

Digital Marketing Plans



PROPOSAL COVER

- A) Website Creation with WordPress**
- B) Website SEO**
- C) Soical Media Mangament**
- D) Google and Soical Media Ads Management**
- E) Online Reputation Management**
- F) You Tube Marketing**
- G) Google My Business**

Search Engine Optimization

1. Target 5 to 10 keywords For Ranking
2. On Page Optimization of Web Page
3. Adding 10 blogs Every Month on Website
4. Submitting 100–1500 High Quality Backlink Every Month
5. Regular Indexing Via Console
6. Analytics Setup and Track Traffic
7. Technical SEO Optimization
8. Local Ranking on Local Keywords
9. Website Visibility on Google Search
10. Monthly Progress Report



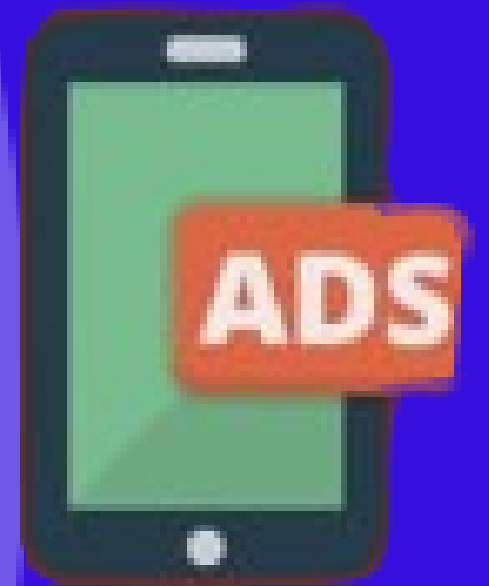
Social Media Management

1. 40 Posts in a Month on any Two Platforms
2. Content Idea and Creation
3. Hashtag Research and Apply on Post
4. Increase Followers on Facebook Page & Instagram Account
5. Targeted Subscribers on YouTube channel
6. Increase Social Media Engagement
7. Increase shares and Likes of Post
8. Create a social media Official Group and update post on Daily Basic
9. Update a 10 Social media Polls on Every Month
10. Monthly Report sharing



Google Ads \ Paid Camping

1. Display ADS for Company Promotion and Awareness
2. YouTube ADS for Company Branding and Engagement
3. Search ADS for Website Traffic
4. Leads ADS for Leads Generation
5. Infeed/Discovery ADS
6. Max Performance ADS for promote Brand on all Google platforms
7. Broad, Phrase, Exact and Negative Keywords for Better Performance
8. Bidding Management for Better CPC (Cost Per Click)
9. Smart Campaign for small audience targeting
10. Monthly Report with Total budget, Total Clicks, Total Leads



BASIC PLANES

S.no	Services	Cost	Remarks
1	WordPress	14,000	5to7 Pages,thank youpage,live Chat,Pop ups,Privacypage,Trems page, Monthly results report
2	Search Engine Optimization	16,000	5keywords, 25 High Quailty Backlink,Article+BlogSub,On-page Seo,Techinal Seo, Monthly results report
3	Social Media Managment	12,500	Any 2 Platfrom, 40 Post Creation,Content, Hastag Creation, Sharing,Monthly results report
4	Podcast Marketing	8,000	Episode Posting & Optimization Title+ Description+Tags,Distribution to Spotify,Social Media Sharing 2 promotional posts per episode,Monthly results report

BASIC PLANES

S.no	Services	Cost	Remarks
5	Advertising	20% of Budget	Search ADS,Display ADS, Performance max ADS
6	Social Media Camping	8,000 Monthly	Manage All types Facebook ADS,Meta Business Suit,Monthly results report
7	Linkdein Marketing	8,000	LinkedIn Profile Optimization,8 Posts per Month,8 Page Management & Camping,Monthly results report
8	Content Marketing	10,000	Social media captions ,Short articles up to 400–500 words,Publishing & Scheduling,Monthly results report