

To,
Respected sir/Madam,
Hyderabad

SUBJECT: - Proposal for Digital Marketing.

(SMM, SEM, SMO, SEO).

Respected **Sir/madam,**

We provide all web services such as, **Web designing, Web development, Android apps, Digital Marketing, Email Marketing, Social media marketing, Bulk SMS/ WhatsApp marketing, 2d animation videos, Logo Design and Ad films making** with Industry experts.

Our team specialty is delivering outstanding products with creative ideas and unique features. We can help you build a sustainable relationship with your clients. Our digital marketing strategies ensure the maximum exposure of your business.

1) Social Media Marketing (SMM)- (FACEBOOK & INSTAGRAM)

| Package | Details | Service charges |
|-----------------|--|--------------------------|
| BRONZE | Creating post with content and managing the paid advertising campaign with Updated display posts up to 2 TIMES / MONTH (each time up to 2 different sizes) in Facebook/INSTAGRAM | Rs. 7500/Month. |
| SILVER | Creating post with content and managing the paid advertising campaign with Updated display posts up to 3 TIMES / MONTH (each time up to 2 different sizes) in Facebook/INSTAGRAM | Rs. 10,000/Month. |
| GOLD | Creating post with content and managing the paid advertising campaign would be Update display posts up to 4 TIMES / MONTH (each time up to 3 different sizes) in Facebook/INSTAGRAM. | Rs.15,000/Month. |
| PLATINUM | Creating post with content and managing paid advertising campaign. Update display posts up to 6 TIMES / MONTH (each time up to 3 different sizes) in Facebook/INSTAGRAM | Rs.20,000/Month. |



MK DIGITALMARE PVT LTD

2) Search Engine Marketing (SEM)- (GOOGLE (Display ad & Search ad & YouTube ad)

| Package | Details-(Display ad) | Service charges |
|-----------------|---|--------------------------|
| BRONZE | Creating Display ad with content and managing the paid advertising campaign with Updated ad up to 2 TIMES/ MONTH (each time 3 different sizes) in Google ads | Rs.7500/Month. |
| SILVER | Creating Display ad with content and managing the paid advertising campaign with Updated ad up to 2 TIMES/ MONTH (each time 6 different sizes) in Google ads. | Rs.10, 000/Month. |
| GOLD | Creating Display ad with content and managing the paid advertising campaign with Updated ad up to 3 TIMES/ MONTH (each time 6 different sizes) in Google ads | Rs.15, 000/Month |
| PLATINUM | Creating Display ad with content and managing paid advertising campaign. Update display posts up to 5 TIMES/ MONTH (each time 6 different sizes) in Google ads | Rs.20,000/Month. |

| Package | Details-(Search ad) | Service charges |
|---------------|--|--------------------------|
| BRONZE | Creating Search ad with content and managing the paid advertising campaign 1 TIME/ MONTH in Google ads | Rs.7000/Month. |
| SILVER | Creating Search ad with content and managing the paid advertising campaign 2 TIME/ MONTH in Google ads | Rs.10, 000/Month. |

| Package | Details-(Youtube ad) | Service charges |
|---------------|--|--------------------------|
| BRONZE | Creating youtube ad with content and managing the paid advertising campaign 1 TIME/ MONTH in Google ads | Rs.7000/Month. |
| SILVER | Creating youtube ad with content and managing the paid advertising campaign 2 TIMES/ MONTH in Google ads | Rs.10, 000/Month. |



MK DIGITALMARE PVT LTD

99 121212 40
83 681417 58

5-2-18, Ramalayam Rd,
Kukatpally, Hyd, Telangana



contactus@mkdigitalmare.com
www.mkdigitalmare.com

Payment: For (SMM & SEM)

| Contract period- | DISCOUNT | Advance |
|------------------|----------|---------|
| 1 month | nil | 100% |
| 3 months | 10% | 100% |
| 6 months | 15% | 100% |
| 1 year | 20% | 100% |

NOTE: Facebook and Google ads result will be dependent on how much amount spends on campaign. (This amount is not included in service charges).

AMOUNT TO INVESTMENT IN AD

| Source | Awareness (INDIA) | leads(INDIA) |
|------------|---|--|
| Facebook | Minimum 100rs. 100rs/day :(870-2.3k) impressions 200rs/day: (1.6K-4.7K) impressions | Minimum 600rs 600rs/day (7-15)leads |
| Google ads | 100rs/day:bid10rs(95K-160K)impressions 200rs/day:bid10rs(160K-290K)impressions | After conducting demo testing for 2 days, we go with the budget. But minimum 600rs |
| YOUTUBE | Minimum 300/day | - |

Note: YOUTUBE AD TYPES

<https://support.google.com/youtube/answer/2375464?hl=en>

Service charges & Deliverable Includes: -

1. Facebook page and Instagram page creating and maintenance
2. Google ads account creating and maintenance
3. Paid ads designing and monitoring
4. Ad rank reports

3) Social Media optimization (SMO)

SMO is the use of **social media optimization** to manage and grow an organization's message and online presence. As a digital marketing strategy, **social media optimization can** be used to increase awareness of new products and services, connect with customers. SMO provides companies with a way to reach new customers, engage with existing customers, and promote their desired culture, mission.

