

# Bizzness: Company Profile & Portfolio

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## Bizleap: Company Profile & Portfolio

### Our Journey

Started with a spark, and now we're on fire! Bizleap has spent over 6 years building a reputation as a reliable, passionate, and result-driven digital marketing agency. With no initial investments or external help, our growth story began with sheer determination and talent.

Our founding team brought a unique mix of skills to the table, which laid the groundwork for a company that offers a comprehensive suite of services: SEO, website development, app/software development, content creation, PPC, and much more.

Now, with a team of 30+ digital marketers, developers, designers, and writers, Bizleap crafts digital experiences tailored to individual brand identities.

We are trusted by dozens of clients across industries and continue to be guided by our vision: to become the most result-oriented digital agency in the country.

Started with a spark, and now we're on fire! Bizleap's 6+ years in the game make us your go-to digital gurus. At Bizleap, we're proud of our journey from humble beginnings to becoming a leading digital marketing company. We started from scratch, with no initial investments or external help, just sheer hard work and determination. Our founders, with over 6 years of combined industry experience, brought their expertise in various fields to the table. Their unique blend of skills and passion for innovation has enabled us to deliver exceptional results for our clients. We offer a range of services, including SEO, website development, social media management, content marketing, and PPC advertising. With having a diverse team of over 30 talented individuals with expertise in various fields. Our team includes seasoned digital marketers, creative designers, expert developers, and skilled writers, all working together to deliver exceptional results for our clients. With a range of specializations, from SEO and PPC to social media management and content creation, our team members bring their unique skills and perspectives to the table. Led by experienced professionals with years of industry experience, our team is dedicated to staying up-to-date with the latest trends and technologies, ensuring that our clients receive cutting-edge solutions that drive real results. From the ground up, we've built a reputation for excellence, trust, and transparency. Our client satisfaction is a testament to our commitment to delivering high-quality services. We take the time to understand each client's unique goals, challenges, and objectives. We develop tailored strategies and solutions that meet their specific needs, and we work closely with them to ensure their success. We've come a long way since our humble beginnings. Today, we're a leading digital marketing company, handling a diverse portfolio of clients across various industries. We're proud of our journey

and look forward to helping businesses succeed online. As we continue to grow and evolve, our vision remains clear: to be the best digital marketing company.

#### Services Offered\

**BIZMedia** We're all about making your brand pop online. From Instagram and Facebook to LinkedIn and Google My Business, we've got your social media game covered. Need a fresh logo? We'll design one that's as unique as your brand. Let's get your biz buzzing!

**BIZDevelopment** We'll help you level up with strategic business development that drives growth and maximizes potential. **App/Software Development** From idea to launch, we create custom apps and software that keep your brand ahead of the curve. **Website Development** Stunning, responsive websites that not only look good but deliver results. Your digital presence starts here.

**UI/UX Designing** Crafting intuitive designs that make user experiences smooth, engaging, and unforgettable.

**BIZSEO On-Page Optimization** Perfecting meta tags, internal links, and image optimization. **Technical SEO** Boosting page speed and optimizing for mobile. **Local SEO** Dominating local searches with GMB and local citations.

**Link Building** Building authority with guest blogging and partnership

Detailed price :

#### 1. BIZMedia (Social Media Management & Branding)

##### **What we do:**

We manage your brand's presence on platforms like Instagram, Facebook, LinkedIn, and Google My Business (GMB). From content calendars to ad campaigns, we handle everything. Logo design and creative assets are developed in-house to align with your brand identity.

##### **How it works:**


1. Strategy session to understand your brand voice & audience
2. Content planning (monthly calendar)
3. Creative designing and caption writing
4. Scheduling & publishing
5. Community engagement and monthly performance reporting

##### **Time & Management:**

- Setup: 3-5 days
- Monthly management ongoing
- Dedicated account manager & creative team

##### **Pricing:**

Service Component	Estimated Cost (Monthly)
Content Creation & Scheduling (8 posts)	₹4,000 – ₹6,000
Content Creation & Scheduling (15 posts)	₹7,500 – ₹9,000
Full Management (20–25 posts)	₹12,000 – ₹15,000
Reels (short format video per reel)	₹1,000 – ₹2,000 each
Paid Ad Management (excluding ad budget)	₹3,000 – ₹5,000
Monthly Insights & Growth Report	Included

 *Note: Discounts available on quarterly/annual packages.*

## 2. BIZDevelopment (Business Strategy)

- **What we do:**  
We identify growth opportunities, refine business models, and help expand your market presence. This includes consulting on revenue strategies, sales funnels, branding approaches, and partnerships.
- **How it works:**
  - Business audit & SWOT analysis
  - Target market identification
  - Growth strategy creation
  - Partnership & lead-gen consultation
- **Time & Management:**
  - Initial plan: 7–10 days
  - Follow-up: Ongoing (biweekly/monthly consultation)
  - Strategy handled by senior consultants

