

DIGITAL MARKETING PACKAGES



SERVICES	SILVER	GOLD	DIAMOND	PLATINUM
	\$ 349 Per Month	\$ 449 Per Month	\$ 549 Per Month	\$ 699 Per Month

MANAGEMENT & RESEARCH

Industry & Keyword Research	✓	✓	✓	✓
Competitive Analysis	✓	✓	✓	✓

MARKETING CHANNELS

SEO	✓	✓	✓	✓
Content Marketing	✓	✓	✓	✓
Social Media Marketing	✓	✓	✓	✓
PPC	—	✓	✓	✓
Conversion Rate Optimization (CRO)	—	—	✓	✓
Email Marketing with Mautic *	—	—	1 Email/Month	2 Emails/Month

SEO STRATEGY

On Page Optimization	✓	✓	✓	✓
Unnatural Link Removal *	✓	✓	✓	✓
Off Page (Link Building)	✓	✓	✓	✓
Rich Snippet Implementation	—	✓	✓	✓
Local SEO Optimization	✓	✓	✓	✓
SEO Keywords	5	10	15	20

CONTENT MARKETING

Blog Maintenance	1 / Month	2 / Month	4 / Month	8 / Month
Infographic Creation and Distribution	1	1	2	4
Guest Blogging	2	4	7	12
PPT Creation and Distribution	—	1	2	3
Video Creation and Distribution	1	2	3	5

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SOCIAL MEDIA MARKETING

Facebook Marketing	✓	✓	✓	✓
Instagram Marketing	✓	✓	✓	✓
Pinterest Marketing	—	✓	✓	✓
Twitter Marketing	—	✓	✓	✓
LinkedIn Marketing	—	✓	✓	✓
Youtube Marketing	—	—	✓	✓
Banners Per Month	10	15	20	25

PPC STRATEGY

Search Advertising	✓	✓	✓	✓
Display Advertising	—	—	✓	✓
Remarketing	—	✓	✓	✓
Campaign & Ad Group Development	✓	✓	✓	✓
Keyword Research	✓	✓	✓	✓
Creative Ad Copy	✓	✓	✓	✓
Cost Per Acquisition Optimization	—	—	✓	✓
A/B Split Testing	—	—	✓	✓
Landing Page Design and Optimization	\$160 Extra	\$100 Extra	Free	Free
Display Advert Banner Design	—	—	Free	Free

SET UP TRACKING AND MONITORING

Google Analytics Setup and Monitoring	✓	✓	✓	✓
Google Webmaster Setup and Monitoring	✓	✓	✓	✓
Google Adwords Conversion Code Setup	✓	✓	✓	✓
Goal Conversion Setup and Tracking Analytics	✓	✓	✓	✓
Facebook Pixel Tracking Conversion	—	—	✓	✓

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CONVERSION RATE OPTIMIZATION (CRO STRATEGY)

Google Website Optimizer	—	—	✓	✓
A/B Testing and Implementation	—	—	✓	✓
Visitor Analysis	—	—	✓	✓
Call To Action Analysis and Design	—	—	✓	✓
Site Navigation Analysis and Modification	—	—	✓	✓
Website Copy Analysis	—	—	✓	✓
Google Page Speed Optimization	✓	✓	✓	✓
Website Conversion Optimization	—	—	✓	✓
Conversion Funnel Optimization	—	—	✓	✓

REPORTING

Monthly Performance and Traffic Report	✓	✓	✓	✓
Monthly Client Conference	✓	✓	✓	✓
Minimum Engagement	Min 3 Month	Min 4 Month	Min 6 Month	Min 6 Month

TERMS & CONDITIONS

NOTE

1. Google Ads would be additional charge

TERMS OF DELIVERY

1. Digital marketing report will be sent on first week of every month.
2. Monthly Activity Planner will be sent on First Week of Every Month.
3. Advertising budgets are extra costs billed to client.

PAYMENT SCHEDULE

1. 100% advance on project approval.
2. Minimum lock in period will be 6 months.
3. Digital marketing Invoice will be raised on 1st of every month (to be paid on advance).
4. Client will pay such invoices within Ten (10) days of invoice date.