

PROPOSAL FOR DIGITAL SERVICES

MONTHLY SERVICES /
ONE TIME SERVICES
(Umar Khan)

MINIBIG TECHNOLOGIES
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📍 HOUSE: 2-A 4/33, NAZIMABAD NO 2, KARACHI - 14600

Proposal for SEO

We are pleased to have your interest on our digital services. As per the requirements discussed so far, we would like to propose your organization the best rates. With aim to help you and achieve the required goal for your business, here are some details mentioned below:

S.No.	Particulars	Amount in PKR
1	Initial (SETUP COST – ONE TIME) <ul style="list-style-type: none"> Add industry related primary keywords to the page titles. Name the pages accurately in accordance with the most accurate keyword. Use original content. Original content refers to text, images and video that does not appear elsewhere on the internet. Include a mix of media such as images, audio and video with relevant names and descriptions. Arrange your pages in themed categories. Ensure your pages load quickly. When the above improvements are made to your website it will be positioned well to take advantage of off-page optimization 	10,000/-
2	Search Engine Optimization (SEO) Monthly Cost <ul style="list-style-type: none"> On-Page SEO Optimization Off-Page SEO Optimization 20 top ranking keywords Suggestion & Working on those keywords Ranking on Google.com Complete Website Analysis Duplicate Content Check Current Backlinks Analysis Google Penalty Check 	
TOTAL PER MONTH		

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Note

- Minibig will charge 100% in Advance payment each month
- Weekly reports of monthly SEO to show the current status of keywords
- Top ranking Keywords suggestion

Off-Page work activities "Monthly Task and responsibilities"

- 20 Directory submissions
- 10 Social Bookmarking Submissions
- 1 unique, 400 word article written
- 10-20 Search Engine Submissions
- 50 One Way Directory Link

On-Page work activities "Follow only first month"

- Meta tags/Title tag changes
- Keyword research/Analysis
- Competitor Analysis
- Heading tag changes Alt tag changes
- Interlinking wherever required.
- Keyword density in site content.
 - HTML Site Map XML site map and Submission in webmaster tool
 - Ror.XML File creation
 - Robots.Txt File creation
 - Extra work activities
 - Google Webmaster tool
 - Google Analytics
 - Web Copy Writing Services

Digital Marketing & Branding

Professional SMM & Branding	
Monthly Fee (Pricing)	PKR. 85,000/- Per Month
Social channels to be Managed	Facebook, Instagram, YouTube, Twitter & Linked In, Google Business, Pinterest
Account Manager/ Strategy Maker	Account managerStrategy Maker Accounts check for social platforms
SCOPE	<p>IDEAS:</p> <ul style="list-style-type: none"> • MBT shall be sharing ideas time to time for better performance • Branding ideas • Posts Ideas • Business Ideas • Shoot Ideas • Marketing related stuff ideas <p>Few Startup Ideas To Be followed For now:</p> <ul style="list-style-type: none"> • Top group reviews for the brand by bloggers (cost on the client) • Google map review • Facebook review • Making a dress musical video with effects • Any actor meetup video with short 7 images • Fashion designer interview proper luxury style • Fashion Designer interview in a Fashion show short clips • Fashion designer short clips posted for event on YouTube with a neutral happy smile and a friendlier attitude <p>Facebook:</p> <ul style="list-style-type: none"> • 20 wall posts (each dress separate images post up to 3 • 3 videos (videos in start with separate style shoots to show existing stock all) • Cover 2 • Display Image 1 • Campaigns for branding • Followers campaigns • Likes Campaigns • Ramp announcements • New Stock Announcements <p>Facebook Story = all posts uploaded on Facebook story SMM calendar will have to share in group of each post (up to 20)</p>

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**Instagram:**

- Wall post 20 (each dress post 3 images = 6 images)
- Cover 2
- Display Image 1
- Campaigns for branding
- Managing gallery Properly
- Followers campaigns

Instagram Story = all posts uploaded on Instagram story

LinkedIn:

- Business profile
- Posts
- Approach to different channels for posting

Twitter:

- Tweets by designer on certain thing - Personal twitter image
- Sharing on twitter

YouTube:

- Video posts with content all 7 per month that are designed or social media
- Interviews & editing (1 every 2 months)
- YouTube channel updated with weekly 2 videos and content up to 250 words in each video using hashtags

