

Proposal for Digital Marketing and Lead Generation

M/s. Web Digital Mantra Pvt. Ltd.

Proposal Summary

Digital Marketing for Branding and Lead Generation

Digital Marketing Packages:

Social Media Marketing Silver Package - Rs.10,000/- (Annually -1,00,000)

Sr No	Activities	Actionable
1	Facebook, Twitter, Instagram, LinkedIn & YouTube	Account Set up and Page Design (one Time)
2	Social Media Posts on Facebook, Instagram, Twitter and LinkedIn	Every alternate day post on all these pages (10 Posts every month)
3	Graphics, Offers uploading on Google Business Page	Every Alternate Day
Report		Monthly

Google & Social Media Ads Campaign - Rs.12,000/- (Annually - 1,20,000)

Sr No	Activities	Actionable
1	Facebook, Twitter, Instagram, LinkedIn & YouTube	Account Set up and Page Design (one Time)
2	Social Media Ads Campaign - Facebook and Instagram	1 Campaign crating and support
3	Google Ads Campaign	Ads Create and Ads Management
Report		Monthly

Social Media Marketing Gold Package - Rs.12,000/- (Annually - 1,20,000)

Sr No	Activities	Actionable
1	Facebook, Twitter, Instagram, LinkedIn & YouTube	Account Set up and Page Design (one Time)
2	Social Media Posts on Facebook, Instagram, Twitter and LinkedIn	Weekly 2 posts on all these Pages
3	Google Business Page	Account Set up & Verification (One Time)
4	Google Business Page Activities	Weekly Q., Review and Likes Increasing
5	Blogs Writing and Promoting on Social Media	2 Blogs Per month

6	Quora Account Set up (One Time) and Account Management	25 Questions per month
7	YouTube Video	Customer Feedback Video by using comp pro
8	Podcast	2 Podcast in Biweekly
9	Facebook Live, Facebook Interview	Once in a month
10	Social Media Ads - Facebook and Instagram	1 Campaign crating and support
11	Website 2.0 Submission	Wix.com, Tumbler.com, Blogger.com etc.
Report		Monthly

SEO – On Page & off Page SEO – Rs.20,000/- (Annually - 2,00,000)

Sr No	Activities	Actionable
1	Keywords Plan	5 Keywords Based on Competitor Analysis
On-Page Optimisation		
2	Blog writing and Submission	2 Blogs Every month based on Keywords
3	SEO Optimized Blog Uploading on Website	Blogs uploading on Website along with 4 graphics
4	Meta tag, Meta Description n Meta Keywords	Write the Meta things and upload on website
5	Google Analytics set up and Monitoring	Will upload code in website to monitor traffic
6	Google Search Console set up	Will upload code in website for technical monitor
7	XML Site Map uploading	XML site map upload on website for Google Crawl
8	Robot.txt creation	Uploading on website
Off-Page Optimisation		
9	Directory Submission	On 20 high Domain Authority websites
10	Website 2.0 Submission	5 Community Platforms like Blogger, Tumbler etc.
11	Blog Submission on Website 2.0	Monthly 2 blog submission on Community Platform
12	Article Submission	40 Articles Submission
13	Classified Submission	25 Classified Submission
14	Infographic Submission	25 Platforms
15	Blog Shared and Promotion	40 different Social Media and other groups
16	Blog Commenting	40 blogs commenting along with our website link
17	Social Bookmarking for Backlink generation	Monthly 40 Social Bookmarking
18	Q & A Forum Submission on Quora	Monthly 20 questions/Answers on Quora
19	PDF Submission and Guest Blog Posting	Monthly 10 PDF submission and 5 Guest Blog
Report Frequency		Monthly

Digital Marketing – Start-up Plan – Rs.35,000/- (Annually - Rs.3,75,000)

