

# INVOICE

INVOICE TO: ICE CUBE

## ICE CUBES DIGITAL MARKETING PROPOSAL

SL.	ITEM DESCRIPTIONS
-----	-------------------

### Package 1 – 25000/- Per Month

#1.

- Social Media (Instagram, Facebook & GMB)
  - Weekly 2 or 3 Post
  - Monthly 2 or 3 paid ads
- Search Engine Optimization (SEO), Focusing 3 Keywords
  - On Page SEO
  - Off Page SEO

### Package 2 – 50000/- Per Month

#2.

- Social Media (Instagram, Facebook & GMB)
  - Weekly 2 or 3 Post
  - Monthly 2 or 3 paid ads
- Search Engine Optimization (SEO), Focusing 6 Keywords
  - On Page SEO
  - Off Page SEO
- Search Engine Marketing (Google Ads), Focusing 2 Keywords
  - Search Ads

### Package 3 – 60000/- Per Month

#3.

- Social Media (Instagram, Facebook & GMB)
  - Weekly 2 or 3 Post
  - Monthly 2 or 3 paid ads
- Search Engine Optimization (SEO), Focusing 8 Keywords
  - On Page SEO
  - Off Page SEO
- Search Engine Marketing (Google Ads), Focusing 4 Keywords
  - Search Ads
- YouTube

## Our Work Plan for Your Business

- First Month Onwards: Weekly 2 or 3 posts in all social media platforms such as Facebook, Instagram & GMB.
- Create At least 1 Activities like giveaway, post tag, contest etc... (to increase the engagement in Instagram & fb) – If needed.
- Create Campaign For Lead Generation, Boost Post etc... (As per your requirement)
- In the case of SEO, first month we retouch website and start On-Page SEO as soon as possible (Edit images if needed).
- 2<sup>nd</sup> month onwards we start off-page SEO.

## Scope of Work

- Posting Schedule: Before posting a content on social media the clients posting approval is needed. So we send the content and image to the client. After clients approval we will post it on social media.
- Content Creation: This can include creating a social media content calendar, taking photographs and keeping a pulse on industry news.
- Brand Keyword or Hashtag Monitoring: We select some keyword and hashtag you will be tracking.
- Analytics and Reporting: We will analyze our work progress and report you monthly.
- Social Media Management Details: We will spend at least 2 to 3 hours in a day for your social media engagements. We boost the post in the targeted location.

## Social Media Goals

- Here are some of Our Social Media goals:
- 1. Increase sales: What KPIs will you be measured on for your work? How will your social goals link to the company's bottom line?
- 2. Increase traffic: What tools will you use to measure traffic? How will you prove your social strategy relates to site traffic.
- 3. Increase Engagement: Why wasn't the previous plan working? How will you plan to engage the customer's clientele? Is there proof or reason behind this?

Thank you  
for your business

Address  
Brigade Plaza, Warriam Rd,  
Pallimukku, Ernakulam, Kerala 682016  
Call : +91 8589081221  
www.hashitsolutions.com

Muhammed M P Managing Partner  
Hash IT Solutions