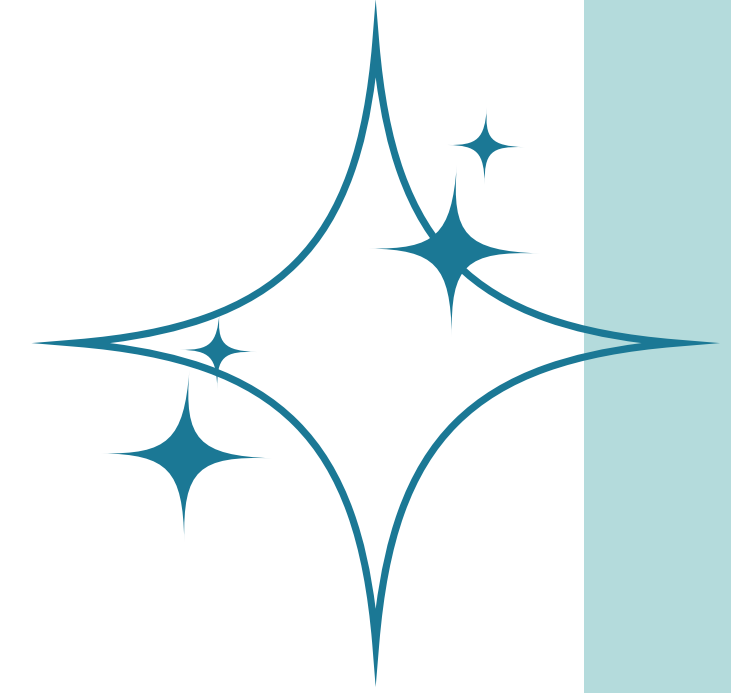


DIGITAL MARKETING PROPOSAL

By SFA Infotech.

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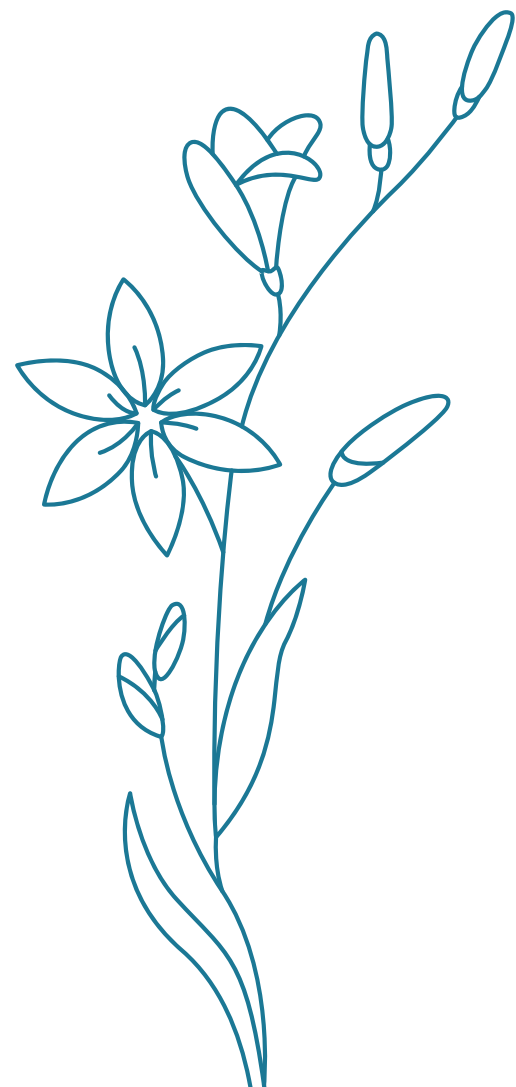
About SFA Infotech.

SFA Infotech is a leading digital marketing and website design company recognized for its innovative and user-friendly solutions. We offer a comprehensive range of services, blending modern technology with timeless design principles to create impactful online experiences for businesses of all sizes. At SFA Infotech, we prioritize sustainable practices and ethical standards, ensuring that our services not only drive results but also contribute positively to the environment and the communities we serve. With our global reach and commitment to quality, SFA Infotech has become a trusted partner for brands looking to elevate their online presence and connect with their audience effectively.

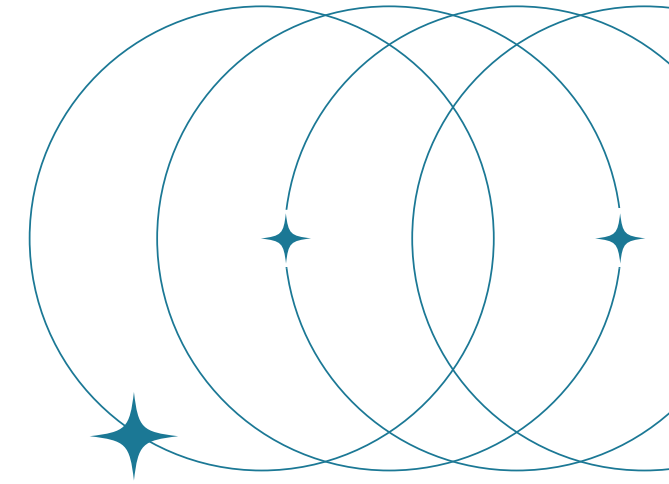
Executive Summary



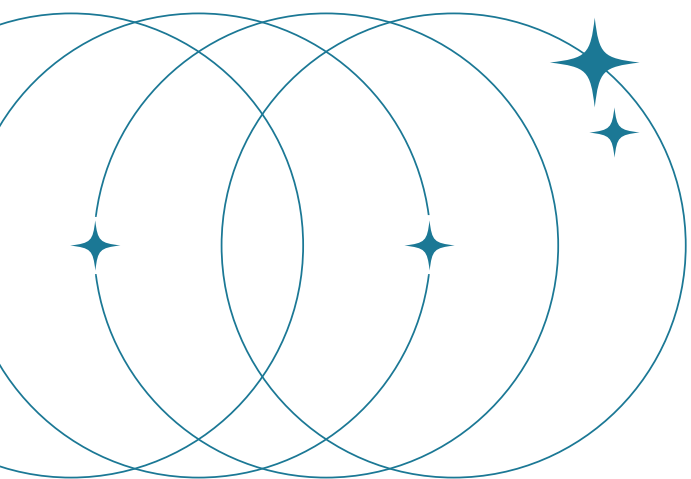
SFA Infotech is poised for growth in the digital marketing and website design sector. We plan to explore new markets and expand our service offerings to attract a broader clientele. By implementing strategic marketing initiatives and prioritizing customer satisfaction, we aim to significantly boost our online sales. We will closely monitor key performance indicators, such as website traffic and conversion rates, to ensure we stay on course. With a focus on data-driven strategies, we are confident in our ability to succeed and further establish ourselves as a leader in the digital landscape.