Sr No	Activities	Actionable
1	Keywords Plan	8 Keywords Based on Competitor Analysis
On-Page Optimisation		
2	Blog writing and Submission	5 Blogs Every month based on Keywords
3	SEO Optimized Blog Uploading on Website	Blogs uploading on Website along with 4 graphics
4	Meta tag, Meta Description n Meta Keywords	Write the Meta things and upload on website
5	Google Analytics set up and Monitoring	Will upload code in website to monitor traffic
6	Google Search Console set up	Will upload code in website for technical monitor
7	XML Site Map uploading	XML site map upload on website for Google Crawl
8	Robot.txt creation	Uploading on website
Off-Page Optimisation		
9	Directory Submission	On 20 high Domain Authority websites
10	Website 2.0 Submission	5 Community Platforms like Blogger, Tumbler etc.
11	Blog Submission on Website 2.0	Monthly 2 blog submission on Community Platform
12	Article Submission	40 Articles Submission
13	Classified Submission	25 Classified Submission
14	Infographic Submission	25 Platforms
15	Blog Shared and Promotion	40 different Social Media and other groups
16	Blog Commenting	40 blogs commenting along with our website link
17	Social Bookmarking for Backlink generation	Monthly 40 Social Bookmarking
18	Q & A Forum Submission on Quora	Monthly 20 questions/Answers on Quora
19	PDF Submission and Guest Blog Posting	Monthly 10 PDF submission and 5 Guest Blog
Social Media Optimisation		
20	Facebook, Instagram, Twitter and LinkedIn	Every week 2 Infographic post submission
21	Promotion through YouTube Channel	Customer feedback videos
22	Blogs on Social Media Channel – Total 4	Weekly 1 blog uploading on Social Media Platform
Local Search Optimisation		
23	Google My Business Page Optimisation	Question, Blogs, Posts and Offers uploading
24	Company Review on Google	QR Code Scanners to increase review
25	Local Business Listing	Just dial, India Mart, Yahoo Locals etc.5 Platform
Report Frequency		Monthly

Digital Marketing – Silver Package – Rs.50,000/- (Annually - 5,25,000)

Sr No	Activities	Actionable
1	Keywords Plan	15 Keywords Based on Competitor Analysis
On-Page Optimisation		
2	Blog writing and Submission	12 Blogs Every month based on Keywords
3	SEO Optimized Blog Uploading on Website	Blogs uploading on Website along with 4 graphics
4	Meta tag, Meta Description n Meta Keywords	Write the Meta things and upload on website
5	Google Analytics set up and Monitoring	Will upload code in website to monitor traffic

6	Google Search Console set up	Will upload code in website for technical monitor
7	XML Site Map uploading	XML site map upload on website for Google Crawl
8	Robot.txt creation	Uploading on website
9	Technical Audit	Technical audit will be done to get Google Index
Off-Page Optimisation		
10	Directory Submission	On 40 high Domain Authority websites
11	Website 2.0 Submission	8 Community Platforms like Blogger, Tumbler etc.
12	Blog Submission on Website 2.0	Weekly 1 blog submission on Community Platform
13	Article Submission	80 Articles Submission
14	Classified Submission	80 Classified Submission
15	Press Release Submission on new Launching	4 times press released based on new initiatives
16	Infographic Submission	45 Platforms
17	Blog Shared and Promotion	80 different Social Media and other groups
18	PDF Submission	Every week 5 PDF submission – Total 20
19	PPT Submission & Promotion	2 Times in a month – Biweekly 1
20	Blog Commenting	80 blogs commenting along with our website link
21	Social Bookmarking to increase Backlinks	80 Social Bookmarking
22	Video Submission on YouTube Channel	1 Flash/Motion Video of 30 to 45 seconds
23	Q & A Forum Submission on Quora	Weekly 5 questions/Answers on Quora. Total 20
24	Guest Blog Posting	25 Guest blog submission on relevant domain
Social Media Optimisation		
25	Facebook, Instagram, Twitter and LinkedIn	Every alternate day Infographic posts submission
26	Promotion through YouTube Channel	1 Video based on Product and Service Promotion
27	Blogs on Social Media Channel – Total 4	Weekly 1 blog uploading on Social Media Platform
Local Search Optimisation		
28	Google My Business Page Optimisation	Question, Blogs, Posts and Offers uploading
29	Company Review on Google	QR Code Scanners to increase review
30	Local Business Listing	Just dial, India Mart, Yahoo Locals etc.10 Platform
Inorganic Lead Generation Campaign		
31	Email Campaign (Data shared by client)	500 email every week
32	WhatsApp Marketing	1000 Message blast every week
33	YouTube Video Ads	Budget Assigned by Client
34	Facebook and Instagram Paid Ad Campaign	Budget Assigned by Client
35	Google Paid Ads	Budget Assigned by Client
Report Frequency		Biweekly

Digital Marketing – Gold Package – Rs.65,000/- (Annually - 7,00,000)

Sr No	Activities	Actionable
1	Keywords Plan	35 Keywords Based on Competitor Analysis
On-Page Optimisation		

