

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



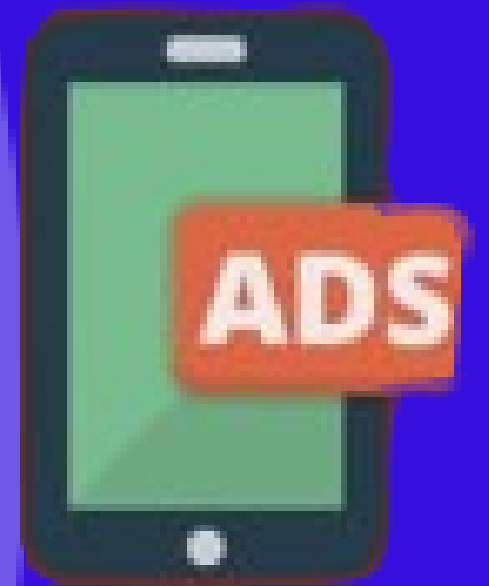
Social Media Management

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



STANDARD PLANS

S.no	Services	Cost	Remarks
1	WordPress	18,000	7to11 Pages,thank youpage,live Chat,Pop ups, 404 error page,Landing page Privacypage,Trems page,Monthly results report
2	Search Engine Optimization	21,000	10keywords, 50 High Quailty Backlink,Article+Blog+Froum+CFD,On-page Seo,Techinal Seo,Monthly results report
3	Social Media Managment	16,000	Any 3 Platfrom, 60 Post Creation,Content, Hastag Creation, Sharing,Monthly results report
4	Podcast Marketing	10,000	Episode Posting & Optimization Title+ Description+Tags,Distribution to Spotify+Google Podcase,Social Media Sharing 4 promotional posts per episode,Monthly results report

STANDARD PLANS

S.no	Services	Cost	Remarks
5	Advertising	40% of Budget	Search ADS,Display ADS, Performance max ADS, Video ADS, You Tube ADS,Monthly results report
6	Social Media Camping	15,000 Monthly	Manage All types Facebook ADS,Meta Business Suit,Monthly results report
7	Linkdein Marketing	10,000	LinkedIn Profile Optimization,12 Posts per Month, Page Management & Camping,Monthly results report
8	Content Marketing	15,000	Social media captions ,Short articles up to 400–500 words,Publishing & Scheduling, Blog posts 800–1,000 words, 2–3 per month,Multi-platform FB+Instagrm+ X+Blog,Monthly results report

STANDARD PLANS

S.no	Services	Cost	Remarks
9	You Tube Marketing	16,000	Weekly 1-2 Video Upload, Tags, Titel & Description, Focus on Views and Watching Hours,Subscribed,Monthly results report
10	WhatsApp Marketing	12,000	WhatsApp Business API setup support, 4-6 campaigns,Automated replies setup,Monthly results report
11	Influencer Marketing	21,000	Influencer research & shortlisting 10-20 profiles,Niche-specific influencer recommendations,Influencer negotiation and coordination,Monthly results report
12	E-Commerce	16,000	Product listing optimization,10-20 listings,SEO-based product descriptions,Ad campaign setup (Google / Meta),Social media product promotion (8 posts/month),Monthly results report

STANDARD PLANS

S.no	Services	Cost	Remarks
13	Affiliate Marketing	16,000	Dropshipping, Platform Amazon+Shopify, Product Catalog, Monthly results report
14	Online Reputation Management	6,000	Listing Creation & 20 Positive Review for Positive Reviews