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SOCIAL MEDIA MARKETING

Deliverables	Cost Plan A	Cost Plan B
	Rs. 50000 (monthly)	Rs. 75000 (monthly)
RESEARCH & ANALYSIS		
Social Media Audit	✓	✓
Competitor Benchmarking & Analysis	✓	✓
Social Media Content Calender Creation	✓	✓
Social Media Advertising Strategy	✓	✓
Hashtag analysis and recommendations	✓	✓
Target Market Analysis	✓	✓
CREATIVE ASSET CREATION		
Social Media Copywriting	✓	✓
Caption Writing	✓	✓
Hashtag Creation	✓	✓
Static Image Post	8/month	10/month
GIF	2/month	3/month
Motion Graphic Video(up to 45 seconds)	1/month	2/month

Testimonial Video Editing (up to 60 seconds)	1/month	1/month
Reels/YouTube Shorts	1/month	2/month
Carousels (up to 5 slides)	1/month	2/month
Blogs (up to 500 words)	1/month	1/month

FACEBOOK MARKETING

Page Optimization	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Regular Content Publishing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Story Posting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Joining Relevant Groups	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Posting on Groups	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Organic Follower Enhancement Efforts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Paid AD Management, Set Up & Support	<input type="checkbox"/>	<input checked="" type="checkbox"/>

INSTAGRAM MARKETING

Page Optimization	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Regular Content Publishing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Story Posting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Organic Follower Enhancement Efforts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Paid AD Management, Set Up & Support	<input type="checkbox"/>	<input checked="" type="checkbox"/>

GOOGLE AD MARKETING

Paid AD Management, Set Up & Support	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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