### Pricing:

Service Component	Description	Timeline	Estimated Cost (One-Time)
Business Audit	In-depth evaluation	4–5	₹5,000 –

Service Component	Description	Timeline	Estimated Cost (One-Time)
& SWOT Analysis	of internal operations, market performance, and competitor positioning. Identifies improvement areas and critical challenges.	working days	₹7,000
Target Market Identification	Research-based segmentation of your most viable and profitable audience groups. Helps streamline marketing and product positioning.	5–7 working days	₹6,000 – ₹9,000
Growth Strategy Roadmap Creation	A detailed, actionable roadmap that outlines step-by-step strategies for revenue, customer acquisition, retention, and brand scaling.	6–10 working days	₹10,000 – ₹15,000
Partnership & Lead Gen Consultation	Ideation and guidance on building B2B or B2C strategic alliances, sales partnerships, referral pipelines, and outreach methods.	3–4 sessions	₹8,000 – ₹12,000
Business Model	Redefining or enhancing your	5–7 working	₹7,000 –

Service Component	Description	Timeline	Estimated Cost (One-Time)
Innovation	revenue model, pricing strategy, and go-to-market frameworks for modern demand.	days	₹10,000
Competitor Benchmarking	Comparative market analysis of direct competitors, their USPs, pricing, visibility, and gaps — with clear insights to beat them.	3–4 working days	₹5,000 – ₹8,000
Brand Positioning Strategy	Strategic definition of your brand’s tone, mission, storytelling, and differentiators for stronger audience connection.	5–6 working days	₹6,000 – ₹9,000
Funnel & CRM Workflow Design	Custom mapping of your marketing + sales funnel and CRM automation to drive higher lead conversion & nurture.	1–2 weeks	₹10,000 – ₹15,000
Startup Mentorship (Ongoing – 1 Month Plan)	Weekly check-ins, reviews, pitch deck advice, MVP roadmap, investor prep, and scalability strategy. Ideal for early-stage startups.	4 weeks	₹18,000 – ₹25,000
Internal Process Optimization	Audit and redesign of internal team workflows, project	1–2 weeks	₹8,000 – ₹12,000

Service Component	Description	Timeline	Estimated Cost (One-Time)
Consulting	management, delegation, and digital tools setup (Notion, Slack, CRMs, etc.)		

### 3. App & Software Development

- **What we do:**  
We turn your idea into a functional app or custom software solution, focusing on performance, scalability, and user experience. From planning to post-launch support, we handle the full lifecycle.
- **How it works:**
- Requirement gathering & wireframing
- UI/UX design & backend development
- Testing, bug fixing & deployment
- Post-launch maintenance (optional)
- **Time & Management:**
- Small apps: 3–5 weeks
- Medium/Custom apps: 2–3 months
- Dedicated PM + design & development team

#### Pricing:

App/Software Complexity	Inclusions	Timeline	Team Involved	Estimated Cost (INR)
<b>Small Apps</b>	Basic utility apps, booking	3–5 weeks	PM, 1 UI/UX designer	₹40,000 – ₹75,000

App/Software Complexity	Inclusions	Timeline	Team Involved	Estimated Cost (INR)
Medium Complexity	apps, info-based platforms		r, 1 developer	
	Business apps with login, payments, notifications, dashboards, integrations	6–10 weeks	PM, 1 UI/UX designer, 2–3 developers	₹75,000 – ₹1,50,000
	ERP tools, CRMs, SaaS products, large dashboards, multi-role systems	2–3 months	PM, UI/UX, frontend, backend, tester	₹1,50,000 – ₹3,50,000+
API / Backend Services	Standalone REST APIs, admin panels, integrations with 3rd party tools	3–4 weeks	Backend developer, QA, PM	₹30,000 – ₹75,000
Post-launch Maintenance	Monthly app maintenance, updates, minor feature additions	Ongoing (monthly)	1–2 developers, QA	₹8,000 – ₹15,000/month
MVP Developm	Minimum viable	3–6	PM, UI/UX,	₹50,000 –

