

Business Proposal

Extensive IT/Digital Marketing services

Submitted to PURSUE ACADEMY



tree.femme

Helming Future Tech.



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Who are we?

Tree. Femme is a women-led IT/Digital Marketing company specialised on various services like Poster designs, Graphic designs, Motion Graphics, Digital marketing, Social Media Management, Social Media Marketing, Website Development, Website Designs (UI/UX) and Content Marketing. We cater to your various business needs through our unique business strategies and techniques. We have a strong foundation in the latest digital marketing trends to grow your business to success.

Our Vision

Our vision is to stay ahead on the digital landscape by executing cutting-edge strategies to our clients that drive exceptional results.

Our Mission

To become well-known in the field of IT and Digital Marketing as the trailblazing women only company that brings significant changes in the society through our ground-breaking projects with esteemed brands around the world.

Our Advantages

The best quality service
Amazing Designs
Team of professionals
Trending strategies
On time delivery
Wide range of products and services

Our Services

- Poster designs
- Graphic designs
- Motion Graphics
- Digital marketing
- Social Media Management
- Social Media marketing
- Website Development
- Website Designs (UI/UX)
- Content Marketing

Scope of Services

Social Media Management
Social Media Marketing
Paid Advertising
Google Ads Management
Google My Business (GMB)
Content Creation
Lead Generation
Website Management

Platforms

Facebook and Instagram



Proposed activities

Social Media Marketing

It helps improve brand awareness with your target audience through constant sharing of your products and services. Social Media Marketing can help you in building your brand, increasing sales and driving website traffic. We are here to give increased exposure to your brand thereby creating more engagement and more leads.

Google Ads

We create and execute online advertising campaigns to achieve your business goals. Google ads will help your business in targeting the desired audience based on their search queries, location and interests. With Google Ads, we can track the performance of your ads and can help increase brand awareness by showing the ads to a wider audience.

Keyword Research

Keyword research will give details about what your consumers are searching for and their purpose. When we add most relevant and high-traffic keywords related to your business, we can improve your website's visibility and ranking in search engine result pages (SERPs).

Setting Goals

We set definite goals for your business to grow digitally using all digital marketing strategies and latest trends.

Brand awareness

To make your brand well-known among your target audience, we implement strategies to make people aware of your brand.

Brand building

In order to have a permanent acceptance of your brand among people, we adopt a step by step process to create a positive image of your brand.

Lead generation

We will find customers who are interested in your products and services and thereby increase your profit.

