

Updated Price List and Deliverables Of AdGrades from Date : 7/11/2025

Digital Marketing & Creative Services — Deliverables and Pricing Tiers

This document outlines the scope of work and associated pricing for our core digital marketing and creative services, structured across various tiers to suit diverse business needs and budgets. The focus is on providing transparent, results-oriented solutions across Social Media Management, Video Editing, Performance Marketing, and Website Development.

1) Social Media Management (SMMA) — Detailed Deliverables

Our Social Media Management service is centered on developing a strong organic presence. **It primarily focuses on strategic planning, the creation of compelling static creatives and persuasive captions, meticulous scheduling, active community engagement, and comprehensive performance reporting.** Note that while we handle the scheduling and posting of video content, **video production (Reels, Ads, etc.) is scoped and billed separately under the "Video Editing" SKUs** (see Section 2). **SMMA — Basic (₹12,999 / month)**

This foundational package is designed for businesses establishing a presence on a single, key platform.

- **Platform Focus:** Restricted to **1 major platform** (e.g., dedicated focus on **Instagram or LinkedIn**).
- **Static Content Volume:** **12 static posts per month**, ensuring a mix of single image/graphic posts and multi-slide carousel formats to maximize engagement.
- **Story Content:** **8 Story frames per month**, used for timely updates, polls, Q&A, or driving traffic.
- **Copywriting:** Includes a high-quality **caption and an optimized hashtag set** for every single post, tailored to improve discoverability and message clarity.
- **Strategic Planning:** Development of **1 monthly content calendar**, outlining key themes, content pillars, and planned posting days.
- **Community Management (Light):** Approximately **15 minutes per day (Monday to Friday)** dedicated to basic engagement, including responding to comments, direct messages, and light moderation to maintain a positive brand image.
- **Reporting:** **1 monthly performance report** providing essential metrics (Reach, Saves, Click-Through Rate - CTR) and the **top 3 actionable insights** for continuous improvement.
- **Review & Revision Cycle:** **1 round of revisions is included per creative** to ensure the final output aligns with the brand vision.

- **Governance: 1 x 45-minute strategy call per month** to review performance, discuss the content calendar, and align on upcoming goals.

SMMA — Pro (₹26,999 / month)

The Pro tier is for businesses ready to scale their social presence across multiple channels with enhanced strategic oversight.

- **Platform Focus:** Covers **up to 2 platforms** (e.g., Instagram + LinkedIn or Instagram + Facebook) for a unified brand message.
- **Static Content Volume:** **16 static posts per month**, allowing for a higher frequency and more diverse content mix.
- **Story Content:** **12 Story frames per month**.
- **Enhanced Strategy:** Introduction of **light headline/caption A/B testing on 4 selected posts**, helping to determine the most effective messaging angles.
- **Community Management (Intermediate):** Increased time allocation of **~30 minutes per day (Monday to Friday)** for deeper engagement, faster response times, and more comprehensive moderation.
- **Reporting:** A detailed **Monthly Performance Report** coupled with a **simple content experiment summary**, providing data-backed learnings on the A/B tests performed.
- **Review & Revision Cycle:** **2 rounds of revisions are included per creative**.
- **Governance:** **2 x 45-minute strategy calls per month** for closer collaboration and more frequent strategic adjustments.

SMMA — Superb (₹42,999 / month)

This premium offering provides a comprehensive, high-frequency, and deeply strategic social media presence, suitable for aggressively growing brands.

- **Platform Focus:** Covers **up to 3 platforms** (e.g., Instagram + LinkedIn + Facebook/Twitter), ensuring maximum reach and cross-platform consistency.
- **Static Content Volume:** **20 static posts per month**, supporting a high-impact daily or near-daily posting schedule.
- **Story Content:** **16 Story frames per month**.
- **Advanced Strategy:** Dedicated **Content Experiments** involving rolling tests on various elements, such as **hooks, thumbnail designs, and caption variations, across 6 posts** to continuously optimize content performance.
- **Community Management (Robust):** **~45 minutes per day (Monday to Friday)** of dedicated community time, facilitating proactive engagement, detailed response management, and swift issue resolution.
- **Reporting:** A professional **Monthly Deck** presentation, a **KPI dashboard snapshot** for quick executive review, and a clear **action plan** for the following month.
- **Review & Revision Cycle:** **3 rounds of revisions are included per creative**, offering the highest level of refinement.
- **Governance:** **Weekly 30-minute performance huddle** calls to maintain agility and

address in-week opportunities or issues instantly.

