

SOCIAL MEDIA PROPOSAL

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Our Strengths

- ❖ In-depth knowledge of Digital Marketing.
- ❖ Experienced team members with subject expertise.
- ❖ Updated with latest marketing tools.
- ❖ Work as a organized team to deliver result.

How SMM Can Help You?

- Increase online **Brand Awareness** of your business.
- Increase **Brand Loyalty** with customers.
- Increase **Traffic** to your website.
- Drive **Sales/Leads** for your business.

Selection of Right Social Media Platforms:

- Facebook
- Instagram

Our SMM Strategy/ Approach

- ❑ Social Media Marketing - Organic Process
- ❑ Social Media Marketing - Paid Ad Techniques

SMM Organic Marketing Strategy

- Page Creation and Optimization.
- Post Per Month – 12 (Content / Images provided by client)
- Building Audience Engagement.
- Increasing Post Likes, Comments & Shares

Paid Ad Marketing Strategy

- Correct selection of ad objective with split A/B testing options.
- Audience targeting through - Demographic, Location, Age, Interest and other factors.
- Ad bidding strategy.
- Driving more leads through lead oriented ads.

SMM Results You Can Achieve

- Increase in Page Likes & Page Followers by 5x times.
- Generate Lead for your Brand by 3x times.

SMIM Monthly Plan

Facebook / Instagram

- **Fan Page Setup**
- **Post Per Month – 12** (Content / Images provided by client)
- **Increasing Post Likes, Comments & Shares**
- **Account Maintenance**
- **Analytics Tracking**
- **A / B Testing**
- **Ad Campaign –**
 - ✓ **Branding / Promotion**
 - ✓ **Engagement**
 - ✓ **Leads Based**
 - ✓ **Website Traffic**

SMM Cost

SMM Organic Marketing Strategy -

– Banner Design – **3500 INR (If not provided by client)**

SMM Paid Marketing Strategy -

– Account Setup (1st Time Only) – **1000 INR**

Charges – 20% Charges of Client Budget on monthly basis.

Note: The above fees is defined on per month basis.

Thank You