2	Blog writing and Submission	18 Blogs Every month based on Keywords
3	SEO Optimized Blog Uploading on Website	Blogs uploading on Website along with 4 graphics
4	Meta tag, Meta Description n Meta Keywords	Write the Meta things and upload on website
5	Google Analytics set up and Monitoring	Will upload code in website to monitor traffic
6	Google Search Console set up	Will upload code in website for technical monitor
7	XML Site Map uploading	XML site map upload on website for Google Crawl
8	Robot.txt creation	Uploading on website
9	Technical Audit along with SEO friendly URLs	Technical audit will be done to get Google Index
Off-Page Optimisation		
10	Directory Submission	On 55 high Domain Authority websites
11	Website 2.0 Submission	12 Community Platforms like Blogger, Tumbler...
12	Blog Submission on Website 2.0	Monthly 6 blog submission on Community Platform
13	Article Submission	100 Articles Submission
14	Classified Submission	70 Classified Submission
15	Press Release Submission on new Launching	7 times press released based on new initiatives
16	Infographic Submission	65 Platforms
17	Blog Shared and Promotion	100 different Social Media and other groups
18	PDF Submission	Every month 7 PDF submission
19	PPT Submission & Promotion	5 Times in a month
20	Blog Commenting	100 blogs commenting along with our website link
21	Social Bookmarking to increase Backlinks	Weekly 4 Social Bookmarking – Total 14
22	Video Submission on YouTube Channel	1 Flash/Motion Video of 30 to 45 seconds
23	Q & A Forum Submission on Quora	Daily 2 questions/Answers on Quora. Total 48
24	Guest Blog Posting	40 Guest blog submission on relevant domain
Social Media Optimisation		
25	Facebook, Instagram, Twitter and LinkedIn	Every Alternate day Infographic posts submission
26	Promotion through YouTube Channel	2 Video based on Product and Service Promotion
27	Blogs on Social Media Channel	6 blog uploading on Social Media Platform
Local Search Optimisation		
28	Google My Business Page Optimisation	Question, Blogs, Posts and Offers uploading
29	Company Review on Google and on YouTube	QR Code Scanners to increase review
30	Local Business Listing	Just dial, India Mart, Yahoo Locals etc.15 Platform
Inorganic Lead Generation Campaign		
31	Email Campaign (Opt-In email shared by client)	1500 email every week
32	SMS Campaign	700 SMS every working day
33	YouTube Video Ads	Budget Assigned by Client
34	Facebook and Instagram Paid Ad Campaign	Budget Assigned by Client
35	Google Paid Ads	Budget Assigned by Client
Report Frequency		Weekly

Digital Marketing – Diamond Package – Rs.85,000/- (Annually - 9,00,000)

Sr No	Activities	Actionable
1	No. of Keywords	50 Keywords Based on Competitor Analysis
On-Page Optimisation		
2	Blog writing and Submission	25 Blogs Every month based on Keywords
3	SEO Optimized Blog Uploading on Website	Blogs uploading on Website along with 4 graphics
4	Meta tag, Meta Description n Meta Keywords	Write the Meta things and upload on website
5	Google Analytics set up and Monitoring	Will upload code in website to monitor traffic
6	Google Search Console set up	Will upload code in website for technical monitor
7	XML Site Map uploading	XML site map upload on website for Google Crawl
8	Robot.txt creation	Uploading on website
9	Technical Audit along with SEO friendly URLs	Technical audit will be done to get Google Index
Off-Page Optimisation		
10	Directory Submission	On 85 high Domain Authority websites
11	Website 2.0 Submission	18 Community Platforms like Blogger, Tumbler...
12	Blog Submission on Website 2.0	Monthly 8 blog submission on Community Platform
13	Article Submission	135 Articles Submission
14	Classified Submission	100 Classified Submission
15	Press Release Submission on new Launching	6 times press released based on new initiatives
16	Infographic Submission	35 Platforms
17	Blog Shared and Promotion	135 different Social Media and other groups
18	PDF Submission	Every month 10 PDF submission
19	PPT Submission & Promotion	8 Times in a month
20	Blog Commenting	135 blogs commenting along with our website link
21	Social Bookmarking to increase Backlinks	Weekly 3 Social Bookmarking – Total 12
22	Video Submission on YouTube Channel	2 Flash/Motion Video of 30 to 45 seconds
23	Q & A Forum Submission on Quora	Monthly 35 questions/Answers on Quora.
24	Guest Blog Posting	60 Guest blog submission on relevant domain
Social Media Optimisation		
25	Facebook, Instagram, Twitter and LinkedIn	Every day 1 Infographic post submission
26	Promotion through YouTube Channel	3 Video based on Product and Service Promotion
27	Blogs on Social Media Channel	10 blog uploading on Social Media Platform
Local Search Optimisation		
28	Google My Business Page Optimisation	Question, Blogs, Posts and Offers uploading
29	Company Review on Google and on YouTube	QR Code Scanners to increase review
30	Local Business Listing	Just dial, India Mart, Yahoo Locals etc.20 Platform
Inorganic Lead Generation Campaign		
31	E Mail Campaign	2500 email every week
32	SMS Campaign	1000 SMS every day
33	YouTube Video Ads	Budget Assigned by Client
34	Facebook and Instagram Paid Ad Campaign	Budget Assigned by Client
35	Google Paid Ads	Budget Assigned by Client
Report Frequency		Weekly

