



Digital Marketing Proposal



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01

**Business
overview**

SFA INFOTECH is a company that provides online marketing services to its clients. Our agency can help a business create a comprehensive Digital Marketing plan that includes all of the Digital Marketing tools. Our company can create and implement a plan that will reach target audience and help businesses save time and money by creating a plan that is tailored to the business.

OUR SERVICES

- Digital Strategy
- Website Planning
- Website Development
- SEO (search engine optimization)
- Content Writing
- SEM (search engine marketing)
- SMO (social media optimization)
- SMM (social media marketing)
- Graphic Designing
- Video Shoot & Editing

Our Clients So Far



01

Objectives

OBJECTIVES

Creative Web Design

Craft engaging, responsive websites that enhance brand identity and user experience.

Targeted Digital Marketing

Execute strategies that amplify online presence and drive business growth.

Enduring Client Support

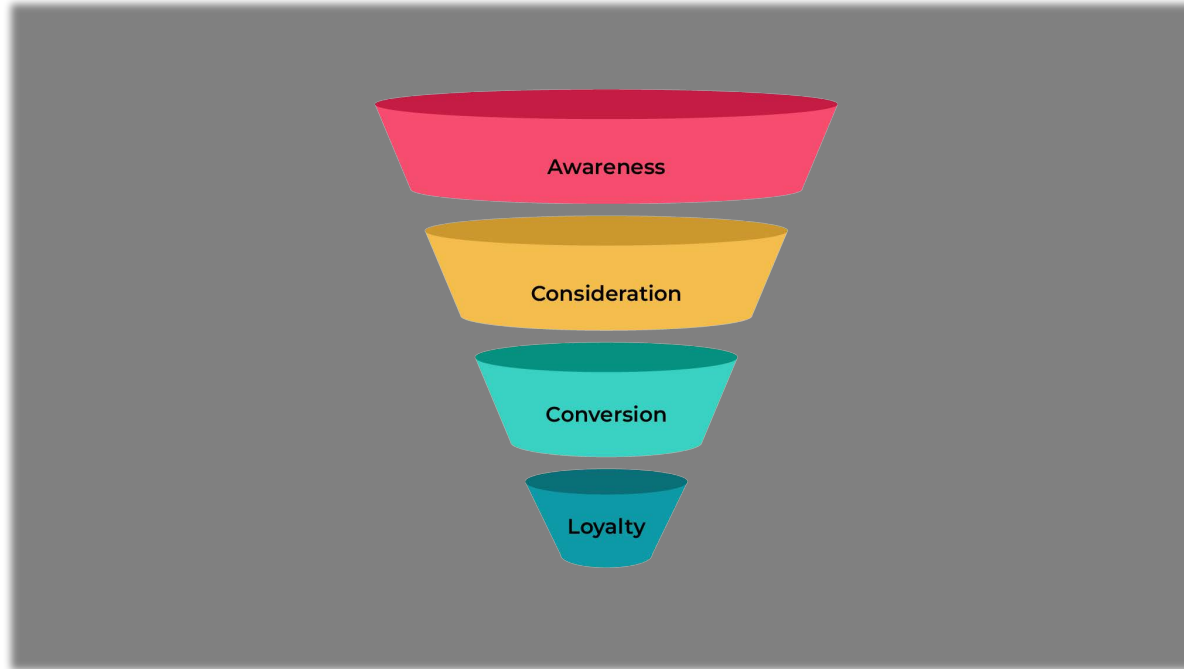
Build lasting partnerships through excellent service and effective communication.

**Sales &
Marketing
Plan**

02

DIGITAL MARKETING

We shall execute activities to target the audience in different stages of the Marketing Funnel.



Our Marketing Plan



Branding

Focus will be on creating words of mouth



Marketing

To run lead campaigns



Conversion

Convert Leads from the Lead database



Viral Growth

Providing good quality service to all converted leads and to achieve viral growth through referrals

ONLINE REPUTATION MANAGEMENT (ORM)

Manage the Brand and the audience		
S.No	Requirement	Description
1	Track Brand mentions	Ability to identify the posts mentioning the brand name across the platforms
2	Hashtags	Ability to hashtags related to the brand
3	GMB	Create, optimize, and monitor the GMB profile of the brand
4	Understand the requirements	Ability to respond to the customer based on the issue and providing with an appropriate solution
5	Track the response time	Ability to track the time taken to respond to customer's query
6	Feedback management	Understand the feedback sent by the customer, manage the response and to create a positive sentiment

DATA ANALYTICS

Focus	Digital Reach
Data Analytics	Reports

Deliverables:

- Monthly Reports
- Monthly Insights

Reports:

Reports delivered at the end of month include:

- Social Media Activity Report
- SEO Report
- Ads Performance Report (SMM) If Ad campaign is planned

03 Deliverables And Pricing

Pricing - Basic

ONETIME			
S.No	Description	Quantity	Rate
1.	Website Development	1	Rs. 30,000

MONTHLY			
S.No	Description	Quantity	Rate
1.	SEO	Monthly	15,000
2.	Social Media Management	Monthly	15,000
TOTAL			60,000

Social Media Management

BASIC - Rs.15,000

Social Media Optimization:

- Setting Goals
- Account Management
- Hashtag Analysis
- Content Strategy Creation

Facebook Management:

- Page Creation
- Facebook cover & Profile Pic creation
- Page Optimization
- Posting per month 12
- Caption Content - 12
- Facebook Story Creation
- Page Monitoring
- Influencer Research
- Creation of Polls/Quizzes
- Competitor Analysis

Instagram Management:

- Profile Creation
- Profile Optimization
- Posting per month 12

- Engagement Strategy
- Instagram Story Creation
- Competitor Analysis
- Responding to comment
- Link with Facebook Page
- Image Tagging
- Instagram Analytics Monitoring
- Caption Content - 12

Linkedin Management:

- Profile Creation
- Profile Pic & Cover Page
- Profile Optimization
- Company Page Creation
- Competitor Analysis
- Posting per month - 12
- Caption Content 12
- Inviting connections
- Responding to comment
- Competitor Analysis

Youtube Management:

- Channel Creation
- Channel Pic & Cover Pic Creation
- Thumbnail Creation
- Keyword Research
- Comment Moderation
- End Screen Cards
- Playlist Creation
- Videos (Separate Charges)
- Youtube Analytics]Competitor Analysis
- Video Backlinks

Twitter Management:

- Profile creation
- Profile & Background picture creation
- Tweet Per Month - 3
- Retweets

- Creation of Poll
- Following Industry related accounts
- Twitter Analytics Monitoring

Search Engine Optimization

BASIC - Rs.15,000

Website Review & Analysis:

- Max 5 Keywords
- Website Analysis
- Plagiarism Check
- Ranking Report
- Keyword Research
- Website Speed Optimization
- Footer Links
- Google Analytics & Search Console Setup

On Page Optimization:

- Title
- Description
- Header
- URL Structure
- Breadcrumbs
- Internal Links
- Image Alt Text
- Social Icons to all pages
- Readability Analysis
- Image Optimization

Local SEO:

- Google Map Integration

- Google My Business Page setup

Off Page SEO:

- Social Sharing - 30 Total
- Blog Social Sharing
- Blog Posting
- Image Submission
- Social Bookmarking

Content Marketing:

- Blog Posting (500 - 700 words) - 2

Technical SEO:

- Sitemap Creation
- No follow links
- Robots.txt
- Meta Tag Creation
- Canonicalization
- 404 Errors
- 301 Redirection

Monthly Reporting:

- Keyword Ranking Report
- Google Analytics Report
- Backlinks Report

Quora Management:

- Creation of Quora account
- Creation of profile pic
- Answering questions - 3
- Engaging answer requests
- Account Monitoring

Pricing - Advanced

ONETIME			
S.No	Description	Quantity	Rate
1.	Website Development	1	Rs. 40,000

MONTHLY			
S.No	Description	Quantity	Rate
1.	SEO	Monthly	20,000
2.	Social Media	Monthly	20,000
TOTAL			1,20,000

Social Media Management

ADVANCED - Rs.20,000

Social Media Optimization:

- Setting Goals
- Account Management
- Hashtag Analysis
- Content Strategy Creation

Facebook Management:

- Page Creation
- Facebook cover & Profile Pic creation
- Page Optimization
- Posting per month 15
- Caption Content 15
- Facebook Story Creation
- Page Monitoring
- Influencer Research
- Creation of Polls/Quizzes
- Competitor Analysis

Instagram Management:

- Profile Creation
- Profile Optimization
- Posting per month 15
- Caption Content 15

- Engagement Strategy
- Instagram Story Creation
- Competitor Analysis
- Responding to comment
- Link with Facebook Page
- Image Tagging
- Instagram Analytics Monitoring

Linkedin Management:

- Profile Creation
- Profile Pic & Cover Page
- Profile Optimization
- Company Page Creation
- Competitor Analysis
- Posting per month - 15
- Caption Content 15
- Inviting connections
- Responding to comment
- Competitor Analysis

Youtube Management:

- Channel Creation
- Channel Pic & Cover Pic Creation
- Thumbnail Creation
- Keyword Research
- Comment Moderation
- End Screen Cards
- Playlist Creation
- Videos (Separate Charges)
- Youtube Analytics]Competitor Analysis
- Video Backlinks

Twitter Management:

- Profile creation
- Profile & Background picture creation
- Tweet Per Month - 5
- Retweets

- Creation of Poll
- Following Industry related accounts
- Twitter Analytics Monitoring

Search Engine Optimization

ADVANCED - Rs.20,000

Website Review & Analysis:

- Max 10 Keywords
- Website Analysis
- Plagiarism Check
- Ranking Report
- Keyword Research
- Website Speed Optimization
- Footer Links
- Google Analytics & Search Console Setup

On Page Optimization:

- Title
- Description
- Header
- URL Structure
- Breadcrumbs
- Internal Links
- Image Alt Text
- Social Icons to all pages
- Readability Analysis
- Image Optimization

Local SEO:

- Google Map Integration

- Google My Business Page setup

Off Page SEO:

- Social Sharing - 40 Total
- Blog Social Sharing
- Blog Posting
- Image Submission
- Social Bookmarking

Content Marketing:

- Blog Posting (500 - 700 words) - 4

Technical SEO:

- Sitemap Creation
- No follow links
- Robots.txt
- Meta Tag Creation
- Canonicalization
- 404 Errors
- 301 Redirection

Monthly Reporting:

- Keyword Ranking Report
- Google Analytics Report
- Backlinks Report

Quora Management:

- Creation of Quora account
- Creation of profile pic
- Answering questions - 5
- Engaging answer requests
- Account Monitoring

Pricing - Premium

ONETIME			
S.No	Description	Quantity	Rate
1.	Website Development	1	Rs. 50,000

MONTHLY			
S.No	Description	Quantity	Rate
1.	SEO	Monthly	25,000
2.	Social Media Management	Monthly	25,000
TOTAL			1,00,000

Social Media Management

PREMIUM - Rs.25,000

Social Media Optimization:

- Setting Goals
- Account Management
- Hashtag Analysis
- Content Strategy Creation

Facebook Management:

- Page Creation
- Facebook cover & Profile Pic creation
- Page Optimization
- Posting per month 23
- Caption Content 23
- Facebook Story Creation
- Page Monitoring
- Influencer Research
- Creation of Polls/Quizzes
- Competitor Analysis

Instagram Management:

- Profile Creation
- Profile Optimization
- Posting per month 23
- Caption Content 23

- Engagement Strategy
- Instagram Story Creation
- Competitor Analysis
- Responding to comment
- Link with Facebook Page
- Image Tagging
- Instagram Analytics Monitoring

Linkedin Management:

- Profile Creation
- Profile Pic & Cover Page
- Profile Optimization
- Company Page Creation
- Competitor Analysis
- Posting per month - 23
- Caption Content - 23
- Inviting connections
- Responding to comment
- Competitor Analysis

Youtube Management:

- Channel Creation
- Channel Pic & Cover Pic Creation
- Thumbnail Creation
- Keyword Research
- Comment Moderation
- End Screen Cards
- Playlist Creation
- Videos (Separate Charges)
- Youtube Analytics]Competitor Analysis
- Video Backlinks

Twitter Management:

- Profile creation
- Profile & Background picture creation
- Tweet Per Month - 8
- Retweets

- Creation of Poll
- Following Industry related accounts
- Twitter Analytics Monitoring

Search Engine Optimization

PREMIUM - Rs.25,000

Website Review & Analysis:

- Max 25 Keywords
- Website Analysis
- Plagiarism Check
- Ranking Report
- Keyword Research
- Website Speed Optimization
- Footer Links
- Google Analytics & Search Console Setup

On Page Optimization:

- Title
- Description
- Header
- URL Structure
- Breadcrumbs
- Internal Links
- Image Alt Text
- Social Icons to all pages
- Readability Analysis
- Image Optimization

Local SEO:

- Google Map Integration

- Google My Business Page setup

Off Page SEO:

- Social Sharing - 50 Total
- Blog Social Sharing
- Blog Posting
- Image Submission
- Social Bookmarking

Content Marketing:

- Blog Posting (500 - 700 words) - 8

Technical SEO:

- Sitemap Creation
- No follow links
- Robots.txt
- Meta Tag Creation
- Canonicalization
- 404 Errors
- 301 Redirection

Monthly Reporting:

- Keyword Ranking Report
- Google Analytics Report
- Backlinks Report

Quora Management:

- Creation of Quora account
- Creation of profile pic
- Answering questions - 10
- Engaging answer requests
- Account Monitoring

Individual Pricing

S.NO	SERVICE	AMOUNT
1	Social Media Ads	Rs.5000 or 10% of Ad Budget WHICHEVER IS HIGHER
2	Google Ads	Rs.5000 or 10% of Ad Budget WHICHEVER IS HIGHER

THANK YOU

Do you have any queries?

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