Maintain pages of following social media sites (**Facebook, Twitter, Instagram, Google my business, Quora or pininterest**).

Note:

Required images or related content should be provided by client for SMO.

| Package | Details | Cost |
|-----------------|---|-------------------------|
| BRONZE | Posting 1 images weekly in all social media sites & sharing in fb group | Rs.10,000/Month |
| SILVER | Posting 2 images weekly in all social media sites & sharing in fb group | Rs.17,000/Month. |
| GOLD | Posting 3 images weekly in all social media sites & sharing in fb group | Rs.23,000/Month. |
| PLATINUM | Posting 4 images weekly in all social media sites & sharing in fb group | Rs.30,000/Month. |

Payment: Social Media optimization (SMO)

| Contract period- | DISCOUNT | Advance |
|------------------|------------|---------|
| 1 month | nil | 100% |
| 3 months | 5% | 100% |
| 6 months | 10% | 100% |
| 1 year | 15% | 100% |

4) Search Engine Optimization (SEO)-organic keywords for website

| Package | Keywords | Price | Contract Duration | Advance |
|----------|-------------|-------------|--------------------|----------|
| BRONZE | 5 (2000/k) | 10,000rs/ M | 6 months to 1 year | 3 months |
| SILVER | 10 (1900/k) | 19,000rs/ M | 6 months to 1 year | 3 months |
| GOLD | 15 (1800/k) | 27,000rs/ M | 6 months to 1 year | 3 months |
| PLATINUM | 20 (1700/k) | 34,000rs/ M | 6 months to 1 year | 3 months |
| DIAMOND | 25 (1600/k) | 40,000rs/ M | 6 months to 1 year | 3 months |
| DIAMOND+ | 30 (1500/k) | 45,000rs/ M | 6 months to 1 year | 3 months |

Deliverable Includes:

1. Initial Audit-In-Depth Keyword Ranking Analysis
2. On Page Optimization -
Title Tag Opt, URL Opt, Content Opt, Header Tag Opt, Image / Video Opt, Meta tag Opt - Meta Keywords & Meta Description, Anchor Text Links Opt - Internal & External Links, Structure Data Opt - Rich Cards, Rich Snippets & Schema Markup Lang.
3. Off page optimization :
Directory Sub, Article Sub, Local Classifieds Sub, Social Book Marking Sub, Blog Commenting, Forum Submission, Guest Blogging / Blog Writing, Profile Creation, Press Release Sub Private Blog N/W, Web 2.0, Image / Video, PDF / Doc Sub Pinging Sub, Info graphic Submissions
4. Digital Marketing Setups :
Google Webmaster Tool, Google Analytics, GMB / LocalSEO, Google AdSense
5. Google Local Optimization
6. Reporting

NOTE :

**THE ABOVE-MENTIONED PRICES IS EXCLUDING GST.
GST 18% IS APPLICABLE ON ANY FINALISED PACKAGE**

MK DIGITALMARE PVT. LTD. – Our Digital Marketing Service will expand your brand awareness online and create cost-effective and profitable outcomes.

Our remaining services:

- 1) Website designing (word press, html, and php), and E commerce sites etc....
- 2) Web applications (java, python, angular js, node js, php etc....
- 3) Digital marketing (SEO, SMM, SMO, SEM)
- 4) Android apps/iOS apps
- 5) WhatsApp marketing
- 6) Email marketing,
- 7) SMS marketing
- 8) BPO Service
- 9) Political marketing
- 10) Facebook (page likes, followers, photo likes)
- 11) Instagram (followers, likes, views)
- 12) YouTube (Subscribers, watch hours, views, likes, shares)
- 13) Twitter (followers, likes, views) and for more services visit our site.

Thanks & Regards

MK DIGITALMARE PVT LTD.,

Location: Kukatpally, Hyderabad
(<https://g.page/mkdigitalmare?share>)

WEBSITE: www.mkdigitalmare.com
www.mkdigitalmare.in

Call: **99-121212-40 & 8368-1417-58**

Follow us:

FACEBOOK: <https://www.facebook.com/mkdigitalmarepvtltd/>

INSTAGRAM: <https://www.instagram.com/mkdigitalmareprivatelimited/>

TWITTER: <https://twitter.com/mkdigitalmare/>

YOUTUBE: <https://www.youtube.com/c/MKDIGITALMAREPVTLTD>