



# Project Proposal

Elevating Your Digital Presence





# Introduction



Welcome to Ashdigi Agency! We are thrilled to present our proposal for your digital marketing, website design, and development needs. At Ashdigi, we combine creativity, innovation, and strategy to deliver exceptional digital solutions that will help your business thrive online.

## 4+

Years of operations

## 2+

Offices worldwide

## 40+

Happy clients

## 15+

Employees



Ali Afthab  
CTO



Sufail  
CEO



Hunais  
COO



# Company Overview



## ➤ About Us

Ashdigi Agency is a full-service digital agency established in 2022. With a passion for crafting engaging online experiences, we've successfully served clients across diverse industries, helping them achieve their digital goals.

## ➤ Mission

Our mission is to empower businesses with innovative digital marketing solutions that drive sustainable growth.

## ➤ Vision

Our vision is to become a globally recognized leader in digital marketing, renowned for our creativity, expertise, and unwavering commitment to our clients' success.

# Our Services

## Digital Marketing

Digital marketing is a way of promoting and advertising products, services, or brands using digital channels such as websites, social media, email, search engines, and online advertising to reach and engage with a target audience.



Search Engine Optimization (SEO)



Lead Generation Campaigns



Youtube Ad campaign



Social Media Marketing



Google ads Marketing



PPC Marketing



Content Marketing



Page Management



Website Optimization



Pay-Per-Click (PPC) Advertising



Campaign for followers



Email Marketing



Online Reputation Management





# Deliverables



Leads

Brand Reach



Ad Campaign Designs &  
Copies up to 10-15 Designs



Funnel Creation &  
Optimisation



- A/B Testing 12 Creative Design Per Month
- Targeted Boosting (Boosting Not Included)
- Social media Page SET UP & Management Free
- Special Days creatives s Optimisation LinkedIn
- Page Management & Lead Generation Support
- and Assistance Team Review Meetings Monthly
- Report



# KPIs

- Reach
- Click Through Rate (CTR)
- Cost Per Lead (CPL)
- Conversion Rate (CVR)

# Performance Marketing

- Facebook Ad Campaign Management
- Instagram Ad Campaign Management
- Google Search Campaign Management
- Google Display ad campaign Management
- YouTube Ad campaign management
- Remarketing Ad Campaign Management
- Campaign Creatives (Designs, Content, Descriptions & Videos)

# Pricing

DATE: 2024-05-24

VALID TILL: 2024-06-07

**CUSTOMER**

ASHCORP Technologies

**PROJECT DESCRIPTION:**

Web Development & App Development

DESCRIPTION	QUANTITY	PRICE	TOTAL
Static Website	1	12000	12000
Server	1	15000	15000
Domain	1	2500	2500
Database	1	20000	20000
UI/UX Design	1	30000	30000
Developer 1	1	86000	86000

**SUBTOTAL:** 165500.00



# Terms & Conditions



- Working hours: Monday to Saturday 9.30 AM to 6.00 PM
- Validity: This proposal will be valid for 30 days from today.
- Activation Period for all Campaigns: 8-10 Working Days from the date of MOU signed.
- The minimum agreement period for the campaigns will be 3 months.
- After 3 months, there will be an increase of 20% in management charges.
- For any additional campaign, a period of 2 days required for activation
- Maximum iterations per design or video can be done twice only. An extra charge will be applied for further changes.
- Content: The required contents/photos/logos should be provided by the client.
- Management Charges: 100% of the management charge is requested to be paid when the agreement is signed in advance.
- 100% of the monthly management charge is requested to be paid in advance at the start of each monthly billing cycle.
- Media Spend: 100% of the monthly Media spend is requested to be paid before the campaign activation

## Cancellation



In case of assignment cancellation, all copyrights and original artwork remain with the Designer. A cancellation fee, based on completed work and incurred expenses, is payable by the Client. This fee is determined by submitted hours or a percentage of the estimated project time. A 100% cancellation fee applies once the project concludes, regardless of delivery. For hourly projects, the Client agrees to pay at least 100% of billed hours plus 50% of remaining hours expected to be completed, or the greater of the two.





# Contact Us



**Website**

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**Social Media**

ash\_corp\_\_



**HQ address**

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