<b>App/Software Complexity</b>	<b>Inclusions</b>	<b>Timeline</b>	<b>Team Involved</b>	<b>Estimated Cost (INR)</b>
<b>ent</b>	product with core features for startup validation	weeks	2 developers	₹1,25,000
<b>Cross-platform Apps</b>	Flutter or React Native apps for both Android & iOS	4–8 weeks	UI/UX, 2 developers	₹70,000 – ₹1,60,000
<b>Admin Dashboards</b>	Web-based admin panels for mobile or SaaS platforms	2–4 weeks	Backend + frontend developer, QA	₹25,000 – ₹60,000
<b>App UI/UX Only</b>	Just the UI/UX design part for any mobile app	1–2 weeks	1 UI/UX designer	₹10,000 – ₹25,000
<b>App Integration Services</b>	Payment gateways, third-party APIs, Google/Firebase services	1–2 weeks	1 developer	₹10,000 – ₹40,000
<b>Prototype &amp; Wireframe</b>	Clickable prototypes for pitching or feedback	3–5 days	UI/UX + PM	₹7,000 – ₹18,000



#### 4. Website Development

- **What we do:**

We build responsive, SEO-friendly websites tailored to your business goals. Includes custom design, fast load times, and mobile optimization.

- **How it works:**

- Design prototype approval
- Frontend + backend development
- SEO & performance optimization
- Domain, hosting, and launch

- **Time & Management:**

- Static sites: 5–7 days
- Dynamic/Business sites: 2–3 weeks
- Managed by a web team (designer + dev + QA)

**Pricing:**

Service	Description	Timeframe	Price Range
Static Website	3–5-page responsive HTML/CSS website, ideal for portfolios or basic brand presence	4–7 days	₹8,000 – ₹15,000
Dynamic Website	CMS-based (WordPress, etc.), editable content, forms, blog section, galleries	1–2 weeks	₹15,000 – ₹30,000
E-commerce Website	Full-featured online store with cart, payment gateway, product filters, coupons	2–4 weeks	₹30,000 – ₹80,000
Custom Web Portals	Tailored portals for institutions, events, or industries (admin	3–5 weeks	₹40,000 – ₹1,00,000+

Service	Description	Timeframe	Price Range
	panel, logins, dashboards)		
<b>Landing Page Design</b>	High-converting single page for lead capture, event promotion, campaigns	2–4 days	₹5,000 – ₹12,000
<b>Blog/News Website</b>	Structured blog design with categories, tags, SEO & article publishing features	1 week	₹12,000 – ₹25,000
<b>Booking/Appointment Website</b>	Scheduling modules, time slots, reminders, payments, calendar sync	2–3 weeks	₹25,000 – ₹50,000
<b>Membership Site</b>	Login systems, gated content, subscriptions, and user dashboards	3–4 weeks	₹35,000 – ₹75,000
<b>Website Redesign</b>	UX-focused redesign, speed optimization, updated aesthetics and responsiveness	1–2 weeks	₹15,000 – ₹40,000
<b>Maintenance &amp; Upgrades</b>	Monthly or quarterly updates, backups, plugin upgrades, content refresh	Ongoing	₹2,500 – ₹10,000/month
<b>Multi-language Website</b>	Website with multi-language support and translation features	1–2 weeks	₹20,000 – ₹45,000
<b>Real Estate/Directory Website</b>	Listings, search filters, agent dashboards, maps integration	2–4 weeks	₹35,000 – ₹90,000
<b>Educational/LMS Website</b>	Courses, user registration, quizzes, certificates, and progress tracking	3–5 weeks	₹40,000 – ₹1,00,000+
<b>Nonprofit/NGO Website</b>	Donation integration, volunteer signup, story features, impact	1–2 weeks	₹10,000 – ₹30,000

Service	Description	Timeframe	Price Range
	tracking		
Event Website	RSVP management, schedules, countdowns, speaker bios, and gallery	1 week	₹12,000 – ₹25,000
Portfolio Website	Personal or agency showcase of previous works, gallery, contact form, and testimonials	4–7 days	₹8,000 – ₹20,000

## 5. UI/UX Designing

### What we do:

We create intuitive interfaces for websites, mobile apps, or dashboards. The goal is simple: keep users engaged and make their journey smooth.

### How it works:

1. User research and wireframe design
2. Interactive prototyping
3. UI elements & design system creation
4. Final designs handed off to developers

### Time & Management:

- Per project: 4–10 days depending on scope
- Managed by UI/UX designer with client feedback loops

### Pricing:

Service	Description	Timeframe	Price Range
App UI/UX	End-to-end design for Android, iOS, or	1–3 weeks	₹20,000 –

