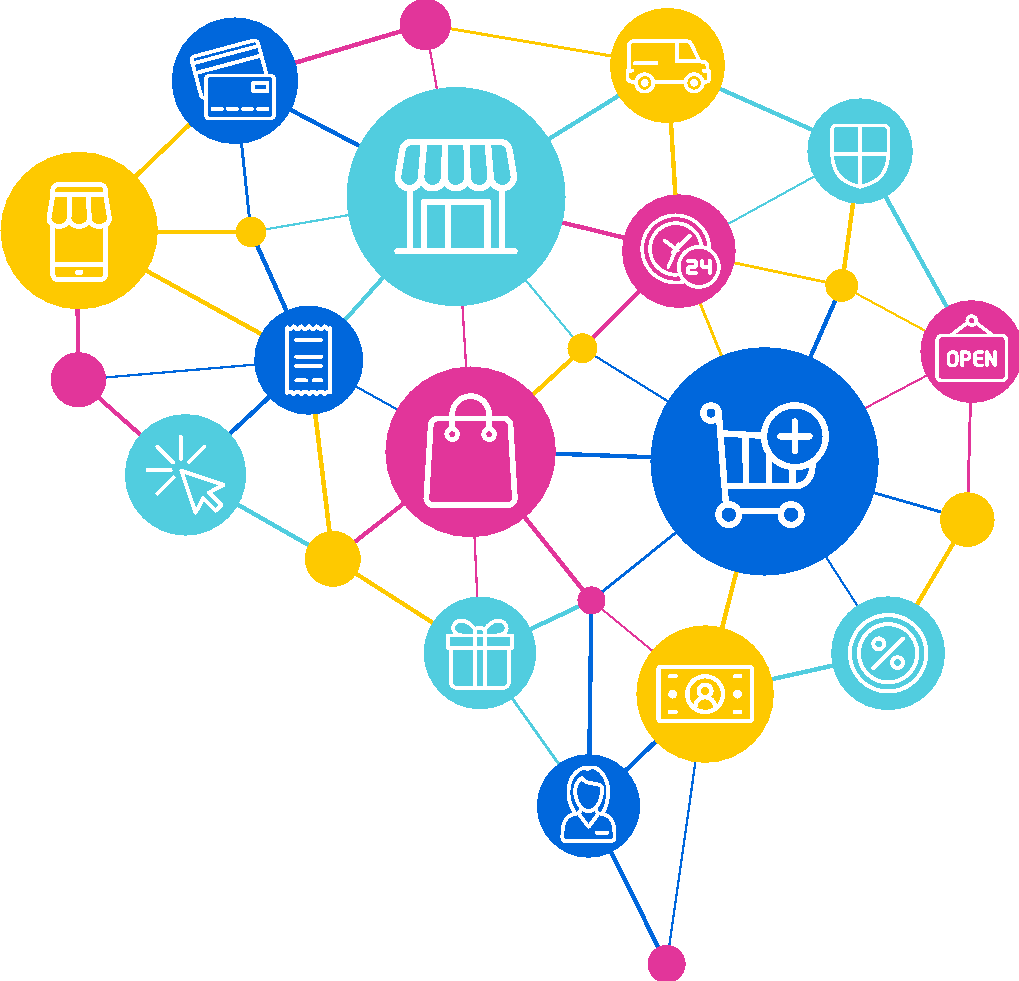
AppSynergies Pvt Ltd, 186 Malvern Avenue, Harrow, HA2 9HD, UK

Marketing & Automation Proposal

****

**Design, Build & Scale with AppSynergies Prepared by: AppSynergies**

**<<date>>**

Appsynergies is a fast-growing SaaS-based Start-Up with a very talented and rapidly expanding team. We develop cutting-edge AI-Driven Applications. We put the value at the heart of our process & focus on What’s important to our users. This way, we can prove the value of our App Idea before we begin development. We then build on this mobile through discovery, design, development & Optimization.