- **Light Content Capture:** Includes **1 x remote content-direction session (up to 60 minutes)** per month. This session helps guide the client in capturing high-quality User-Generated Content (UGC) or essential raw assets required for production (Note: This is a direction service; professional shooting/videography is excluded).

2) Video Editing — Deliverables per Service SKU

Our video editing services transform raw footage into highly engaging short and long-form content. **Basic Reel (≤60s ₹1,500 • 61–120s ₹2,500)**

- **Core Edit:** Clean cuts, efficient pacing, and basic color balancing from client-supplied raw clips.
- **Text/Captions:** Simple **hard-sub captions** (automated with manual touch-up for high accuracy).
- **Audio:** Integration of **1 royalty-free music track** and basic audio leveling.
- **Graphics:** A static logo/handle introduction and/or outro card.
- **Export Standards:** Delivered in **9:16 aspect ratio (1080×1920)**, H.264 format; **1 final export**.
- **Revisions:** **1 round of revisions**.
- **Turnaround:** **2–3 business days per reel** (subject to current production queue).

Intermediate Reel (≤60s ₹3,500 • 61–120s ₹6,000)

- **Scope:** Includes all features of the Basic Reel, plus significant enhancements.
- **Pre-Production Assist:** Provision of a **storyboard assist** (simple 1-page hook and beat sheet) to structure the edit for maximum impact.
- **Motion Graphics:** Introduction of **text motion, dynamic speed ramps, wipes, and light masking effects**.
- **Captions:** **Styled and dynamic captions** that follow the speaker, adhering to **1 defined brand font/color**.
- **Sound Design:** Up to **2 licensed Sound Effects (SFX)** to enhance key moments.
- **Repurposing:** Includes **+1 extra aspect ratio** (1:1 square or 16:9 landscape) for cross-platform utility.
- **Revisions:** **2 rounds of revisions**.
- **Export:** Up to **2 exports** (to accommodate different cuts or aspect ratios).

Commercial Ad (from ₹25,000)

Designed for high-impact promotional content.

- **Pre-Production:** A structured process including **brief analysis, message mapping, a concise 30–45 second script, and a basic shot list**.
- **Post-Production:** Professional assembly, rhythm pass for pacing, comprehensive color

correction, and final audio mix.

- **Graphics:** Branded **logo lockups**, **lower-thirds for speakers**, and a simple **Call-to-Action (CTA) end-card**.
- **Assets:** Licensing for **royalty-free music and SFX**. Stock footage is available but **billed at cost** after client pre-approval.
- **Revisions: 2 rounds of revisions.**
- **Export:** The master export (16:9 or 9:16) plus **1 cutdown (≤15 seconds)** optimized for ad platforms.
- **Exclusions:** *This SKU focuses on post-production. The following are not included but can be quoted separately: Professional shoot services, actors/VO talent, studio hire, advanced color grading, and complex VFX/3D animation.*

Explainer (2D motion/animated) (from ₹20,000 / minute, minimum 1 minute)

Ideal for complex concepts, product demos, or service overviews.