Service	Description	Timeframe	Price Range
<b>Design</b>	hybrid apps, including screens, flows, and interactions		₹60,000
<b>Web Dashboard Design</b>	UI/UX for admin panels, analytics tools, CRM dashboards, or ERP systems	2–4 weeks	₹30,000 – ₹90,000
<b>Website UI Design</b>	Visual UI for websites or landing pages with attention to branding, clarity, and responsiveness	1–2 weeks	₹15,000 – ₹40,000
<b>Prototyping &amp; Wireframes</b>	Low-fidelity wireframes and high-fidelity clickable prototypes using tools like Figma, Adobe XD	4–7 days	₹8,000 – ₹25,000
<b>Redesign UX Audit</b>	Complete audit of existing app/website with user flow analysis, heuristics, and redesign recommendations	5–10 days	₹10,000 – ₹35,000
<b>Micro-Interaction Design</b>	Animations and subtle transitions that improve interactivity and delight users	3–5 days	₹5,000 – ₹15,000
<b>Design Systems</b>	Component library creation, style guides, reusable UI elements, and scalable design	2–3 weeks	₹20,000 – ₹50,000+

Service	Description	Timeframe	Price Range
	tokens		
<b>Mobile-First Design</b>	Optimized designs for small screen devices with intuitive tap and scroll flows	1–2 weeks	₹12,000 – ₹30,000
<b>Responsive Design</b>	Design tailored to scale perfectly across desktops, tablets, and mobile	4–7 days	₹10,000 – ₹25,000
<b>Branding &amp; Visual Identity</b>	Design of visual assets like color palettes, typography, icon sets, and illustrations	1–2 weeks	₹15,000 – ₹45,000
<b>User Journey Mapping</b>	Deep dive into target audience behaviors to map out optimal flows and decision paths	3–5 days	₹7,000 – ₹20,000
<b>Usability Testing Support</b>	Guiding user tests, capturing feedback, and refining UI for better accessibility and clarity	1 week (ongoing optional)	₹10,000 – ₹30,000
<b>Pitch Deck UI</b>	Custom design for startup pitch decks or presentations that reflect brand story and professionalism	4–6 days	₹8,000 – ₹18,000
<b>UI Kit for Developers</b>	Delivery of developer-ready design kits with specs, spacing, and	1 week	₹10,000 – ₹30,000

Service	Description	Timeframe	Price Range
	interaction guidance		
<b>UX for SaaS Platforms</b>	Tailored UX design for SaaS tools, subscription models, onboarding flows, and dashboards	2–4 weeks	₹40,000 – ₹1,00,000+

## Pricing:

### 6.BIZSEO

#### What we do:

We boost your online visibility with smart, effective SEO. Whether it's ranking higher on Google, speeding up your site, or optimizing for local searches — we do it all. Our goal: get you found by the right audience at the right time.

#### How it works:

1. Site audit and keyword research
2. On-page fixes: meta tags, structure, internal links
3. Technical improvements: mobile optimization, speed, indexability
4. Content recommendations and blog optimization
5. Link-building with authority sites and partnerships
6. Monthly reporting and ranking updates

#### Time & Management:

- Initial setup: 1–2 weeks for audit + strategy
- Monthly plans: 4–6 weeks per SEO cycle
- Managed by SEO expert + content strategist + dev team as needed

## Pricing:

## BIZSEO – Search Engine Optimization Services

Service	Description	Timeframe	Price Range
<b>On-Page SEO Audit</b>	Comprehensive audit of existing web pages including meta tags, headings, keyword density, image alt texts, internal linking, and SEO content suggestions	3–5 days	₹4,000 – ₹10,000
<b>Meta Tag Optimization</b>	Writing & updating meta titles, descriptions, image alt attributes, and schema markup to improve search engine understanding and CTR	2–3 days	₹3,000 – ₹6,000
<b>Keyword Optimization</b>	Researching target keywords, mapping them to relevant pages, and optimizing content, headings, and tags accordingly	3–4 days	₹5,000 – ₹12,000
<b>SEO-Friendly URLs</b>	Restructuring URLs for clarity, keyword relevance, and crawlability	2 days	₹2,500 – ₹6,000
<b>Image &amp; Media SEO</b>	Compressing images, adding alt texts, structured data, and naming conventions for improved load time and visibility	1–2 days	₹2,000 – ₹5,000

### Technical SEO Services

Service	Description	Timeframe	Price Range
<b>Site Speed Optimization</b>	Reducing load time through code minification, lazy loading, CDN integration, image optimization, and caching strategies	3–5 days	₹5,000 – ₹15,000
<b>Mobile Optimization</b>	Improving responsiveness, tap target sizing, page layout for mobile-first indexing, and performance on mobile devices	2–3 days	₹4,000 – ₹10,000
<b>Schema Markup</b>	Implementing structured data for reviews, FAQs, local business, products, breadcrumbs, and more	3–5 days	₹3,500 – ₹8,000
<b>Crawl Error Fixes</b>	Identifying & fixing crawl issues via GSC (broken links, 404s, redirects, sitemap errors)	2–4 days	₹3,000 – ₹7,000

