



PROPOSAL

BUSINESS & MARKETING

This document is a feature list of the Social Media Marketing, Google My Business Optimization.

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What is Social Media Marketing ?

Social media means different things to different people, so let's start at the beginning. Social media means Facebook, LinkedIn, Twitter, Instagram customer communities for service and brand development and tapping into many independent Social Networks

What Is Google My Business Optimization ?

Google Business Profile is a feature from Google that helps business owners manage their online presence across the search engine and its growing portfolio of utilities, including Google Maps. Seasoned SEO professionals use Google Business Profiles to leverage a location-based strategy.

Project Background

Following the initial discovery phase, we have had a chance to learn about your business.

You would like to leverage your social media channels to establish a platform for showing off your work, but also generating top quality leads. We think that makes absolute sense and are here to help you with it. **Your Rank on some keywords are: 38, 19, 49 and so on.**



Objective.

To create a branded online presence through the use of social media that will:

- Connect to a wider audience.
- Spread its message and agenda.
- Monitor online reputation and trends.
- Increase the availability and usage of online research materials.

Benefit.

From a marketing perspective, social media & Google My Business tactics can help you:

- Extend your marketing reach affordable.
- Increase brand awareness.
- Drive traffic to your website.
- Create excitement for events.
- Promote product/service launches.
- Build a community of customers who, by virtue of membership, endorse your products/services.
- Complement other marketing efforts such as paid marketing campaigns.
- Integrate a social element in your business by personalizing your company.

Marketing Strategy

With a well-designed social media & Google My Business strategy, you can leverage conversations to advance your business. Without such a strategy, you run the risk of falling behind. The benefits of social media & Google My Business campaigns are extensive from increasing customer satisfaction, to keeping tabs on the competition, to marketing your latest products.



Facebook

- Content Development
- Integrating Page with Other Social Media Channels
- Post Updates with links to the Desired Landing Page
- Joining Groups & Pages
- Adding Members
- Starting Discussions
- Sharing Links
- Create Facebook “Like” button & Badge, to place it in the website
- Run Promotional Campaigns
- Photo Sharing via Page
- Customized Contact Form / Registration Form
- Adding Custom Tabs
- Tagging

Instagram

- Create Promotions
- Right the content would you like to promote
- Ramp up your content production
- Cross promote your Instagram post across other network
- Focus on people centric content
- Experiment with branded & industries hashtag
- Tag brand, followers and location whenever you can
- Public Instagram content on your site
- Work with influencers to extend your reach
- Rethink how you present your product and promotions

Google My Business

- Complete every section of your Google My Business account
- Select primary and secondary categories
- Mark off applicable attributes
- Adding important keywords
- Write a complete business description by adding appropriate keywords.
- Publish Google posts & Upload new photos alternatively
- Answer questions
- Collect and respond to reviews
- Add your products and/or services
- Set up messaging
- Maintain your Business Profile



Facebook & Instagram

- Optimize Facebook & Instagram page.
- 15 posts / month (Graphical Posts + GIFs)
- Festival Posts.
- 2 Facebook Ad Building & Management. **
- 1 Paid Facebook Ad (Any Type Of Ad On Facebook & Instagram) with Budget of ₹500 For 1 week in a month.
- Profile Building.
- Tag brand, followers and location.
- Joining Groups & Pages.
- Focus on people centric content.
- Publish Content That Help To Increase Followers & Likes.
- Provide Facebook SMO To Help You Rank Higher on Some Keywords.

Google My Business

- Complete every section of your Google My Business account.
- Select primary and secondary categories.
- Mark off applicable attributes.
- Adding important keywords.
- Write a complete business description by adding appropriate keywords.
- Publish Google posts & Upload new photos regularly.
- Set up messaging.
- 15 posts / month. (Graphical Posts + GIFs)
- Provide Google Site Website Related To Business.
- Festival Posts.
- Publish Reviews On Google My Business Profile.
- 2 Google Business Ad Building & Management. **
- Focus on people centric content.
- Publish Content That Help To Increase Reach Of Profile.
- Make Your Profile No.1 on specific keywords related to your business.



Pricing

Sr.	Description	Total Cost
1.	Social Media Marketing & Google My Business.	Rs : 5000/- (Per Month)*
2.	Advertisement Boosting or Publishing Cost.	As Per Your Budget

General Notes

- * Minimum Duration Of 6 Months For This Plan. (Important)
- ** Boosting of the page is depending on Client's budget, It's not included in this package.
- 1 Month Of Advance Amount Have To Be Submitted By Client To Us In First Week From Whenever Work Started.
- We would provide post-Implementation support from our office. Additionally, support through E-mail, Fax, and Telephone would be provided.
- Our team would co-ordinate with your coordinator for fixing up prior appointments with the concerned users and functional heads.

Thanks & Regards

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