- **Pre-Production:** Includes **scriptwriting (up to 150–170 words per minute)**, **mood board creation**, and **visual style finalization**.
 - **Design & Animation:** Utilizes a **library of assets** complemented by **light custom elements** to build the scene.
 - **Audio Production:** Includes **Voice Over (VO) direction** (talent fee is separate), music licensing, and SFX integration.
 - **Branding:** Strict adherence to client **logo, color palette, and typeface system**.
 - **Revisions: 2 rounds of revisions per minute of animation.**
 - **Deliverables:** **Full-HD master video file** and **1 subtitle file (.srt)** for accessibility.
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3) Performance Marketing / Ads — Campaign Management Tiers

Our advertising services are designed to drive measurable results. *(Note: All fees listed below exclude the actual ad spend budget.)* **Basic — ₹18,000 (Ad Spend Ceiling: ≤ ₹40,000)**

- **Platform Scope:** Focused management on **Meta (Facebook/Instagram) or Google (Search/Display)** — client chooses 1.
- **Initial Setup/Audit:** Comprehensive check and setup of **ad account, pixel/GA4 installation, and conversion tracking**.
- **Campaign Structure:** Management of **up to 3 campaigns** containing a total of **8 ad groups/sets**.
- **Creative Volume:** Management and rotation of **up to 8 ad creatives per month**. (Creatives must be supplied by the client or edited from existing assets; new edits are billed under the Video Editing SKUs).
- **Optimization Routine:** **Weekly** performance optimization, covering **budget pacing, bid adjustments, negative keyword lists (for Search)**, and **audience refinement**.

- **Reporting & Planning:** 1 monthly Key Performance Indicator (KPI) report and a clear next-month plan.
- **Governance:** 1 strategy call per month to review results and align on the upcoming strategy.

Pro — ₹30,000 (Ad Spend Ceiling: ≤ ₹80,000)

- **Platform Scope:** Management across **Meta and/or Google**, up to **2 total platforms**.
- **Campaign Structure:** Increased capacity for **up to 4 campaigns** and a total of **16 ad groups/sets**.
- **Creative Volume:** Management and testing of **up to 12–18 ad creatives/month**.
- **Experiments:** Execution of **1–2 structured tests per month** (e.g., dedicated creative A/B tests or audience segmentation tests).
- **Funnels & Tech:** Provision of **landing-page feedback** and simple event mapping. Includes **1 basic lead routing setup** (e.g., exporting leads to Google Sheets or integrating with a simple Zapier automation).
- **Reporting:** Detailed **monthly deck presentation** including a deep dive into **experiment learnings**.
- **Governance:** **2 strategy calls per month**.

Superb — ₹50,000 (Ad Spend Ceiling: ≤ ₹1,20,000; then ₹1,500 / extra ₹10,000 spend)

The premium tier for high-volume, performance-driven advertising.

- **Platform Scope:** Full integration and management of **Meta and Google (both platforms)**.
- **Campaign Structure:** Robust structure supporting **up to 6 campaigns** and a total of **24 ad groups/sets**.
- **Creative Volume:** A high-intensity creative lab managing **20–30 ad creatives per month** (including variants and iterations).
- **Experiments:** **Rolling creative lab** approach for continuous testing, plus advanced audience and placement tests.
- **Attribution & Analytics:** Advanced setup and insight generation, including **GA4 integration, UTM parameter structure, and channel split analysis**.
- **Dashboards:** Creation of a **light, dedicated Looker Studio or Google Sheets dashboard (1 page)** for real-time performance tracking.
- **Governance:** **Weekly performance call** plus **Slack/email priority support**.
- *Note: Any net-new creative production required for the ads will be billed separately via the Video Editing SKUs.*

4) Website Development — Build & Maintenance Tiers

We offer end-to-end website solutions, from design and development to ongoing maintenance. **Basic — ₹19,999 build + ₹1,500/month maintenance**

- **Page Count:** Up to **5 core pages** (Home, About Us, Services, Contact, plus 1 extra).
- **Build Type:** **Responsive theme customization** with basic, elegant animations.
- **Functionality:** Includes a standard **contact/lead form** and a direct **WhatsApp link**.
- **On-page SEO (Starter):** Setup of titles/meta descriptions/alt text, plus generation of **sitemap.xml** and **robots.txt**.
- **Performance:** A baseline pass on **Core Web Vitals for desktop devices**.
- **Analytics:** **GA4 installation** with basic event tracking.
- **Revisions (Build):** **1 round of revisions** on the built site.
- **Maintenance (Monthly):** **Uptime checks, monthly backup**, and up to **1 hour of minor content edits**.