Service	Description	Timeframe	Price Range
<b>HTTPS &amp; Security Checks</b>	Ensuring SSL setup, secure headers, and site integrity to build trust and pass security validations	1–2 days	₹2,000 – ₹5,000

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### Local SEO Services

Service	Description	Timeframe	Price Range
<b>Google My Business Setup</b>	Creating, verifying, and optimizing your GMB profile with correct NAP, services, images, and posts	2–3 days	₹3,000 – ₹6,000
<b>Local Citation Building</b>	Listing business on high-authority directories (JustDial, Sulekha, IndiaMart, etc.) with consistent NAP info	5–7 days	₹5,000 – ₹12,000
<b>GMB Review Strategy</b>	Strategizing ways to gather authentic Google reviews and respond professionally	2–3 days	₹2,000 – ₹4,000
<b>Map Pack Optimization</b>	Optimizing listings to appear in Google’s local 3-pack (map results), including keyword targeting and service categories	3–5 days	₹4,000 – ₹8,000
<b>Local Landing Pages</b>	Creating service-based local pages (e.g., “Plumber in Jaipur”) to rank locally and increase conversions	4–7 days	₹6,000 – ₹15,000

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### Link Building Services

Service	Description	Timeframe	Price Range
<b>Guest Blogging</b>	Outreach & publishing articles with backlinks on high-authority sites relevant to your niche	Ongoing (per link)	₹2,500 – ₹7,000/link
<b>Directory</b>	Submitting to niche and general directories to build relevance and	5–7 days	₹3,000 – ₹6,000



Service	Description	Timeframe	Price Range
<b>Submissions</b>	citations		
<b>Broken Link Building</b>	Identifying broken links on other sites, offering your content as a replacement for backlink opportunities	1-2 weeks (ongoing)	₹5,000 – ₹12,000
<b>Influencer Outreach Links</b>	Collaborating with bloggers or social influencers to embed backlinks in real content (sponsored or barter)	2-3 weeks	₹7,000 – ₹15,000+
<b>Forum/Community Links</b>	Adding helpful, contextual backlinks via participation in Quora, Reddit, or niche forums	Ongoing (monthly)	₹4,000 – ₹10,000/month

## 7.PPC Advertising (Google Ads / Meta Ads)

### What we do:

We create and manage high-converting paid ad campaigns on platforms like Google, Facebook, and Instagram. From setup to analytics, we ensure ROI-focused execution.

### How it works:

1. Keyword & audience research
2. Campaign setup (ad copy + creatives)
3. Daily monitoring & optimization
4. Monthly reporting

### Time & Management:

- Initial setup: 3-5 days
- Ongoing management
- PPC specialist + designer
- **Pricing:**

Service	Description	Timeframe	Team Involved	Estimated Cost (INR)
<b>Ad Campaign Setup</b>	Initial setup for campaigns including keyword/audience research, ad copy, creatives, targeting, and analytics tracking.	3–5 days	PPC Specialist, Ad Designer	₹5,000 – ₹15,000 (one-time)
<b>Google Ads (Search &amp; Display)</b>	Ads on Google Search, Display Network, YouTube pre-rolls; includes bid strategy and A/B testing.	Monthly Management	PPC Specialist, Content Strategist	₹8,000 – ₹25,000/month + Ad Spend
<b>Facebook &amp; Instagram Ads</b>	Visual ads with high engagement and conversion tracking across Meta platforms.	Monthly Management	Designer, Ad Manager	₹6,000 – ₹20,000/month + Ad Spend
<b>Retargeting Ads</b>	Ads targeted at users who've already interacted with your site or social media.	Monthly Management	PPC Expert	₹4,000 – ₹10,000/month + Ad Spend
<b>Lead Generation Campaigns</b>	Funnel-based ads to generate qualified leads via forms or WhatsApp flows.	Monthly	PPC Manager, Funnel Expert	₹10,000 – ₹30,000/month + Ad Spend
<b>Performance Reporting</b>	Custom monthly performance reports with ROAS, conversions, cost per lead, etc.	Monthly	PPC Analyst	Included in monthly retainer
<b>Campaign Optimization</b>	Ongoing tweaking of bids, ad creatives, and audience targeting.	Continuous	PPC Specialist	Included in monthly retainer

## Email Marketing

**What we do:**

We design and send targeted email campaigns for promotions, nurturing leads, or customer retention — all using clean design and clear calls-to-action.

