



## **Subject : Quote for Digital Marketing**

### **Objectives**

1. Create and strengthen the brand awareness among the target group of audience in the targeted area
2. Increase the Social Talks about the brand
3. Promote the product on most effective marketing media Facebook, Instagram .
4. Display text ads on the Google search engine's first page on relevant keyword searches
5. Strengthen engagement strategies for increased brand loyalty
6. Increase size of Social Community and accurately target the audiences.
7. Create Lead generation
8. Promote offers and events
9. Enhance public relations
10. Increase the traffic to the website

### **Media we use for the promotion**

1. Facebook
2. Instagram



## **What we do?**

1. Create target audience group (direct & indirect) in the targeted area.
2. Prioritize the media as per the targeted area and targeted audience group.
3. Study the online presence and strategies of direct/indirect competitor.
4. Create appropriate strategies for Online Marketing Campaigns.
4. Creating themes for advertisements.
6. Design keywords for Google ads.
5. Image/Poster designs.
6. Content creation (As per the information's provided by the client).
7. Monitor and make needful changes on the advertisements for a successful campaign.
8. Create blogs for website.

## **What we can do for you**

- Facebook branding
- Facebook page handling
- Facebook page likes
- Daily Facebook post
- Facebook page views



- Facebook post with write ups
- Instagram page handling
- Instagram branding
- Instagram followers
- Instagram posts
- Instagram stories
- Instagram daily posts



## **1.Digital Marketing Silver 500 AED /Month**

Facebook View	50,000 to 60,000/month
Facebook likes	1000/month
Facebook post	30/month
Instagram followers	750/month
Instagram post	30/month
Blogs	5/month

## **2.Digital Marketing Gold 1000 AED /Month**

Facebook View	60,000 to 80,000/month
Facebook likes	1500/month
Facebook post	30/month
Instagram followers	1000/month
Instagram post	30/month
Blogs	8/month



### **3. Digital Platinum Package 1500 AED / Month**

Facebook View	80,000 to 100,000/month
Facebook likes	3000/month
Facebook post	45/month
Instagram followers	3000/month
Instagram post	45/month
Blogs	10/month

#### **Our first 3 month plan**

##### **Month 1:**

- Branding.
- Research, Analysis and planning.
- Research and defining the target audience.
- Creating executing and monitoring the campaigns.

##### **Month 2:**

- Branding.
- Research, Analysis and planning.
- Defining campaign ideas.
- Creating executing and monitoring the campaigns.
- Promotion.

##### **Month 3 :**

- Branding.



- Research, Analysis and planning.
- Research and defining the target audience.
- Creating executing and monitoring the campaigns.
- Promotion.

### **Social Media Marketing Workflow:-**

<b>Social Media Management</b>	
<b>Facebook Activities</b>	
Number of Key Phrases Optimized	yes
Page Setup	yes
Cover Photo Creation	Yes
Activate Call to Action Button	Yes
Content Optimization	Yes
Creation of Hashtags, Story Boards	Yes
Promoting brand in Target audience specific groups	Yes
Page Traffic Analysis	Yes
Tracking trending hashtags relating to the industry	Yes
Creating Rating & Review System	Yes
Share our newest videos, links, images, and text	Yes
Generating periodic reports	Yes



Regular Competitive analysis	Yes
Acknowledge and response to comments, new likes, private messages	Yes
Ads Management (Paid)	Yes
<b>Instagram Activities</b>	
Page Setup	Yes
Sharing designer posts	Yes

### What we need from you

- a) **Chartered Auto** Instagram credentials.
- b) Make us an admin in facebook page



### **Payment Terms:**

Mock Design will be submitted and will take the approval first after approval of design, we will start working

DESCRIPTION	UNIT PRICE (AED)	QTY	TOTAL (AED)
Digital Marketing		1	
<i>SUBTOTAL</i>			
<i>TOTAL</i>			

Note : for more customized requirements , please describe your requirements in detail and send us

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On signing of this proposal full amount as advance every month.