Problem Statement



SFA Infotech, recognized for its innovative digital marketing and website design solutions, is currently facing a challenge in enhancing its online presence. Despite our strong reputation in the industry, we find it difficult to effectively engage with our target audience online. This limitation hinders our ability to drive sales and compete with other players in the digital marketplace. Elevating our online visibility is essential for SFA Infotech to maintain its competitive edge and continue thriving in the ever-evolving digital landscape.

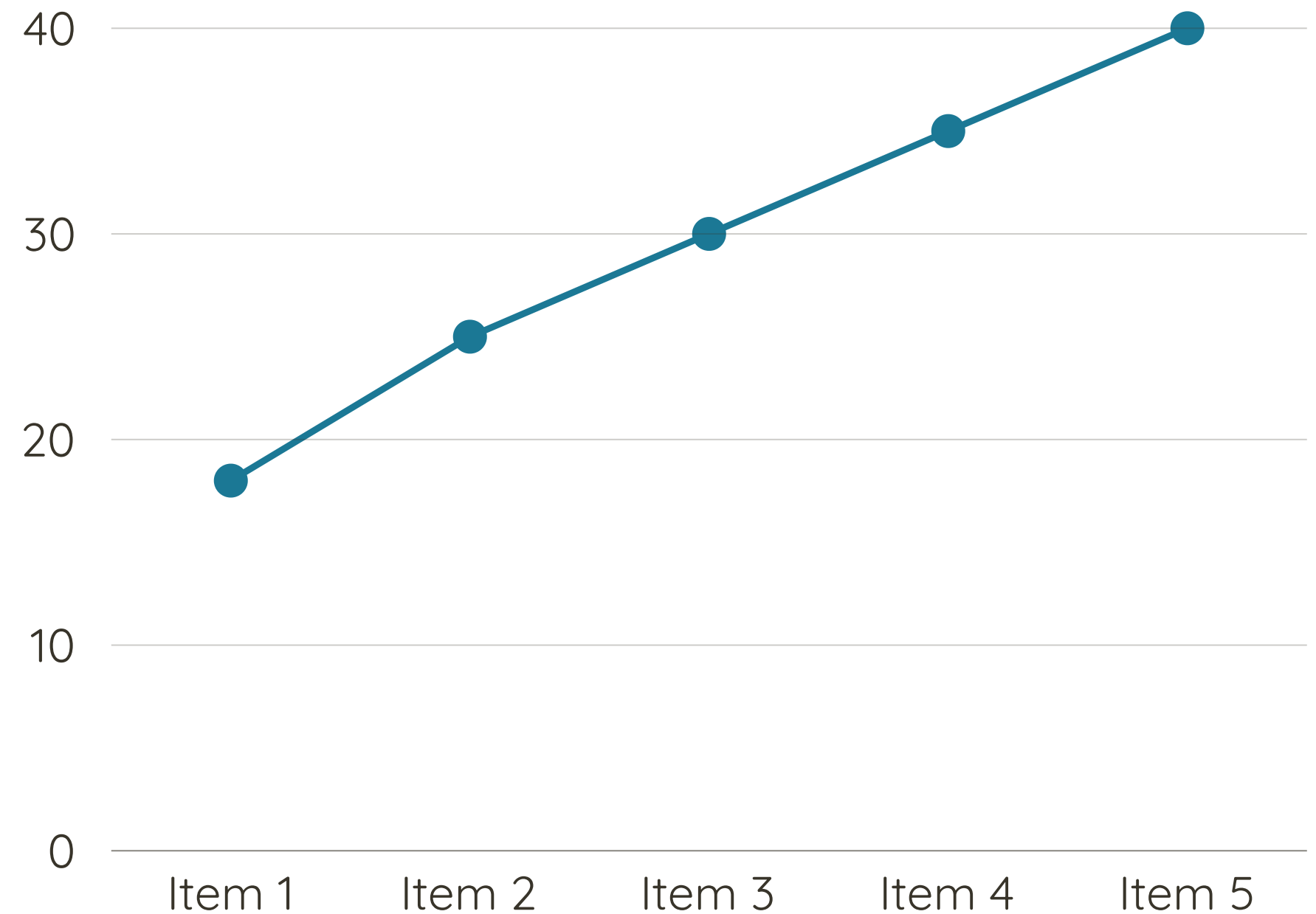


Proposed Growth Strategy



Market Expansion

SFA Infotech can analyze its existing client base to pinpoint regions with strong demand for its digital marketing and website design services. By focusing expansion efforts on these high-potential areas, SFA Infotech can tap into new market segments and significantly boost sales.



Next Steps



The next step for SFA Infotech is to build on the insights gained from past experiences. We will concentrate on enhancing our online presence and simplifying the user experience for our clients. Additionally, we will continue to explore innovative ways to engage with our audience and stay current with the latest trends in digital marketing and website design. By remaining adaptable and learning from our journey, SFA Infotech is poised to take significant strides toward greater growth and success.