Customer engagement

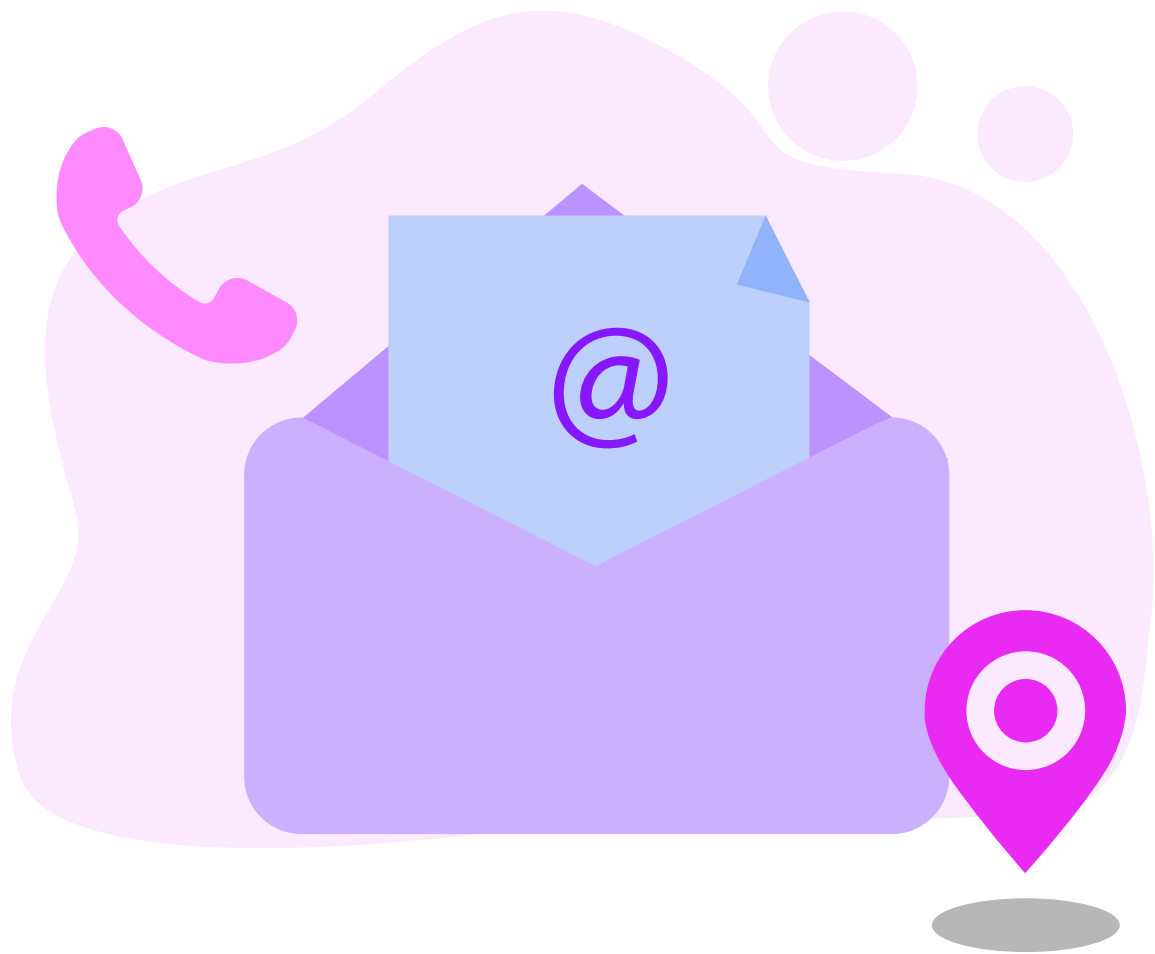
In a digital landscape it is inevitable that we get attention from our target customers. In order to get the maximum customer engagement, we will create meaningful interactions through our creativity and techniques.

Your investment in Ads/Digital Marketing

This will be your monthly retainer fee for Ads and digital marketing services.
All Social Media Management (Facebook, Instagram, LinkedIn)
Social Media Audit
Social Media Customer support
Content Creation
Assessment and Periodic Report
Creatives (Social Media posters, Reels, Motion Graphics etc.)

Services	Pricing (INR/Month)
<p>Social Media Management + Social Media Posters</p> <p>We manage the entire social media including Face-book, Instagram and LinkedIn. We upload posters, stories, reels etc on the given platforms according to your requirements.</p> <p>Social Media Creative Posters – 10</p> <p>We charge an amount of 300 for each social media post. We do special day posters according to your requirement</p>	<p>Social Media Management – 2000/-</p> <p>Social Media posters – 300 x 10 = 3000/-</p> <p>Total = 5000/-</p>
<p>Social Media Marketing</p> <p>Social Media Marketing can be done through social media ads. Ads can be run using the lowest price that is 300/-</p> <p>Running ads on social media will help your business reach your target audience. Listing your service on social media posters and giving them maximum reach is the best way to get the attraction of your customers.</p>	<p>300 per day</p> <p>300 x 30 = 9000/-</p>
<p>Service charge</p> <p>Our service charge for a month is estimated to be 4500/-</p>	<p>4000/-</p>
Total	18,000/- + GST (18%)

Note: Any additional service other than that mentioned in this proposal will be charged is GST (18%) applicable for all payments within India.
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