Google Console Analysis and implementation			
- Competitor Analysis			
- Off-page Activities			
- Content marketing strategy and publishing post			
Reports			
- Keyword Ranking Position			
- Google Analytic Report (this includes - Website Visitors, Region, Traffic Type, Popular Pages, Traffic from the Device or browser, Conversions, etc.)			

Expecting Results	Time period
Low Competitive Long Tail Keywords Ranking	~5-~6 months
Medium Competitive Long Tail Keywords Ranking	~7-~9 months
High competitive keywords ranking	~12-~18 months
Increasing ~5% to ~10% Traffic	Initial 3 months
Increasing ~15% to ~20% Traffic	After 6 Months
Increasing ~40% Traffic	After 12 Months



2. SOCIAL MEDIA STRATEGY

01 Setup the Goals to generate new leads from right Social Media Platform. i.e. Facebook, Instagram, LinkedIn

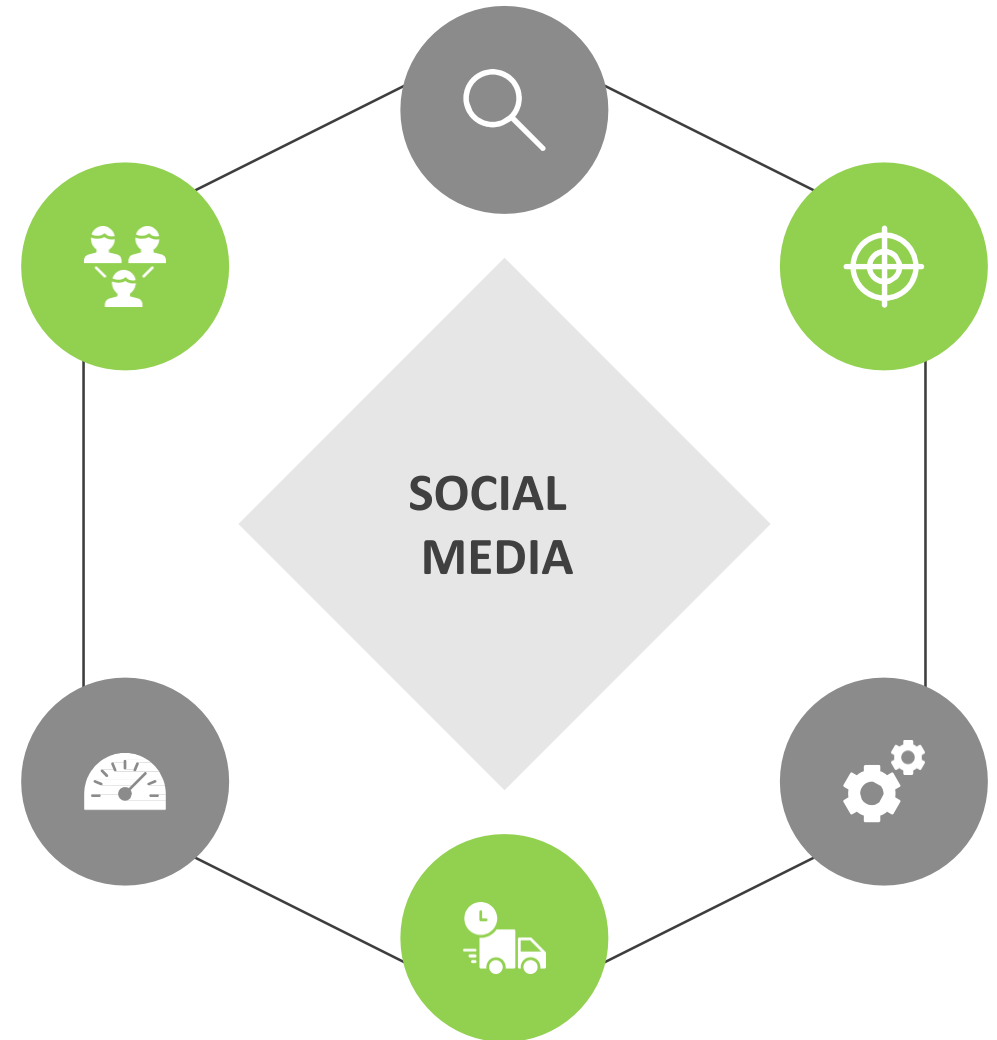
02 Engaging the right audience with relevant content and image post. Creating Posts

03 Sharing the posts/articles in relevant groups and community to generate awareness and sales

04 Promoting your services to larger audience and generate sales.

05 Promoting your expo, Events to increase footfalls.

06 Test different posts, campaigns, and strategies against one another to increase sales





SMO Plan And Cost

Organic SMO – Facebook, Instagram and LinkedIn

	Activities	Basic Plan (Monthly)	Advance Plan (Monthly)
1	Official Social Media Pages Creation i.e. Facebook, Twitter, Instagram, LinkedIn, Pinterest, YouTube	Yes	Yes
2	Weekly Designing and Creating Post	12 (3 weekly)	20 (5 weekly)
3	Joining Groups and Communities	Yes	Yes
4	Sharing post in groups	5	10
5	Creating and Posting PPT/Video	No	1
6	Designing Infographics / Banners	1	2
7	Preparing and Publishing Blog Content	2	4
8	Rating and Reviews posting	Yes	Yes
9	Updating Cover Photo monthly	No	Yes
10	Configuring Templates and Tabs in Facebook Page	Yes	Yes
11	Page Likes / Followers Increase	10%	25%
	Cost	\$900	\$1500



SMO Plan And Cost

Paid SMO – LinkedIn, Facebook & Instagram

Ad Type	Target	Approx.. CPC (Cost Per Clicks)	Expected Clicks	Expected Conversions	Monthly Cost
Facebook & Insta Ad – Lead Generation	US/CAD/UK	Rs.40 to Rs.60/CPC (depending on target audience, cost and campaign performance and estimated daily reach)	800+ Clicks	2% to 3%	\$500-600

Handling Charges (20%) on Monthly Marketing Cost + GST



3. CONTENT MARKETING AREA





Campaign Goal and Objective

Plan of action to achieve a desired goal, or multiple goals.



GOAL



OBJECTIVES

Awareness, Acquisition, Conversion. To achieve your business mission and goals on the web



STRATEGIES

Planning, Designing and Executing on right channel on right time.



ACTION ITEMS

Monitoring performance of each campaign timely, analyzing report by different tools. Reporting and recommending to client.



Overall Digital Marketing Cost

Marketing Plan	Cost Per Month
Plan 1: SEO (10 Keywords Basic)	\$900
Plan 2: Organic SMO (Basic Plan)	\$900
Plan 2: Paid SMO (Budget as per client)	(20% handling charges for paid campaigns excluding paid marketing cost)
Starter: Building of landing page, linking MailChimp and other sales funnel	\$300 (one time)

