

Cost Proposal

Job: Digital Marketing Services

Business Listing On Google

- *Company Profile Listing on Google with office hours & services.*
- *Google Business Description on Maps.*
- *Google Business Description on the Web.*
- *Use High-Value Keywords.*
- *Add products with content and images.*
- *Add links on your products.*

Business Advertising on Google (According to Google policy)

- *Drive website visits.*
- *Get more phone calls.*
- *With Google Ads, you got 10x more leads.*

<i>Plan name</i>	<i>Features</i>	<i>Daily Price</i>	<i>Monthly Price</i>
<i>Bronze</i>	Get an estimated 470-760 ad clicks each month	Rs.500	Rs.15,200
<i>Silver</i>	Get an estimated 930-1,480 ad clicks each month	Rs.1000	Rs.30,400
<i>Gold</i>	Get an estimated 1,700-2,700 ad clicks each month	Rs.1800	Rs.54,720

Facebook Advertising (According to Facebook policy)

- *Create your company Facebook page.*
- *Create your posts according to your business.*
- *Create content video according to your business.*
- *Promotion of your Facebook page.*

Key Features

- *Get More Messages.*
- *Build your business.*
- *Get more website visitors.*
- *Get more leads.*
- *Promote your business locally.*

<i>Plan name</i>	<i>Features (Estimated Daily)</i>	<i>Daily Price</i>	<i>Monthly Price</i>
<i>Bronze</i>	People Reached 600 - 1.3K / Leads 5 - 16	Rs.400	Rs.12,000
<i>Silver</i>	People Reached 1.2K – 3.0K / Leads 12 - 35	Rs.750	Rs.22,500
<i>Gold</i>	People Reached 2.2K - 7.1K / Leads 28 - 80	Rs.1460	Rs.43,800

Business Advertising on Instagram (According to Instagram policy)

- *Create your company Instagram account.*
- *Create your posts/videos according to your business.*
- *Inspire new audiences.*
- *Attractive INSTAGRAM Ad Formats to Connect with Customers.*
- *Promote your top-performing content.*

<i>Plan name</i>	<i>Features (Estimated Daily)</i>	<i>Daily Price</i>	<i>Monthly Price</i>
<i>Bronze</i>	People Reached 2500 - 6.8K	Rs.350	Rs.10,500
<i>Silver</i>	People Reached 7K – 17.0K	Rs.720	Rs.21,600
<i>Gold</i>	People Reached 12.5K - 35.0K	Rs.1350	Rs.40,500

Business Advertising on YouTube (According to YouTube policy)

- Create your company YouTube channel.
- Create profile picture and channel art for your channel.
- Create and upload customizable videos according to your business.
- Promote your channel on YouTube.
- Increase subscribers, likes and views on your channel.

<i>Plan Name</i>	<i>Features</i>	<i>Price</i>
<i>Silver</i>	<i>1k Subscribers</i>	<i>Rs.2000</i>
	<i>1k Views</i>	<i>Rs. 1200</i>
	<i>1k Likes</i>	<i>Rs. 1200</i>
<i>Gold</i>	<i>2k Subscribers</i>	<i>Rs.3800</i>
	<i>2k Views</i>	<i>Rs.2200</i>
	<i>2k Likes</i>	<i>Rs.2200</i>
<i>Diamond</i>	<i>4k Subscribers</i>	<i>Rs.7700</i>
	<i>4k Views</i>	<i>Rs.4500</i>
	<i>4k Likes</i>	<i>Rs.4500</i>

SEO Packages

- Increase Ranking, Traffic and Sales.
- Website & Competitor Analysis.
- Keywords Research.
- Content Optimization

<i>Bronze</i>	<i>Silver</i>	<i>Gold</i>
<i>WEBSITE REVIEW & ANALYSIS</i>	<i>INITIAL REVIEW & ANALYSIS</i>	<i>INITIAL REVIEW & ANALYSIS</i>
<i>Max 15 Keywords</i>	<i>Max 25 Keywords</i>	<i>Max 50 Keywords</i>
<i>Website & Competitor Analysis</i>	<i>Website & Competitor Analysis</i>	<i>Website & Competitor Analysis</i>
<i>Content Duplicity Check</i>	<i>Content Duplicity Check</i>	<i>Content Duplicity Check</i>
<i>Initial Ranking Report</i>	<i>Initial Ranking Report</i>	<i>Initial Ranking Report</i>
<i>Keywords Research</i>	<i>Keywords Research</i>	<i>Keywords Research</i>
<i>Meta Tags Creation</i>	<i>Meta Tags Creation</i>	<i>Meta Tags Creation</i>
<i>Website Speed Optimization</i>	<i>Website Speed Optimization</i>	<i>Website Speed Optimization</i>
<i>Robots.txt</i>	<i>Robots.txt</i>	<i>Robots.txt</i>
<i>N/A</i>	<i>N/A</i>	<i>Sitemap Creation</i>
<i>Google Analytics & Search Console Setup</i>	<i>Google Analytics & Search Console Setup</i>	<i>Google Analytics & Search Console Setup</i>
<i>N/A</i>	<i>Alerts and Mention</i>	<i>Alerts and Mention</i>
<i>N/A</i>	<i>Broken Backlink Building</i>	<i>Broken Backlink Building</i>
<i>Rs.7000 / Month</i>	<i>Rs.12000 / Month</i>	<i>Rs.21000 / Month</i>

Terms & Conditions:

- *Plan taken cannot be change once approved by client.*
- *Website url for social media from client end.*
- *Website cpanel details for seo from client end.*
- *Any other necessary details related to plan from client end.*

Payment Terms:

- *Advance Payment 50 % according to plan.*
- *Rest final payment after job finished.*