



Proposal for MarketerIQ AI-Powered Digital Marketing Intelligence Platform

Prepared For:

Panvel Consulting

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5th of June, 2025

1. Executive Summary

MarketerIQ is a fully customized AI-powered digital marketing intelligence platform. It streamlines marketing operations for Panvel Consulting by integrating campaign management, SEO, content intelligence, ad performance analytics, creative generation, and client engagement into a single web-based system. This document outlines the project scope, deliverables, proposed features, technologies, timeline, estimated cost, and post deployment support.

2. Project Objectives

1. Centralize Marketing Operations
2. Leverage AI for Strategy & Execution
3. Improve Lead Management & Client Engagement
4. Enable Insight-Driven Decision Making
5. Provide Scalable, Role-Based Platform

3. Scope of Work

Core Modules

1. AI Project Planner
2. Intelligent Onboarding & Verification
3. Role-Based Dashboards (Client/Admin/Employee)
4. Communication & Outreach Hub (WhatsApp, Email)
5. Content Intelligence Hub
6. Social Media Command Center
7. Smart SEO Toolkit
8. Creative Media Studio
9. Ad Strategy & Suggestion Engine
10. Unified Analytics Dashboard
11. AI Assistant for Engagement

Common Platform Features

- User Management with Role Control
- Secure Login (OTP, Email Verification)
- Task Management
- Report Generation (PDF/Online)
- Notification System (Email, In-app)
- Integration APIs (Meta, Google Ads, WhatsApp, Mailchimp)

4. Deliverables

Deliverable	Description
Customized MarketerIQ System	All 11 modules fully branded for Panvel
Role-Based Dashboards	Admin, Employee, Client
Documentation	API Docs, Database Schema, User Guide
Deployment & Hosting	Cloud setup (as preferred)
AI Integration	OpenAI, GPT-4, Canva API, DALL·E, Lumen5
Training & Support	Videos, Docs, and Zoom Sessions

5. AI Integrations in the Platform

1. OpenAI / GPT-4

Use Cases:

- **AI Project Planner:** Generates personalized marketing strategy proposals based on client inputs (industry, budget, goals).
- **Email & Ad Copywriting:** Writes professional, targeted email campaigns, ad headlines, and descriptions.
- **Chatbot / AI Assistant:** Powers the natural language chatbot for client onboarding, lead qualification, and FAQ responses.
- **SEO Optimization Suggestions:** Drafts optimized meta titles, descriptions, and keyword-rich content.

- **Content Intelligence Hub:** Recommends content topics and hashtags tailored for each platform (Instagram, LinkedIn, etc.).

2. Canva API

Use Cases:

- **Creative Media Studio:** Allows users to create professional-quality marketing graphics directly in the platform using Canva templates.
- **Social Media Command Center:** Enables quick drag-and-drop design of social posts, carousels, and stories.
- **Collaboration:** Teams can edit and publish branded content without leaving the system.

3. DALL-E (by OpenAI)

Use Cases:

- **Text-to-Image Generation:** Users type a concept and get AI-generated image assets.
- **Ad Creatives:** Quickly create unique background images, icons, or product illustrations.
- **Idea Prototyping:** Helps marketers visualize campaign ideas.

4. Lumen5

Use Cases:

- **Text-to-Video Creation:** Converts blog content or marketing scripts into professional videos.
- **Reel & Short Form Videos:** Automates creation of Reels, TikToks, Shorts.
- **Video Summary for Proposals:** Used in AI Project Planner to create summaries.

5. Ideogram (Optional as for DALL·E)

Use Cases:

- **Text-to-Image Branding:** Generate logos and campaign graphics.
- **Creative Studio Extension:** Artistic or styled AI visuals.
- **Social Media Visuals:** Create engaging content from text designs.

6. Technology Stack

- Frontend: HTML5, Bootstrap, Vue.js
- Backend: PHP (CodeIgniter)
- AI Integration: GPT-4 API, OpenAI, Canva API, DALL·E, Lumen5, Ideogram
- Analytics & SEO Tools: Google Analytics, Google Search Console, PageSpeed Insights, Ahrefs, Moz
- Database: MySQL
- Hosting: VPS/Cloud (Client's choice)

7. Project Timeline

Phase	Activities	Deliverables	Duration
Planning	Finalize scope with business stakeholders, develop project plan & timelines	Finalized Scope Document, Project Plan	0.5 week
Analyze & Design	Finalize custom requirements, screen layouts, integration points, and define test methodology	Requirement Spec, Integration Design, Test Plan	1.5 weeks
Development	AI solution development, API integration, responsive web & mobile design	Fully functional AI solution, mobile-responsive interfaces	12 weeks
Testing & Bug Fixing	Conduct functional, integration, and UAT testing. Resolve performance issues	Test Summary Report, Issue Report	1 week
Deployment & Training	Deploy system, conduct training for client teams	User Manual, Training Plan, Solution Readiness Checklist	1 week

Operations & Support	Define post-deployment support methodology and finalize SLA	Operation Manual, Service Level Requirement	2 weeks
Total Duration			18 weeks

8. Revised Cost Estimation

Category	Cost (QAR)
Core System Platform	5,000
Custom Module Development (11 total)	8,000
API Integration & AI Functionality	4,000
Documentation, Deployment & Training	2,000
Total Project Cost	19,000

AMC (Annual Maintenance Contract):

- 20% of project cost = **QAR 3,800/year**
- Includes bug fixing, minor updates, and email/Zoom support

9. Payment Milestones

Milestone	%	Amount (QAR)
On Agreement Signing	30%	5,700
After Module Development	40%	7,600
On Deployment	20%	3,800
After One Month Support Start	10%	1,900
Total	100%	19,000

10. Implementation Plan

1. Planning Phase

- Finalize scope and feature list with stakeholders
- Create detailed project plan and delivery timelines

2. Analysis & Design Phase

- Define screen flows, integration points, custom requirements
- Prepare technical specifications and test approach

3. Development Phase

- Build all core and custom modules
- Integrate third-party APIs and AI platforms
- Ensure responsive web + mobile compatibility

4. Testing & Bug Fixing Phase

- Conduct internal QA, UAT with client team
- Fix bugs, optimize performance, validate acceptance

5. Deployment & Training Phase

- Final deployment on client-selected hosting environment
- Conduct training sessions and deliver user documentation

6. Operations & Support Phase

- Establish service level agreements (SLA)
- Provide support documentation, contact procedures, and escalation flows

11. Optional: AI API Subscription Costs

Service	Est. Monthly Usage	Monthly Cost	Annual Estimate
OpenAI (GPT-4)	~100K tokens (~50–100 chats)	\$30–\$100	~\$1,200
Canva API (Pro)	Team use	\$12.99/user	~\$300
DALL-E	~100 generations	\$15–\$50	~\$500
Lumen5	5–10 videos	\$60–\$100	~\$1,000

Note: These are recurring costs billed directly to client accounts.

12. Additional Tool Integrations

- **Google Search Console:** Site performance and keyword tracking
- **Google PageSpeed Insights:** SEO and speed improvements
- **Ahrefs:** Backlink audits and keyword research
- **Moz:** Domain authority and page SEO evaluation

13. Conclusion

MarketerIQ is a robust, AI-powered marketing management suite built specifically for Panvel Consulting. With its smart automation, lead tracking, content intelligence, and real-time analytics, this solution enables more productive, scalable, and insight-driven digital marketing.

Hashnate is committed to delivering a world-class system, tailored to Panvel's unique business goals.