Deliverables And Pricing

Pricing Basic

ONE TIME

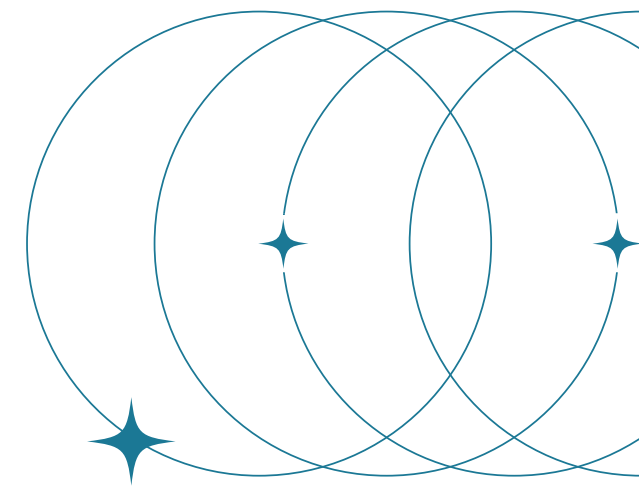
Description	Quantity	Rate
<ul style="list-style-type: none">Website Development	1	Rs: 30,000

MONTHLY

Description	Time Period	Rate
<ul style="list-style-type: none">SEO	Monthly	Rs: 15,000
<ul style="list-style-type: none">Social Media Management	Monthly	Rs: 15,000

Social Media Management

BASIC - Rs.15,000

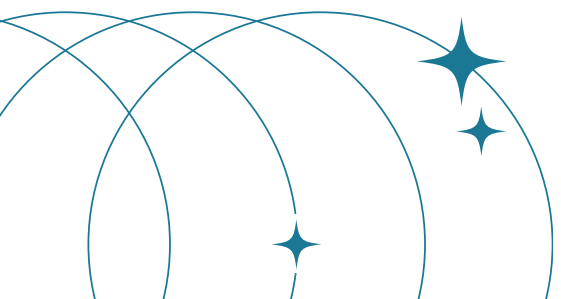


Social Media Optimization:

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

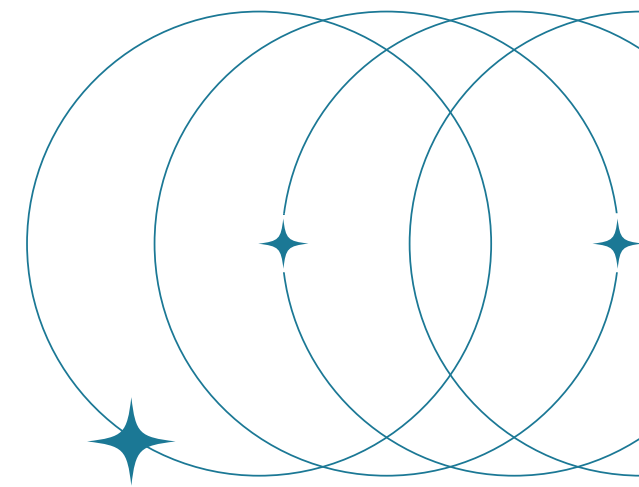
Facebook Management:

- 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



Social Media Management

BASIC - Rs.15,000

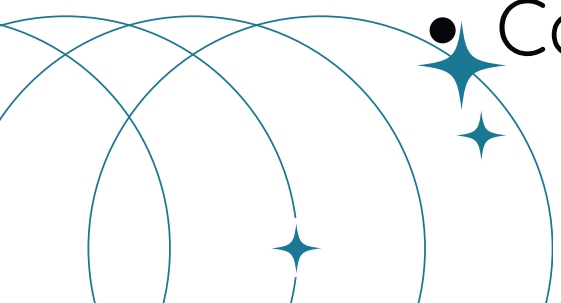


Instagram Management:

- 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

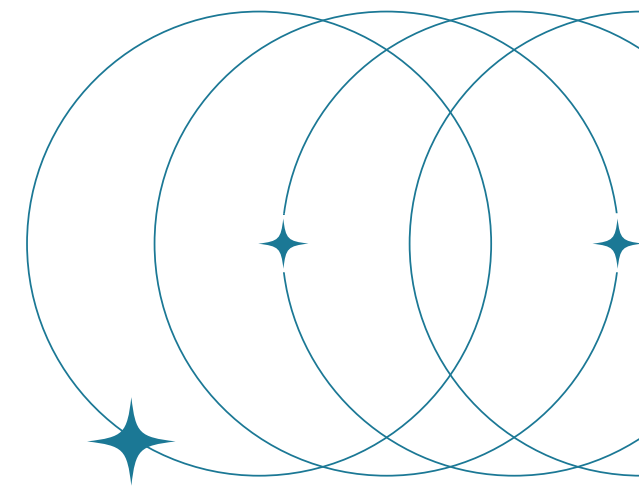
Linkedin Management:

- 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



Social Media Management

BASIC - Rs.15,000

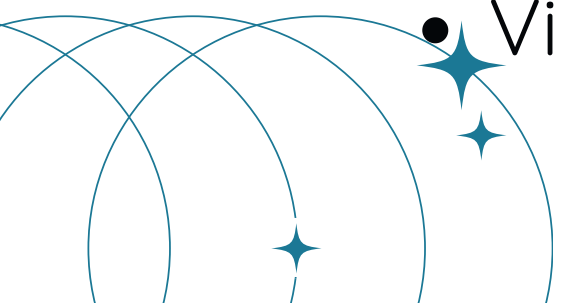


YouTube Management:

- 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

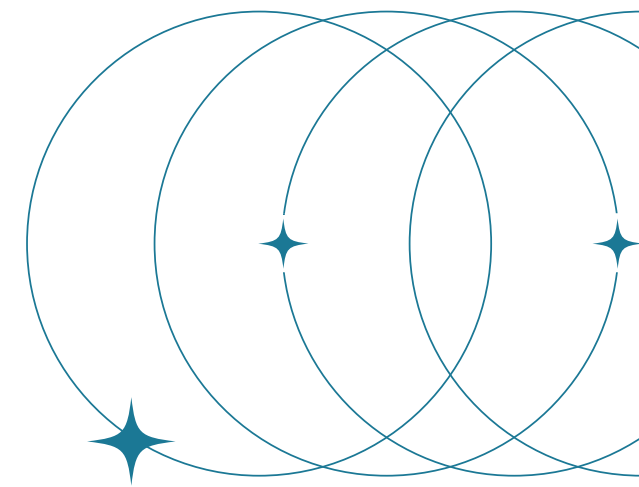
Twitter Management:

- 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

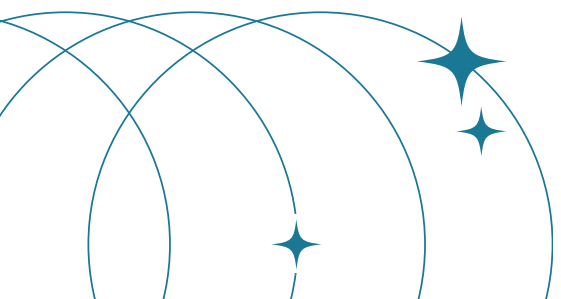


Website Review & Analysis:

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

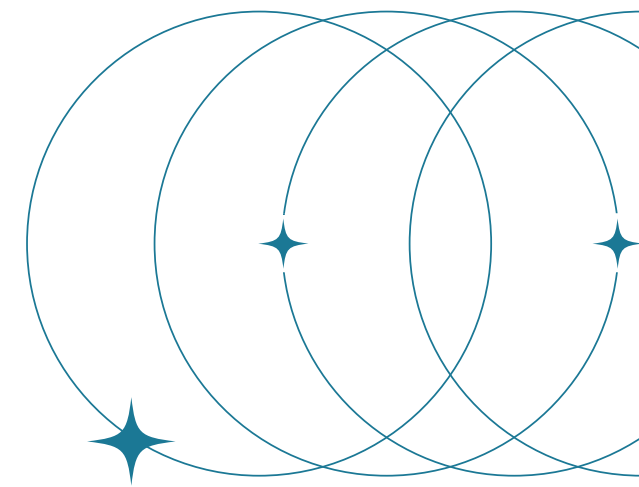
On Page Optimization:

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



Search Engine Optimization

BASIC - Rs.15,000



Local SEO:

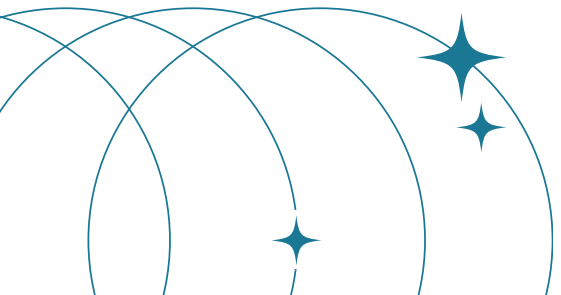
- Google Map Integration
- Google My Business Page setup

Off Page SEO:

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

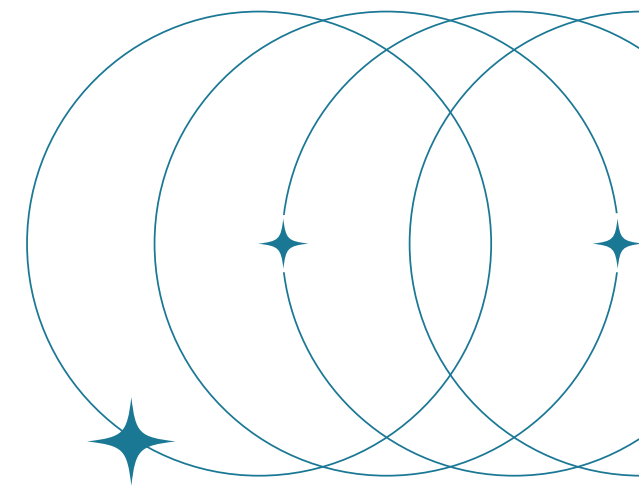
Technical SEO:

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



Search Engine Optimization

BASIC - Rs.15,000



Content Marketing:

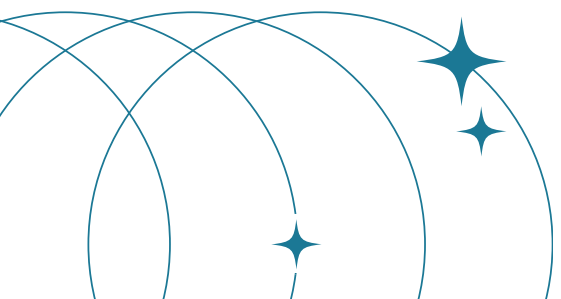
- Blog Posting (500 - 700 words) - 2

Monthly Reporting:

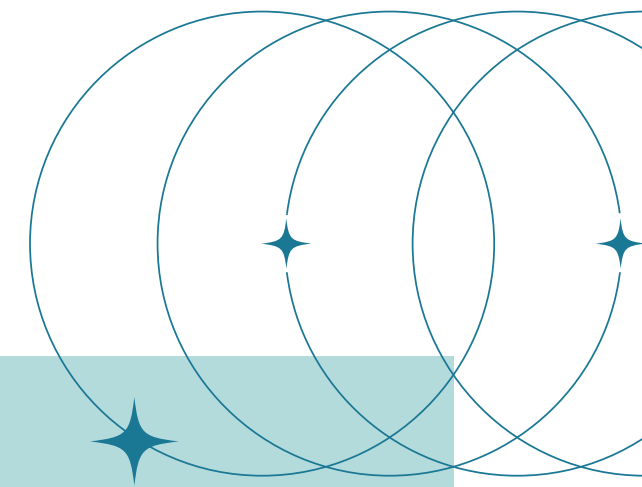
- Keyword Ranking Report
- Google Analytics Report
- Backlinks Report

Quora Management:

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



Pricing - Advanced

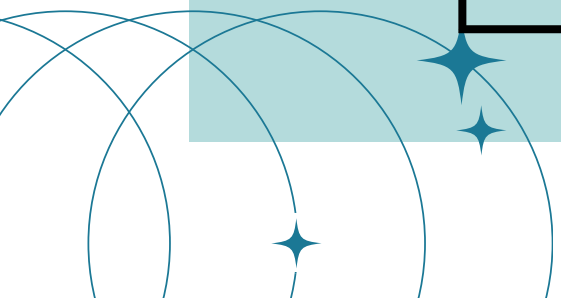


ONE TIME

Description	Quantity	Rate
<ul style="list-style-type: none">Website Development	1	Rs: 40,000