Google Business:

- Google business properly managed with time to time updates and announcement also images and posts
- proper location on google map
- Number on google map and relevant info update on google map.
- question answers open
- comment rating reviews open
- Fake reviews monthly 10 – 13
- Every post updated
- Announcements
- Google business website
- Keywords used
- Boosts for branding

Pinterest

- Profile

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	<ul style="list-style-type: none"> • Gallery updated • Hashtags
Language	English (UK) and Urdu (Roman) languages.
Media Ad Spend Plan	Developing, executing and managing paid campaigns Submission of reports on Weekly basis Reporting and analysis over media spending on a monthly basis Ads Reviewing and monitoring
Reply To Queries	<p>All the relevant on page posts, comments, private messages, and queries will be responded by MBT. Where MBT will be supporting for 1 time in whole day to look for left messages The time will be confirmed while onboarding process</p> <p>A query sheet of user's concerns will be maintained online, so that a brand representative can also review and update</p>
Location	The mentioned social media content will be generated for location based on clients requirements

Paid Budget Recommended:

Paid Budget	
Paid Budget Recommended	➤ Paid budget should be for all above minimum per month 150,000 PKR. Spent for branding followers etc.
Paid Campaigns	➤ Strategy will be shared ➤ Posts will be designed additional

Reporting:

Reporting	
Reports With Proof	➤ Reports with proof will be shared on weekly basis.

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Note:

- Contract shall be for minimum 6 Months
- Payment monthly should be in advance

Website Monthly Support

- Technical support help you keep the system up and ready for users without glitches. Time to time checks can keep the transactions and order placement free of any bugs.

Details Quotation:

S. No		Cost in PKR/Month
1	Backups monthly 2	
2	Speed optimization	
3	Changes or fixations as per client instruction	
4	Content update on pages of website in case of requirement	
5	Web and social media link - Pixel connection	
6	Posts uploaded on website	
7	Spotted actors posts	
8	Brand Diary	
9	web banners update	
10	on page SEO update	
TOTAL		

Payment Terms

- Payment 100% advance each month.
- 13% tax applicable for the total amount.

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Website development: 1 time cost

S. No	
1	New development
2	Brand style website
3	Premium theme
4	Optimized images
5	Gallery
6	All items uploaded
7	SSL check
8	Security check
9	Banners uploaded
10	Video gallery
11	Contact page
12	Instagram gallery Attached
13	Responsive Check
14	Subscribe option
15	Social Links
16	Pages: <ul style="list-style-type: none">• Terms• About• Contact• Privacy• Return & Exchange• Home• Category• Product single• Get a quote system• Locations Update• Collections Update
17	Bridal & Couture Page
18	Ready To Wear Page
19	Menswear Page
20	Ready Couture Page
21	Celebrities Wearing Page
22	Print Media Page

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23	Events page
24	Awards Page
25	Ready To Wear Page
26	Sizing Page
27	Content of full website
28	Graphics for full Website

Note:

- Website development cost 1- time is PKR. 70,000/-
- Delivery will be within 15 – 20 working days

Other Tasks

(Cost will be confirmed after discussion with all these portals) & the owner Umar Khan:

S. No	
1	http://Tribune.com/ - Story
2	https://dawn.com/ - News https://dailytimes.com.pk/ - News https://www.arabnews.pk/ - News
3	https://www.pakstyle.pk/ - Blog
4	https://www.citysearch.pk/faraz-manan-lahore - Profile
5	https://profiles.pk/ - Listing
6	https://www.facebook.com/farazmanan/videos/3741612672583678 - Shoot of 4 male and 4 female full modeling style like this
7	https://besteidcollection.com/ - Post https://thenews.com.pk/ - Post
8	Outlet full video inside.
9	Outlet full video outside
10	Making a dress cut pieces video.
11	Any actor meetup video short 7 images
12	Libas gallery registration
13	Bloggers posts 1
14	Press releases 2
15	Online fashion magazine posts
16	Fashion TV India news
17	Pak cheers

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18	Bill board Pakistan
19	Wow 360
20	Personal Instagram posting
21	Pinterst posts
22	House of Pakistan news
23	fashion to India news
24	dawn.com news
25	tribune.com story
26	thenews.com.pk post



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