



**WAY360**

**Digitizing Nepal**

**One step at a time**

**ADDRESS**

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**CONTACT**

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INTRODUCTION

## Proposal Letter

Dear Sir/Ma'am

Firstly I would like to thank you for providing us the immense opportunity to work with your company and also to provide you with a quotation for handling your company's digital marketing and branding needs.

We've built our company's services to offer you modern era **One-Stop-Digital-Solutions** which will help you to increase your digital presence and make a meaningful impact among your audience across all online platforms.

We have a team of highly innovative, dynamic, dedicated and creative professionals providing you with results that will help your school to grow and in today's highly competitive market. We will help you to strategize and develop meaningful digital content that will increase your visibility across major social media platforms.

We have satisfied various clients across the valley and we have been appreciated for our consistent quality of work, successful results and unmatched determination to go beyond the client's expectations.

If you have any questions or queries, please feel free to reach out us in the contact option provided to you within this proposal and we will elaborate it further. We hope that most of your questions are answered within this document.

We look forward to working with you to improve the visibility, public image and social media presence of your company.

Sincerely  
Keshav Dulal  
Managing Partner



WHAT IS OUR

## APPROACH

### STEP 1 - INFORMATION GATHERING

First we gather as much factual information about our client's objective and challenges they are facing. We collect this by setting up meetings directly with our client and also follow up periodically to stay in sync. Upon gathering the sufficient amount of information we then organize, analyze and process the information that we've collected to far.

### STEP 2 - STRATEGIC PLANNING

We now brainstorm along with factual information collected so far. Its analysis will help us to devise proper strategies for market penetration and brand awareness.

### STEP 3 - MATERIAL DEVELOPMENT

Based on the strategy we now work on development of contextual content and media in varieties of forms. It typically ranges in the form of written articles & blogs, graphical posts, pictures, visuals, commercials, etc.

### STEP 4 - CAMPAIGN EXECUTION

All the hard work of material development is now executed in the form of periodic distribution of content across various platforms for people to read, watch, listen, observe, understand and share among others. We also take the responsibility of handling all the nitty gritty details pertaining to execution of a successful campaign.

### STEP 5 - ASSESSMENT & ITERATION

As the our materials are shared across the internet, we collect various metrics and data to understand our market reach, influence, engagement and conversion. Based on the data we now assess our entire campaign and make adjustment for even better results. Then we iterate the process again from step 1.



OUR

## PRICING INFORMATION

We've broken down our charges as per our **5-Step-Approach**.

Step	Services Category	Services Sub-Category	Items Per Month	Charge/Item	Monthly Charge	Items per year	Yearly Charge
1	Information Gathering			Free		-	-
2	Strategic Planning			Free		-	-
3	Material Development	Promotional Videos	1	Rs 9,000	<b>Rs 9,000</b>	12	<b>Rs 108,000</b>
		Social Media Posts	16	Rs 500	<b>Rs 8,000</b>	192	<b>Rs 96,000</b>
		Facebook Boost (\$10/week)	4	Rs 1,160	<b>Rs 4,640</b>	48	<b>Rs 55,680</b>
		Boost Service Charge			<b>Rs 696</b>		<b>Rs 8,352</b>
4	Campaign Execution			Free		-	-
5	Evaluation & Iteration			Free			-
	Service Charge				Rs 2,000		Rs 24,000
	<b>Total</b>				<b>Rs 24,336</b>		<b>Rs 292,032</b>

We only charge for the cost incurred during the process of material development and service provided by us.



BREAKDOWN OF

## Material Development

The further breakdown of Material Development is as follows for better understanding and clarity.

### Promotional Videos

We've a following list of video ideas that we can make for you:

1. School Promotion Video
2. Event Promotion
3. Event and seminar coverage
4. Aggressive admission video
5. Testimonials (Parents)
6. Testimonials (Students)

Our recommendation is to make 2 videos of each kind mentioned above however you can also customize the frequency of videos of each kind. On an average, we can make 12 videos per year which is equivalent to a new video each month for our audiences to look for.

### Social Media Post

Our weekly material development for social medias are as follows:

1. Service Sunday
2. Motivation monday
3. Tuesday Trivia
4. Throwback thursday
5. Facts Friday

On an average, we can engage our audiences with nearly 20 creative posts per month.

### Facebook Boost

Facebook boosting charges are subject to USD-NRS exchange rate along with 15% Boost service charge.

We recommend you a plan of \$10 boost each week, which adds up to \$40 boost each month. It will assure us with a total of nearly **30,000** audience reach every month.



OUR

## Additional Packages

### TRAIN THE TRAINER (TTT)

TTT is one of our carefully crafted package that deals will providing following basic yet crucial skills to the Teachers who's everyday job is to interact with young minds of students. We dive deep into the nitty gritty details of following skillset and how making a subtle change in our daily life can make a critical impact in our teaching and interaction process.

1. Communication skills
2. Presentation Skills
3. Team Buildings
4. Critical Thinking
5. Leadership
6. CV and Resume Writing
7. Time Management
8. Problem solving
9. Entrepreneur and Intrapreneurship

Once every 3 month

Annual fees : Rs. 50,000/-

### CORPORATE SOCIAL RESPONSIBILITY (CSR)

4 to 5 Idea, strategy and execution plan.

On the timely basis based on the requirement, we will provide you with different Corporate Social Responsibility ( CSR ) ideas for the brand penetration including both the locality and the nation wide.

Annual fees : Rs. 25,000/-



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