Digital Marketing – Premium Package - Rs.1,20,000/- (Annually - 12,00,000)

Sr No	Activities	Actionable
1	No. of Keywords	70 Keywords Based on Competitor Analysis
On-Page Optimisation		
2	Blog writing and Submission	35 Blogs Every month based on Keywords
3	SEO Optimized Blog Uploading on Website	Blogs uploading on Website along with 4 graphics
4	Meta tag, Meta Description n Meta Keywords	Write the Meta things and upload on website
5	Google Analytics set up and Monitoring	Will upload code in website to monitor traffic
6	Google Search Console set up	Will upload code in website for technical monitor
7	XML Site Map uploading	XML site map upload on website for Google Crawl
8	Robot.txt creation	Uploading on website
9	Technical Audit along with SEO friendly URLs	Technical audit will be done to get Google Index
Off-Page Optimisation		
10	Directory Submission	On 110 high Domain Authority websites
11	Website 2.0 Submission	25 Community Platforms like Blogger, Tumbler...
12	Blog Submission on Website 2.0	Monthly 20 blog submission on Community Platform
13	Article Submission	220 Articles Submission
14	Classified Submission	200 Classified Submission
15	Press Release Submission on new Launching	10 times press released based on new initiatives
16	Infographic Submission	75 Platforms
17	Blog Shared and Promotion	200 different Social Media and other groups
18	PDF Submission	Every month 35 PDF submission
19	PPT Submission & Promotion	13 times in a month
20	Blog Commenting	200 blogs commenting along with our website link
21	Social Bookmarking to increase Backlinks	Weekly 5 Social Bookmarking – Total 20
22	Video Submission on YouTube Channel	5 Flash/Motion Video of 30 to 45 seconds
23	Q & A Forum Submission on Quora	Monthly 75 questions/Answers on Quora.
24	Guest Blog Posting	110 Guest blog submission on relevant domain
Social Media Optimisation		
25	Facebook, Instagram, Twitter and LinkedIn	Every day 2 Infographic post submission
26	Promotion through YouTube Channel	5 Video based on Product and Service Promotion
27	Blogs on Social Media Channel	20 blog uploading on Social Media Platform
Local Search Optimisation		
28	Google My Business Page Optimisation	Question, Blogs, Posts and Offers uploading
29	Company Review on Google and on YouTube	QR Code Scanners to increase review
30	Local Business Listing	Just dial, India Mart, Yahoo Locals etc.25 Platform
Inorganic Lead Generation Campaign		
31	E Mail Campaign	5000 email per week
32	SMS Campaign	2000 SMS every day
33	YouTube Video Ads	Budget Assigned by Client

34	Facebook and Instagram Paid Ad Campaign	Budget Assigned by Client
35	Google Paid Ads	Budget Assigned by Client
Report Frequency		Weekly and Bi-weekly Conference Call

Project Description:

Our Digital Marketing packages includes Organic and Inorganic campaign. Inorganic campaign takes a little time to come your website on Google top page. However you can leads from 1st month itself through the help of Inorganic lead campaign wherein you can add funds for Google Ads and Facebook paid campaigns to increase number of leads. Any additional amount of Google ads mentioned in package will be charged as on

Data for Email and SMS campaign need to be shared by client. It's a client responsibility to provide valid Email IDs else it will be spammed and Email panel will be stopped to send emails. As per new TRAI guideline, DND scrubbing is compulsory for all the SMS blast. SMS data should be shared post DND scrubbing else DND charges will be applied

All the activities will be executed as on working days. You can go with customized SEO packages as well.

Costing Proposal

1.	As per Selected SEO Package (Annually)	i.e. Rs.9,00,000 + GST
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Payment Mode

Payment can be done through NEFT, IMPS or Cheque Payment in behalf of Web Digital Mantra IT Services Pvt Ltd. Additional 18% GST will be applied on all the billings. If any cheque bounce happens then Rs.1000 additional payment as a cheque bounce charges shall be paid. Our Bank details:

Web Digital Mantra IT Services Pvt. Ltd.
 ICICI Bank Current A/c No. - 233205000565
 IFSC - ICIC0002332

Payment Frequency:

All the payments need to be done in advance. Any delay of more than 5 days of the payment will lead to keep project on hold until the payment release.

Payment Frequency:

Timeline of the project shall be 1 Year post confirmation of payment on every month.



