

## STANDARD SERVICE PACKAGES

### SOCIAL MEDIA MARKETING (SMM) - ORGANIC

ACTIVITIES	ESSENTIAL	PRO (Recommended)	ELITE
Manage Page-Handle-Profile for FB / IN / YT / LI / TW	FB+IN	FB+IN+YT	FB+IN+YT+LI+TW
Create Page Nest and Key Executives Vanity URLs	0	Upto 3	Upto 10
Creative Design Theme & Communication Strategy	0	1/Month	3/Month
Adapted Posts / Images / Videos	7/Month	14/Month	48/Month
Engaging Group Sharing / Polls / Contest / Quiz	0	1/Month	3/Month
Organic Audience Mobilization / Virtual Event	No	No	Yes
Use Tags - Hashtag - Reposts - Fancy Fonts - Emojis	Yes	Yes	Yes
Online Reputation Monitoring	Limited	Full Service	Full Service
Create Reel / Shorts of Upto 1 Min.	1/Month	2/Month	4/Month
<b>REPORTING</b>	-	-	
Engagement Report	Quarterly	Monthly	Weekly
<b>BY WORK AREAS</b>	-	-	
Web Designing (Includes Photo-based Posts)	7/Month	15/Month	51/Month
Video Making (Studio-work with 2D Animations)	1/Month	2/Month	4/Month
Content Drafting (Copywriting per Post)	8/Month	16/Month	52/Month
Reach Optimization (Limited Boosting)	N.A.	₹ 1500/Month	₹ 5100/Month
<b>PRICING</b>	<b>? / M</b>	<b>? / M</b>	<b>? / M</b>

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### SEARCH & SOCIAL ADS (BOOST) - PAID

ACTIVITIES (Inclusive of Paid Ad Budget & Campaign Management Fees ie. CMF)	ESSENTIAL	PRO (Recommended)	ELITE
Platforms - Google & YT / Bing & LI / Meta / Twitter	G	G + M	G+B+M+T
Blue Tick Profiles	0	Upto 1	Upto 2
Boost Text Ads / Tweets (Upto 200 Keywords)	₹ 7500/M	₹ 15000/M	₹ 30000/M
Boost Display Ads or Boost Posts / Images / Videos	₹ 12500/M	₹ 25000/M	₹ 50000/M
Unique Ads for Carousel / App Downloads	0	0	₹ 1000/M
Lead Capturing Campaigns	0	₹ 1500/M	₹ 2000/M
Retargeting Campaigns	0	0	₹ 1000/M
Influencer Endorsements (From Page / Profile)	0	0	₹ 1000/M
Ad Conversion Tracking & Reporting	Limited	Full Service	Full Service
<b>REPORTING</b>	-	-	
Conversion Report	Monthly	Weekly	Daily
<b>BY WORK AREAS</b>	-	-	
Ad Creation (Setup Ad across Platforms)	3/Month	10/Month	25/Month
Content Drafting (Copywriting per Post)	3/Month	10/Month	25/Month
Campaign Monitoring (Check on Performance Stats)	Daily	Daily	Hourly
<b>PRICING</b>	<b>? / M</b>	<b>? / M</b>	<b>? / M</b>

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### SEARCH ENGINE OPTIMIZATION (SEO) - ORGANIC

ACTIVITIES (Only for 1 Search Engine TLD ie. Google.com / Google.co.uk etc.)	ESSENTIAL	PRO (Recommended)	ELITE
Targeted Keywords (3-phase Local Phrases)	5	10	20
Comprehensive Website & Keyword Analysis	Limited	Full Service	Full Service
Comprehensive Competitor & Industry Review	No	Yes	Yes
On-Page Edits (Metas, Tags, Links, Sitemap, etc.)	Upto 5 Pages	Upto 10 Pages	Upto 20 Pages
Tracking Code Setup (GA4, SmartLook SL, etc.)	GA4	GA4, SL	GA4, SL
Off-Page Activities (Submissions, Blogs, Link Building)	Upto 10	Upto 25	Upto 50
<b>REPORTING</b>	-	-	
Web-traffic Report	Quarterly	Monthly	Weekly
<b>BY WORK AREAS</b>	-	-	
Content Drafting (SEO-optimized Drafts)	1/Month	2/Month	2/Month
Manual Submissions (Third-party Sites)	20/Month	50/Month	100/Month
Keyword Monitoring (Check on Ranking Stats)	Daily	Daily	Hourly
<b>PRICING</b>	<b>? / M</b>	<b>? / M</b>	<b>? / M</b>

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### CONTENT MARKETING (DIGITAL IDENTITY CREATION)

ACTIVITIES	ESSENTIAL	PRO (Recommended)	ELITE
Corporate Stationery and Brand Identity Materials	Upto 5	Upto 10	Upto 20
Business / Product Presentation (20 Static Slides)	1 PPT	2 PPTs	4 PPTs
Corporate Video (With non-exclusive Jingle & V.O.)	0	Upto 1 Min.	Upto 2 Mins.
Content Writing (Blog / PR / Article of 400 words)	2	4	8
Email Template (with Writeup, Design & HTML Code)	1	2	4
Design Pitch Deck - Proposals / Draft Elevator Speech	0	1	2
<b>REPORTING</b>	-	-	
Impact Report	N.A.	N.A.	N.A.
<b>BY WORK AREAS</b>	-	-	
Core Designing (Includes both Online & Offline use)	7/Total	15/Total	30/Total
Video Creation (Studio-work with 2D Animations)	0/Total	1/Total	2/Total
Content Drafting (Marketing Writeups)	4/Total	10/Total	20/Total
<b>PRICING</b>	<b>? / M</b>	<b>? / M</b>	<b>? / M</b>

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**GENERAL TERMS:** (a) Any kind of Design works will have 2+1 option provided. Any Content Writing & Video works will have 1+1 option provided. Additional options beyond that will be charged extra (b) Any stock image or motion clip that will be used in Design or Video works will be non-exclusive and does not include client premise visits for actual Photography / Videography (c) Web Development work will be charged extra (d) Corporate Stationery does not include printing or related charges. Content Writing for Blog / PR / Article of 400 words does not include posting activity. Email Template does not include executing the campaign (e) Terms may vary for E-commerce site (f) Minimum Service Agreement tenure is 3 months (g) Payment to be monthly advance. Taxes to be extra