**How it works:**

1. List segmentation & strategy planning
2. Email copywriting + design
3. Automation setup
4. Tracking open/click rates

**Time & Management:**

- 1 Campaign: 2–3 days
- Monthly service available
- Managed via tools like Mailchimp, Sendinblue

**Pricing:**

Service	Description	Timeframe	Team Involved	Estimated Cost (INR)
<b>One-Time Email Campaign</b>	Design, write, and send a single promotional or informational email with CTA & tracking.	2–3 days	Email Marketer, Designer, Copywriter	₹3,000 – ₹8,000 per campaign
<b>Monthly Email Campaigns</b>	Up to 4 campaigns per month including automation, design refresh, and reporting.	Ongoing (monthly)	Email Marketing Manager	₹10,000 – ₹25,000/month
<b>Drip Email Automation</b>	Multi-step sequences for lead nurturing, onboarding, or re-engagement (e.g. 5–7 mail flows).	1–2 weeks	Email Strategist, Automation Expert	₹12,000 – ₹30,000 (one-time)
<b>Newsletter Design &amp; Setup</b>	Monthly or bi-weekly newsletters with dynamic content and user	Weekly/Bi-weekly	Designer, Copywriter, Email	₹4,000 – ₹10,000/month

Service	Description	Timeframe	Team Involved	Estimated Cost (INR)
	segmentation.		Scheduler	
<b>List Management &amp; Cleanup</b>	Optimize email list health by removing inactive users, duplicates, and managing GDPR compliance.	3–5 days	CRM Specialist	₹2,000 – ₹5,000 (per 5K contacts)
<b>Analytics &amp; Reporting</b>	Click-through/open rates, bounce rate, heatmaps, A/B testing reports.	Monthly	Email Analyst	Included in monthly package
<b>Transactional Email Templates</b>	Design and code branded templates for receipts, password resets, alerts, etc.	2–4 days	UI Designer, Email Dev	₹3,000 – ₹7,000 per template
<b>Email Funnel Strategy</b>	Full mapping of email journey from lead capture to conversion, including triggers and goals.	3–5 days	Email Strategist, Marketing Consultant	₹5,000 – ₹12,000 (one-time)
<b>Cold Email Outreach Campaigns</b>	B2B cold email outreach, copywriting, personalization, and tracking with warm-up strategies.	1–2 weeks	Sales Copywriter, Outreach Manager	₹8,000 – ₹20,000 per campaign
<b>Product Launch Email Series</b>	Create hype with teaser, launch, and follow-up emails, designed to convert interest into action.	5–7 days	Copywriter, Designer, Campaign Manager	₹7,000 – ₹18,000 per launch
<b>Event Invitation Campaigns</b>	End-to-end email design for webinars, product demos, or offline events with RSVP tracking.	3–5 days	Designer, Email Ops Manager	₹5,000 – ₹10,000 per campaign
<b>Abandoned Cart Recovery</b>	Personalized recovery flows to win back	3–4 days	Automation Expert,	₹4,000 – ₹10,000

Service	Description	Timeframe	Team Involved	Estimated Cost (INR)
<b>Emails</b>	customers, with offers and reminders for abandoned shopping carts.		Copywriter	per flow
<b>Multi-language Email Campaigns</b>	Email localization for diverse audience segments, including translation and cultural adjustments.	1–2 weeks	Translator, Designer, Campaign Specialist	₹10,000 – ₹25,000
<b>Custom Email Template Coding</b>	Responsive, code-based email templates compatible with Gmail, Outlook, mobile devices, and major clients.	3–5 days	Email Developer	₹4,000 – ₹9,000 per template

## **Analytics & Performance Reporting**

### **What we do:**

We track, measure, and report performance using tools like Google Analytics, Search Console, and Meta Insights. Helps you understand ROI and optimize strategies.

### **How it works:**

1. Tool setup and integration
2. Dashboard creation
3. Monthly insight reports with suggestions
4. Strategy realignment

### **Time & Management:**

- Setup: 2 days
- Monthly reports: Ongoing

- Managed by analytics expert

#### Pricing:

Service	Description	Timeframe	Team Involved	Estimated Cost (INR)
<b>Google Analytics Setup</b>	GA4 configuration, goal tracking, events setup, and audience segmentation.	1–2 days	Analytics Specialist	₹3,000 – ₹6,000 (one-time)
<b>Search Console Integration</b>	Connect domain, submit sitemap, fix crawl/index issues, monitor performance & core web vitals.	1 day	SEO Analyst	₹2,000 – ₹4,000
<b>Meta (FB/IG) Insights Dashboard Setup</b>	Custom dashboard for ad campaigns, audience insights, engagement, and CTR reporting.	1–2 days	Meta Ads Manager	₹3,000 – ₹6,000
<b>Custom Reporting Dashboard</b>	Build a unified reporting dashboard using tools like Data Studio or Looker Studio for multi-channel tracking.	3–5 days	Data Analyst, Designer	₹5,000 – ₹12,000 (one-time)
<b>Monthly Performance Reports</b>	Visual + written monthly report with KPIs, campaign metrics, and growth recommendations.	Ongoing (Monthly)	Analyst, Account Manager	₹3,000 – ₹7,000/month
<b>E-commerce Analytics Setup</b>	Enhanced e-commerce tracking for platforms like Shopify, WooCommerce, Magento (cart, funnel, LTV).	2–4 days	Analytics Dev, E-com Specialist	₹5,000 – ₹10,000
<b>Heatmap &amp; Session</b>	Integration with Hotjar / Microsoft Clarity for	1–2 days	UX Analyst, Developer	₹2,500 – ₹6,000