Standard (CMS) — ₹34,999 build + ₹2,500/month maintenance

- **Page Count:** Up to **10 pages**, with a fully enabled **Blog/Content Management System (CMS)**.
- **Design:** Custom **branded sections** and the development of a reusable **component library**.
- **Integrations:** **2 external integrations** (e.g., CRM form, email newsletter tool, WhatsApp).
- **On-page SEO (Intermediate):** Baseline SEO plus structured data implementation for **Organization and Breadcrumbs schema**.
- **Performance:** Comprehensive **image optimization and lazy-loading** implementation.
- **Revisions (Build):** **2 rounds of revisions**.
- **Maintenance:** **Weekly backups & updates, regular security scans**, and up to **2 hours of content edits**.

Premium — ₹59,999 build + ₹3,500/month maintenance

- **Page Count:** Up to **20 pages**, plus a dedicated **landing page template** for campaign use.
- **Design:** **Higher-fidelity layouts** and custom **micro-interactions** for enhanced user experience.
- **Integrations:** Up to **4 deep integrations** (e.g., CRM, payment links, comprehensive analytics suite, live chat).
- **SEO (Advanced):** Extended on-page optimization with detailed **structured data implementation for key service/product pages**.
- **Quality Assurance (QA):** Full **staging environment deployment, cross-browser testing**, and an **accessibility pass**.
- **Revisions (Build):** **3 rounds of revisions**.
- **Maintenance:** **Priority SLA (Service Level Agreement)**, up to **3 hours of edits**, and **monthly analytics insights report**.

E-commerce — from ₹74,999 build + ₹6,000/month + 2% of sales (min ₹10,000)

A complete solution for online selling.

- **Catalog Size:** Initial setup and load of up to **100 SKUs (Stock Keeping Units)**.
 - **Checkout Functionality:** Configuration of **payment gateways, taxes, shipping rules, and automated order/confirmation emails**.
 - **Operations Setup:** Basic configuration of **inventory and order management flows**.
 - **Conversion Rate Optimization (CRO):** Implementation of an optimized **product template** including trust badges and a reviews section.
 - **Integrations:** Key integrations: **Payment Gateway, Advanced Analytics, and automated Facebook/Google product catalogs**.
 - **Training:** **2 x 60-minute training sessions** on the CMS/store management.
 - **Revisions (Build):** **2 rounds of revisions** on the initial build.
 - **Maintenance:** Comprehensive security/updates/backups, plus **3 hours of monthly catalog/support work**.
 - **Performance Fee:** The **2% of sales fee** has a **minimum monthly charge of ₹10,000** to ensure cost recovery during low-volume periods.
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5) General Assumptions & Guardrails (Apply to All Services)

These points ensure clarity regarding workflow and standard operating procedures across all service lines.

- **Working Window:** All work, communication, and support are managed within standard business hours, **Monday to Friday, Indian Standard Time (IST)**.
- **Standard Turnarounds:**
 - Content Calendars: 5–7 business days.
 - Static Creatives: 2–3 business days.
 - Video Reels: Turnaround is specified per individual Video Editing SKU.
 - Website Development: Sprints and delivery timelines are scoped per project tier.
- **Revisions:** The number of revision rounds is strictly limited to those stated in the respective tier/SKU. **Any additional rounds of revisions requested will be billed separately at our standard hourly rate.**
- **Exclusions (Unless Explicitly Quoted):** The listed fees do not cover third-party costs or advanced production elements, including but not limited to: professional models/props/studio hire, paid stock footage/Voice Over talent, custom video shoots, advanced 3D/VFX, or bespoke application development.
- **Intellectual Property (IP) & Files:** The client receives the **final, approved exports** (e.g., videos, static images, live website source code). **Working files or raw project files are not automatically included but can be shared at an additional cost.**
- **External Costs:** **All Ad Spend and applicable taxes (GST, etc.) are strictly separate from and not included in the service fees outlined in this document.**