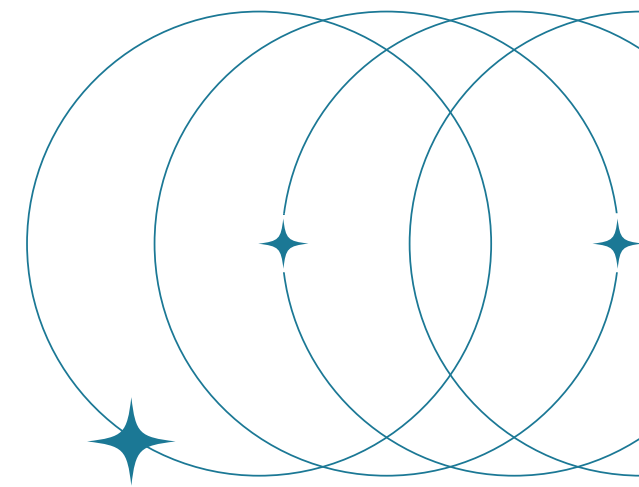
MONTHLY

Description	Time Period	Rate
<ul style="list-style-type: none">SEO	Monthly	Rs: 20,000
<ul style="list-style-type: none">Social Media Management	Monthly	Rs: 20,000



Social Media Management

ADVANCED - Rs.20,000

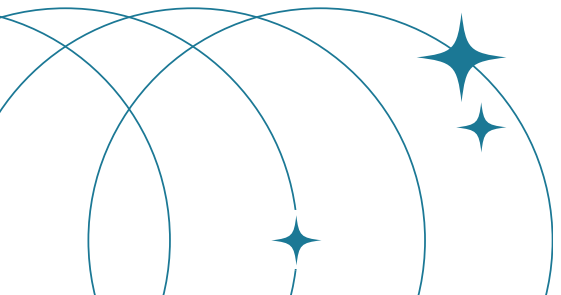


Social Media Optimization:

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

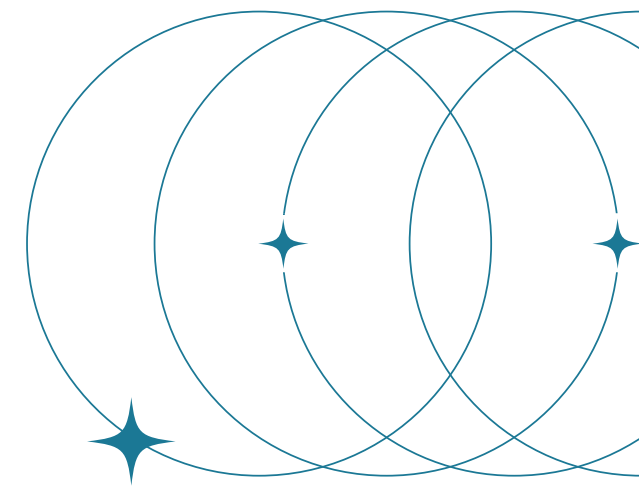
Facebook Management:

- 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



Social Media Management

ADVANCED - Rs.20,000

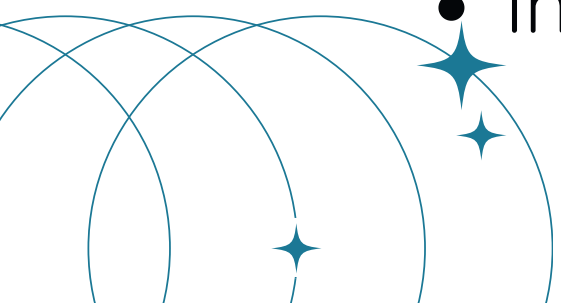


Instagram Management:

- 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

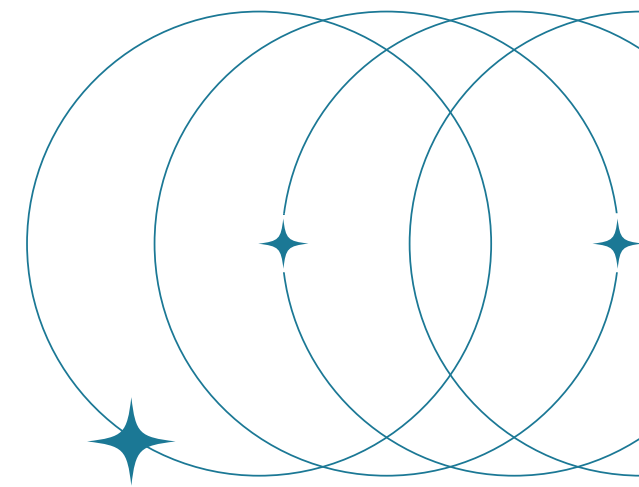
Linkedin Management:

- 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



Social Media Management

ADVANCED - Rs.20,000

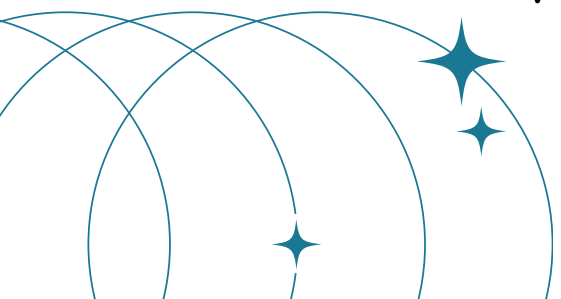


YouTube Management:

- 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

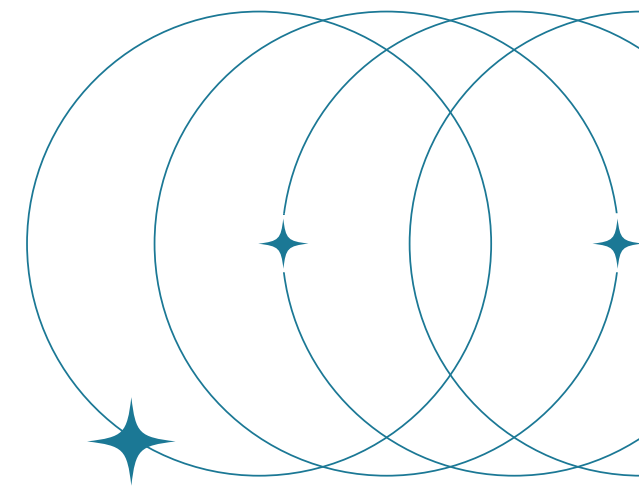
Twitter Management:

- 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

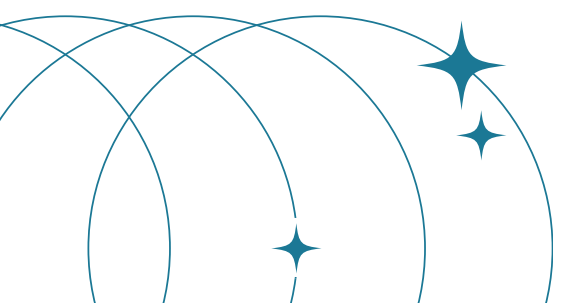


Website Review & Analysis:

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

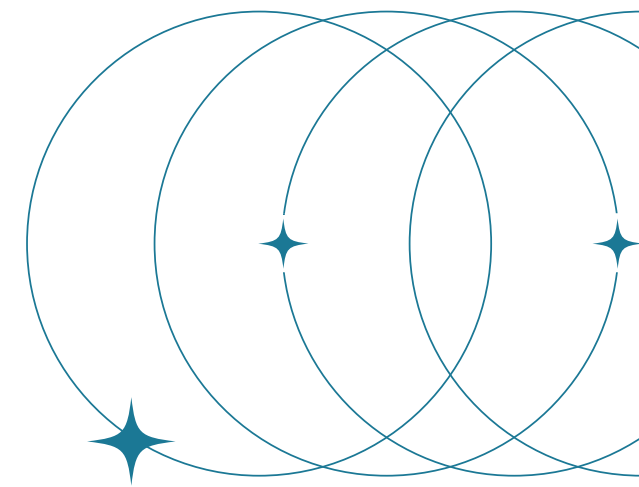
On Page Optimization:

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



Search Engine Optimization

ADVANCED - Rs.20,000



Local SEO:

- Google Map Integration
- Google My Business Page setup

Content Marketing:

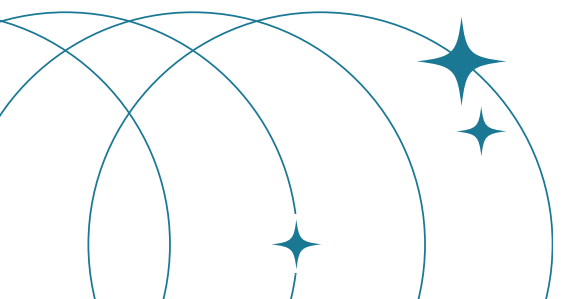
- Blog Posting (500 - 700 words) - 4

Off Page SEO:

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

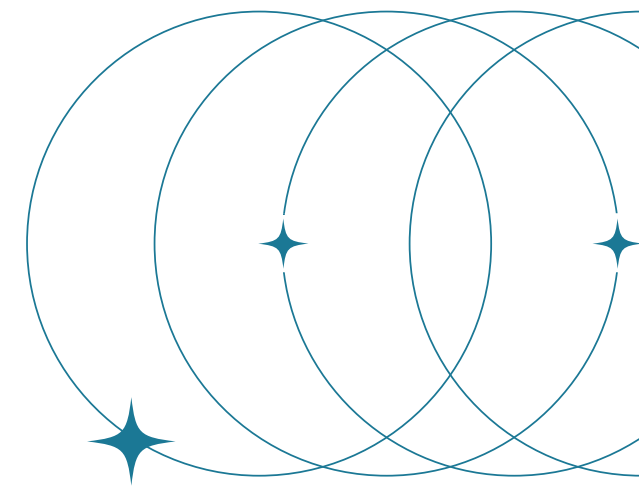
Technical SEO:

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



Search Engine Optimization

ADVANCED - Rs.20,000

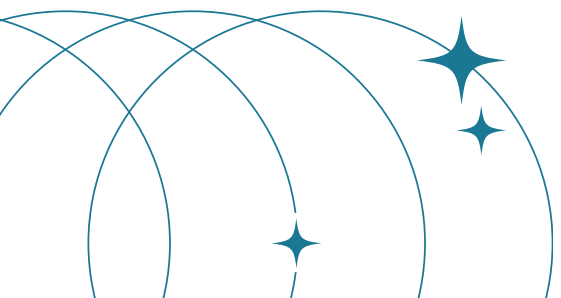


Monthly Reporting:

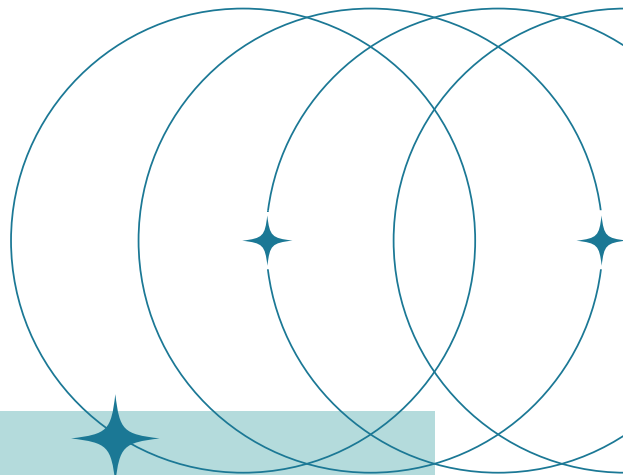
- Keyword Ranking Report
- Google Analytics Report
- Backlinks Report

Quora Management:

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



Pricing - Premium

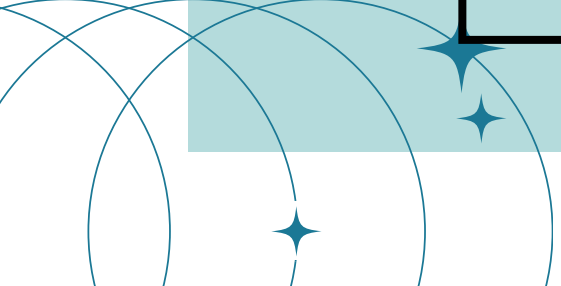


ONE TIME

Description	Quantity	Rate
<ul style="list-style-type: none">Website Development	1	Rs: 50,000