Service	Description	Timeframe	Team Involved	Estimated Cost (INR)
<b>Recording Setup</b>	user behavior analytics on landing pages or websites.			
<b>Competitor Benchmarking Reports</b>	Monthly tracking of up to 3 competitors' digital performance (SEO, social, ads).	Ongoing (Monthly)	SEO/PPC Analyst	₹4,000 – ₹8,000/month
<b>Strategy Optimization Consulting</b>	Monthly session to realign strategy based on analytics and business KPIs.	Monthly/Quarterly	Digital Consultant	₹3,000 – ₹7,000 per session
<b>UTM &amp; Event Tracking Setup</b>	Set up UTM parameters and custom events for accurate campaign attribution.	1–3 days	Analytics Specialist, Dev	₹2,500 – ₹5,000

## Video Marketing & Reels Creation

### What we do:

We create short-form content like Instagram reels, YouTube shorts, explainer videos, and promo clips tailored to your brand and audience.

### How it works:

1. Scripting and storyboard planning
2. Video shoot (if needed) or animated creation
3. Editing, captions, effects
4. Delivery in desired format

### Time & Management:

- Per reel/video: 2–4 days
- Bulk plans available
- Managed by video editor + content lead

### Pricing:

Service	Description	Timeframe	Team Involved	Estimated Cost (INR)
<b>Instagram Reels Creation</b>	30–60 second engaging vertical videos with trending audio, transitions, captions & effects.	2–3 days/video	Video Editor, Content Strategist	₹2,000 – ₹5,000 per reel
<b>YouTube Shorts Production</b>	Creative, informative or entertaining shorts formatted for YouTube audience and trends.	2–4 days/video	Scriptwriter, Editor	₹2,500 – ₹6,000 per short
<b>Explainer Videos</b>	Short animated or motion graphic videos to explain product features or services.	4–7 days	Motion Designer, Scriptwriter	₹7,000 – ₹15,000 per video
<b>Promo Video Clips</b>	Brand awareness or product promo clips using brand assets and overlays.	3–5 days	Video Editor, Visual Designer	₹4,000 – ₹10,000
<b>Animated Shorts</b>	2D or whiteboard-style animated content for storytelling, ads or education.	5–8 days	Animator, Voiceover Artist (if required)	₹8,000 – ₹18,000
<b>Stock Footage Video Editing</b>	Editing from licensed stock content with brand elements, music, and logo placements.	2–3 days	Editor	₹2,000 – ₹4,000
<b>Influencer/Reel Collab Edit</b>	Edit collaborative footage (provided by influencer) into branded format with call-to-actions.	2–4 days	Editor, Social Media Manager	₹2,500 – ₹6,000



Service	Description	Timeframe	Team Involved	Estimated Cost (INR)
<b>Voice-over &amp; Captioning Add-on</b>	Add multilingual captions, voice-overs, and subtitles to existing reels/shorts.	1-2 days	Captioning Expert, VO Artist	₹1,500 – ₹3,000 per video
<b>Monthly Video Package</b>	8-15 short videos/month including ideation, editing, delivery + performance guidance.	Monthly	Full Creative Team	₹20,000 – ₹50,000/month

## E-Commerce Store Setup & Management

### What we do:

We build and manage online stores on Shopify, WooCommerce, or custom platforms. From product listings to payment integration, we cover it all.

### How it works:

1. Theme setup & customization
2. Product uploads & descriptions
3. Payment gateway + shipping setup
4. Training or ongoing support

### Time & Management:

- Basic store: 5-10 days
- Large stores: 2-3 weeks
- Managed by e-com dev + support staff

