

Proposal for

Website Development & Digital Marketing

by



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INTRODUCTION

About Bluebase Software Services Private Limited

Bluebase Software Services Private Limited is the software services group of Quadsel Systems Private Limited.

Bluebase Software Services Private Limited is a Chennai based IT Software Services Company with capabilities on business intelligence and data analytics solutions using Open Source technologies. Bluebase Software Services Private Limited also builds and develops Website, Mobile Applications on Android, iOS platforms and does SEO / SMO.

Bluebase Software Services Private Limited operates with a vision to create products and services that add value to Business and improve Process Efficiency.

About Quadsel Systems Private Limited

Quadsel Systems Private Limited (ISO 9001:2008 & ISO 27001:2013 Certified Company) is a recognized leader in designing and implementing comprehensive IT infrastructure solutions with cutting edge technologies over twenty (20) years for customers across multiple verticals in India.

Quadsel Systems Private Limited is a

- Hewlett Packard (HP) Gold Partner
- Hewlett Packard (HP) Service One Partner
- Microsoft Gold Partner
- VMware Enterprise Partner
- Dell Enterprise Partner

The software arm, Bluebase, was started to meet the needs of Quadsel's esteemed customers for cost effective, open source based software and customized software. Our Clients include, MRF, UCO Bank, Zoho, Sundaram Clayton, Petrofac, DP World, Toshiba etc.

Scope Statement

To achieve the following objectives:

- To Re-develop Website
- To implement SEO Keywords in the Website
- Social Media Optimization as a part of branding in Social Media Platforms
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM)

On confirmation from Client, Bluebase Software Service Private Limited will plan the Website Development & Digital Marketing activities.

Bluebase technical consultants will work out of its office in Chennai to perform activities.

Proposal - Bluebase Software Services Private Limited

Bluebase Software Services Private Limited will undertake the following activities –

- a. To re-develop website (SEO Based)
- b. Implement top-performing keywords in Website for SEO
- c. Social Media Pages one time optimization (Facebook, LinkedIn, Instagram)
- d. Part of Brand Building on social media platforms, Social Media Optimization (SMO) will be designed and posted six days a week (Facebook, LinkedIn, Instagram)
 - Day 1 - Service/Product
 - Day 2 – Service/Product (Industry-Related)
 - Day 3 - Quote (Industry-Related)
 - Day 4 - Service/Product
 - Day 5 - Industry News
 - Day 6 - About us page or contact us page or products
- e. Social Media Marketing (SMM) – Campaign will be done across Facebook, LinkedIn the Social Media Platform with the geographical area
- f. Search Engine Optimization (SEO) will be performed with the top-performing keywords from as a recurrent process
- g. Search Engine Marketing (SEM) – Google Ads campaign will be performed
- h. SEM – SMO – SMM content will be developed by Bluebase Software Services Private Limited, upon confirmation of Client, content will be posted

Commercials

S.No.	Task	Unit	Net Amount in INR
1	Website Re Development	1	INR 20,000/-
2	Website Content (per word)	-	INR 3/-

S.No.	Task	Unit	Net Amount in INR
1	Search Engine Optimization (SEO)	1	INR 20,000/-
2	Social Media Optimization (SMO) (Facebook, LinkedIn, Instagram)	3	INR 15,000/-
3	Social Media Marketing (SMM) (Facebook, LinkedIn)	2	INR 10,000/-
4	Search Engine Marketing (SEM) Google Ads	1	INR 10,000/-
5	Blogs	4	INR 8,000/-

*** Social Media Marketing (SMM) & Search Engine Marketing (SEM)
cost will be paid to the principal by the client.**

Terms & Conditions

1. Taxes (GST @ 18%) and Other Government Statutory Duties are extra as applicable.

2. Payment Terms

Website Development – Digital Management

a. 50% Advance along with Purchase Order

b. 25% on Completion of Design Stage

c. 25% before the launch of website

d. SEO - SEM - SMM & SMO Payment per month in advance

3. Working hours

The Bluebase technical consultants will work Monday to Friday 8 hours per day

a. In the event, our consultants required to work beyond the regular working hours (8 hours),

Client will pay extra working allowance on a pro-rata basis, and Bluebase Software

Services Pvt Ltd will invoice accordingly.

4. Bluebase Software Services Private Limited assumes Client has permission from the rightful owner to use any images or design elements that are provided by them for inclusion in the Website & Social media and will hold harmless, protect and defend Bluebase Software Services Private Limited for any claims or suit arising from the use of such elements.

5. Order to be placed in the name of “Bluebase Software Services Private Limited”, Chennai.