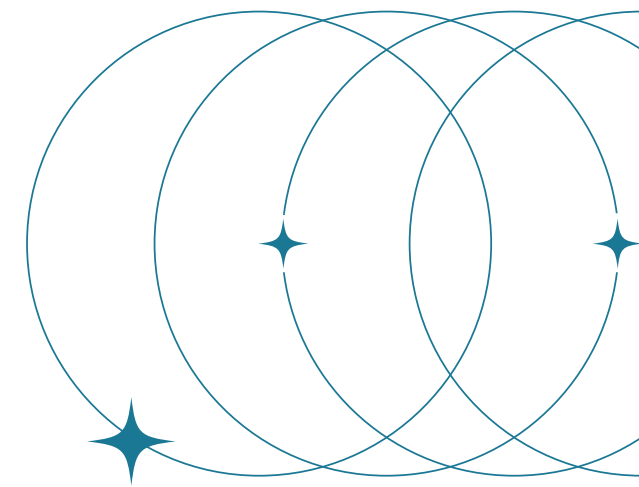
MONTHLY

Description	Time Period	Rate
<ul style="list-style-type: none">SEO	Monthly	Rs: 25,000
<ul style="list-style-type: none">Social Media Management	Monthly	Rs: 25,000



Social Media Management

PREMIUM - Rs.25,000

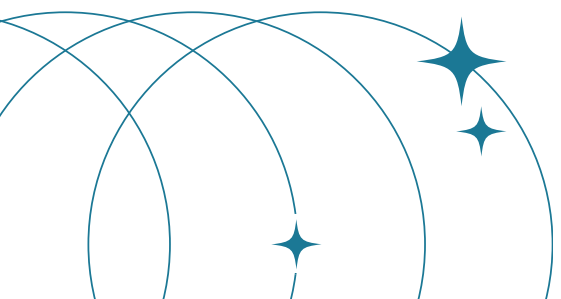


Social Media Optimization:

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

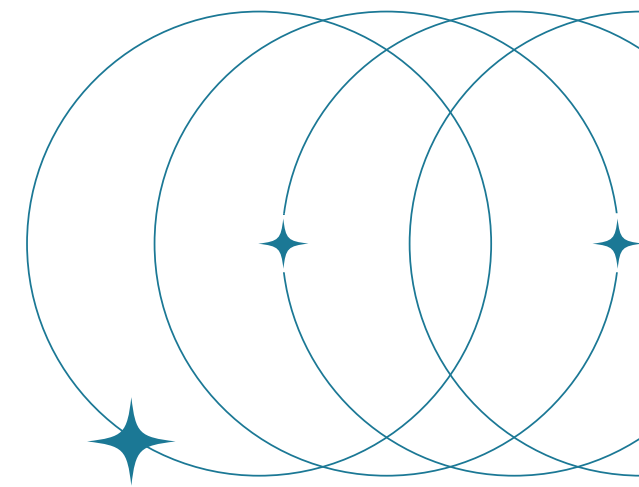
Facebook Management:

- 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



Social Media Management

PREMIUM - Rs.25,000

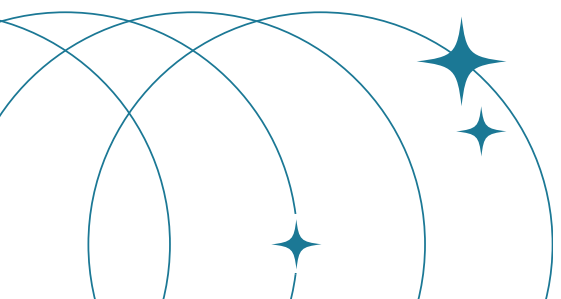


Instagram Management:

- 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

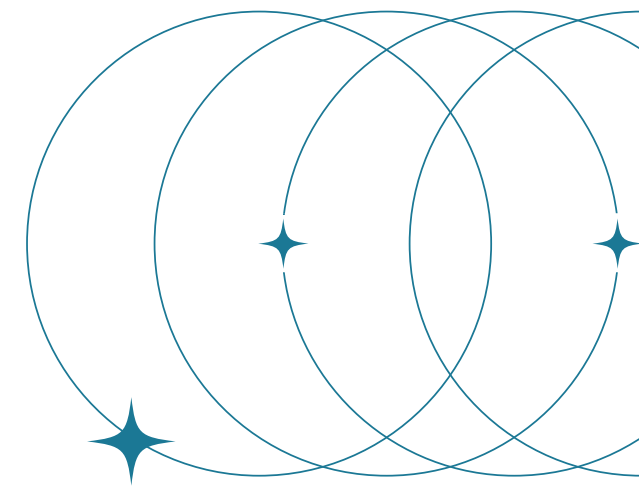
Linkedin Management:

- 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



Social Media Management

PREMIUM - Rs.25,000

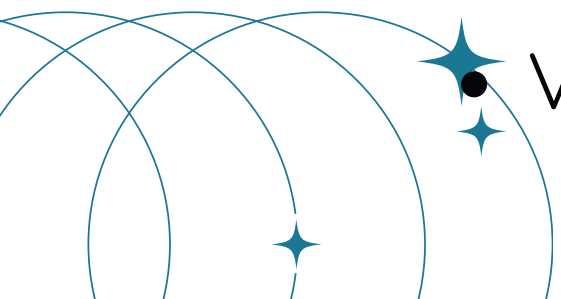


Youtube Management:

- 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

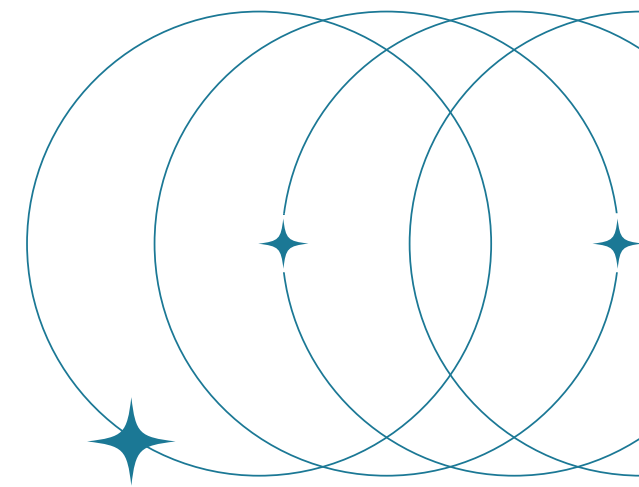
Twitter Management:

- 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

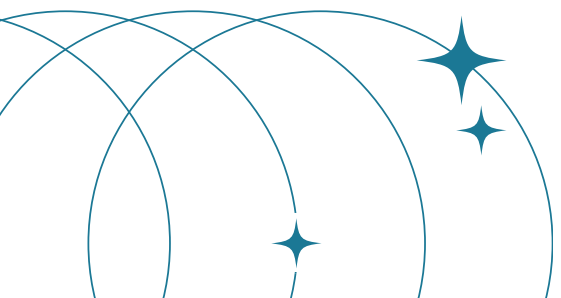


Website Review & Analysis:

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

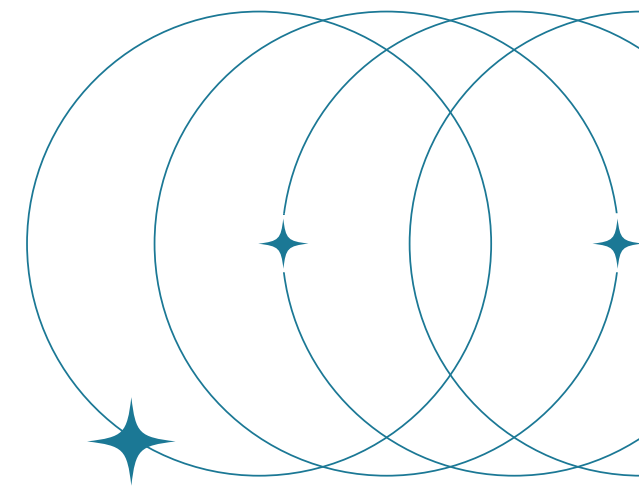
On Page Optimization:

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



Search Engine Optimization

PREMIUM - Rs.25,000



Local SEO:

- Google Map Integration
- Google My Business Page setup

Off Page SEO:

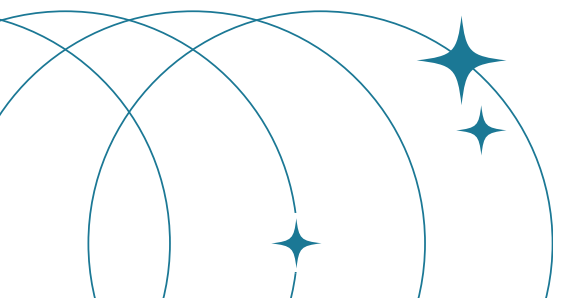
- Social Sharing - 50 Total
- Blog Social Sharing
- Blog Posting
- Image Submission
- Social Bookmarking

Content Marketing:

- Blog Posting (500 - 700 words) - 8

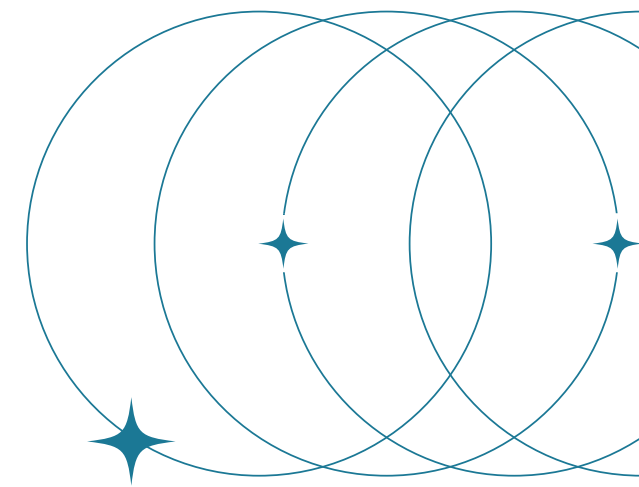
Technical SEO:

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



Search Engine Optimization

PREMIUM - Rs.25,000

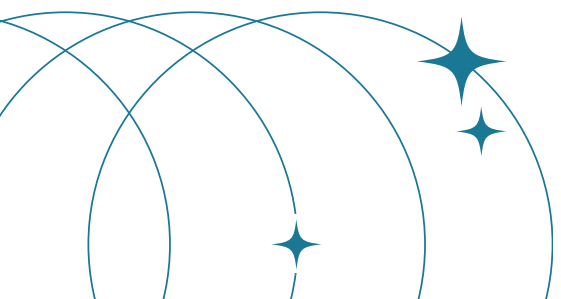


Monthly Reporting:

- Keyword Ranking Report
- Google Analytics Report
- Backlinks Report

Quora Management:

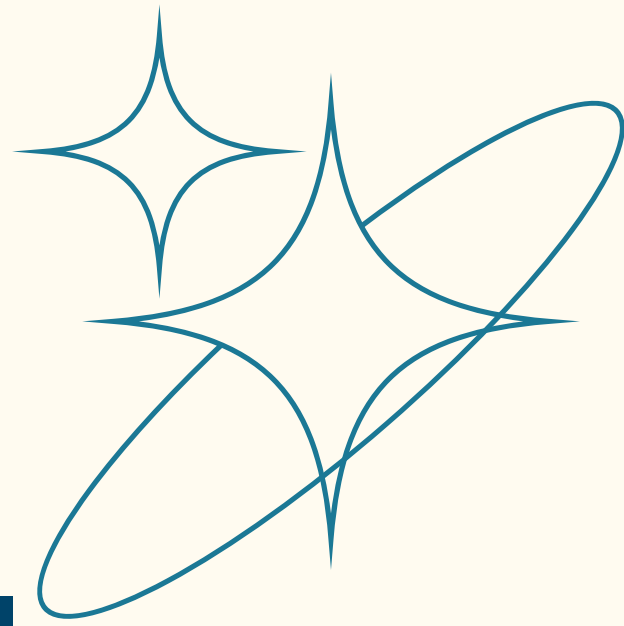
- Creation of Quora account
- Creation of profile pic
- Answering questions - 10
- Engaging answer requests
- Account Monitoring



Individual Pricing

ONE TIME

Description	AMOUNT
• Social Media Ads	Rs.5000 or 10% of Ad Budget (WHICHEVER IS HIGHER)
• Google Ads	Rs.5000 or 10% of Ad Budget (WHICHEVER IS HIGHER)



THANK YOU

Do you have any queries?

Contact: +91 89259 70124

Mail Id: codewithsfa@gmail.com

Visit our website: www.sfainfotech.com