### Pricing:

Service	Description	Timeframe	Team Involved	Estimated Cost (INR)
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Service	Description	Timeframe	Team Involved	Estimated Cost (INR)
<b>Basic Shopify Store Setup</b>	Theme installation, homepage customization, 10–15 product uploads, payment & shipping configuration.	5–7 days	Shopify Dev, Content Uploader	₹15,000 – ₹30,000
<b>WooCommerce Store Development</b>	WordPress + WooCommerce-based shop with cart, payment, categories & email setup.	7–10 days	WP Dev, Designer, Tester	₹20,000 – ₹40,000
<b>Advanced Store (50+ Products)</b>	Large product catalog, collections, filters, offers, SEO optimization, user accounts, CRM integration.	2–3 weeks	UI/UX, Dev, SEO Specialist, Content Team	₹40,000 – ₹80,000+
<b>Custom E-commerce Development</b>	Built from scratch using Laravel, React, etc. Includes cart, login, admin dashboard, APIs.	3–5 weeks	Full-stack Dev, PM, UI/UX	₹75,000 – ₹2,00,000+
<b>Marketplace Setup</b>	Multi-vendor setup with vendor login, commission models, product management & payout systems.	3–5 weeks	PM, Dev, UI/UX	₹1,00,000 – ₹2,50,000
<b>Product Management &amp; Uploading</b>	Ongoing addition of products with SEO-optimized descriptions, images, tags & variants.	Ongoing (weekly/monthly)	Content Team, SEO Executive	₹500 – ₹1,500 per 10 products

Service	Description	Timeframe	Team Involved	Estimated Cost (INR)
<b>Payment &amp; Logistics Integration</b>	Integration of Razorpay, Stripe, COD, Shiprocket, Delhivery, etc.	2–3 days	Dev, QA	₹3,000 – ₹7,000
<b>Store Redesign/Revamp</b>	Rebranding, design enhancement, UI improvements, new sections added to boost conversions.	5–8 days	UI/UX, Dev	₹10,000 – ₹25,000
<b>E-com Monthly Support Plan</b>	Monthly technical support, bug fixes, banner updates, product uploads & consultation.	Monthly	Support Dev + Content Admin	₹5,000 – ₹15,000/month
<b>Training &amp; Handover</b>	Walkthrough on managing orders, stock, coupons, analytics & store basics.	1–2 days (post-launch)	Trainer, Account Manager	₹2,000 – ₹5,000 (one-time)

## Online Reputation Management (ORM)

### What we do:

We monitor and improve your online presence by managing reviews, responding to feedback, suppressing negative content, and growing brand credibility.

### How it works:

1. Brand audit and sentiment analysis
2. Reputation-building strategy
3. Monitoring reviews (Google, Justdial, etc.)
4. Publishing positive content, responding timely

### Time & Management:

- Monitoring: Daily

- Review strategy: Ongoing
- Handled by ORM specialist

#### Pricing:

Service	Description	Timeframe	Team Involved	Estimated Cost (INR)
<b>Brand Audit &amp; Sentiment Analysis</b>	In-depth review of brand mentions, reviews, social signals & sentiment trends across platforms.	3–4 days (initial)	ORM Analyst, Brand Strategist	₹4,000 – ₹10,000 (one-time)
<b>Reputation Strategy Setup</b>	Creating action plans to build authority, suppress negatives, and engage with users effectively.	4–6 days	ORM Manager, Content Strategist	₹7,000 – ₹15,000
<b>Daily Review Monitoring</b>	Real-time tracking of reviews on platforms like Google, Justdial, Trustpilot, etc., with alerts.	Ongoing	ORM Executive	₹3,000 – ₹7,000/month
<b>Review Response Management</b>	Drafting and posting timely responses to reviews (positive/negative) to show transparency & care.	Ongoing (daily)	ORM Executive	₹5,000 – ₹10,000/month
<b>Negative Content Suppression</b>	Push down negative search results via strategic content publication, SEO & backlinking.	2–4 weeks	SEO + Content Specialist	₹10,000 – ₹25,000/month
<b>Positive Content Publishing</b>	Blog posts, PR articles, social proof to promote credibility across search and social.	Weekly / Monthly	Content Writer, Designer	₹2,000 – ₹5,000/post
<b>Reputation Boost Package</b>	Full-service ORM for influencers, professionals, or businesses, includes all above.	Ongoing	Full ORM Team	₹15,000 – ₹40,000/month
<b>Crisis Management</b>	Immediate action in case of viral negative feedback or	Within 24–	PR Lead, ORM	₹8,000 – ₹20,000

Service	Description	Timeframe	Team Involved	Estimated Cost (INR)
<b>Support</b>	brand controversy with damage control measures.	48 hours	Manager	(per crisis)
<b>Reputation Dashboard Setup</b>	Custom dashboard with analytics, sentiment trend tracking & alerts using 3rd party tools.	3–5 days	Tech Support, Analyst	₹5,000 – ₹12,000 (one-time setup)
<b>ORM Consultation &amp; Training</b>	Coaching internal team on maintaining and managing brand reputation long term.	1–2 days	ORM Specialist	₹3,000 – ₹8,000/session