Our Vision is to be one of the leading tech companies in the world, admired for its innovative apps thereby contributing to a better & sustainable world.

Our Core Values: Innovation, Integrity, Quality, Trust, Focus on Consumers, Teamwork, Sustainable Growth, Diversity & Inclusion

+91-9967067419 [www.appsynergies.com](http://www.appsynergies.com/)

+44-7544802667 [info@appsynergies.com](mailto:info@appsynergies.com)

AppSynergies Pvt Ltd, 186 Malvern Avenue, Harrow, HA2 9HD, UK

**Supporting SPOC Details:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Details** | **Name** | **Designation** | **Contact No** | **Email id** |
| Project Sponsor/ Client’s Detail | <<client\_name>>. | <<client\_desig>> | <<client\_cont>> | <<client\_email>> |
| Appsynergies Founder | Ishan Soni | CEO & Founder |  | [ishan@appsynergies.com](mailto:ishan@appsynergies.com) |
| Appsynergies SPOC | Sneha Shukla | HR & Legal Head |  | [info@appsynergies.com](mailto:info@appsynergies.com) |
| Technical  SPOC | Hardik Vij | Development Manager | +91-8588099741 | [Hardik.vij@appsynergies.com](mailto:Hardik.vij@appsynergies.com) |
| Technical  SPOC | Mounika D | Digital Marketing | +91-6304 668 422 | mounika.devarapalem@appsynergie s.com |

**Business Requirements & Project Overview:**

1. **AI Automations With GoHighLevel**
   * CRM Setup
   * Leads Connection
   * AI Calling Setup
   * Improve AI Calling Agent
2. **Marketing**
   * Marketing Strategy
   * Social Media Channels Automation for Posting
   * 10 Creatives
   * Ad Accounts Setup
   * Paid ads & A/B Testing
   * Monthly Maintenance & Reporting

**Mutually Agreed Points by Both the Parties:**

Please specify if any: N/A

+91-9967067419 [www.appsynergies.com](http://www.appsynergies.com/)

+44-7544802667 [info@appsynergies.com](mailto:info@appsynergies.com)

AppSynergies Pvt Ltd, 186 Malvern Avenue, Harrow, HA2 9HD, UK

**Why Choose Us?**

Everyone wants to excel in every aspect of their business, which means they will need to take advantage of the best technological tools available too to gain an edge over their competitors. That’s why **AppSynergies Pvt Ltd** provides a customized solution to maximize efficiency and security, minimize cost, and achieve unique goals. Our expertise, resources, and attention to detail make us the ideal choice to meet client expectations. We’ll bring the following strengths to our work for all of our clients:

* **Best IT professionals Team** *–* Everyone we hire brings a wealth of IT experience to the table. This real-world knowledge gives us a unique perspective on the strategies that work to provide the best possible solutions for our clients.
* **Creates a 100% custom solution for any problem** – Our team provides a 100% unique solution to fit your specific IT needs. We won't design a new infrastructure from scratch; we'll take the system you have now and find cost-effective ways to make it more capable and secure.
* **We take a holistic approach to IT and security** *–* We embrace a collaborative approach to meet your IT needs. That means we’ll work with you to get your input about business goals, special concerns, and how you envision your business in the future. We’ll turn that input into a capable, cost-effective system that can grow with you.

**AppSynergies Consultancy Services:**

* App development with Flutter
* Native Android app development
* Native iOS app development
* Website development
* Mac, Windows & Linux software development
* UI UX Designs for websites & apps
* AI ML-related software development
* Digital Marketing Services

**AI Automations Services:**

* Adding leads from trigger to CRM.
* Make & GoHighLevel Tools
* AI Calling
* Scheduling Meeting
* AI Summary Generation
* AI Content Generation

+91-9967067419 [www.appsynergies.com](http://www.appsynergies.com/)

+44-7544802667 [info@appsynergies.com](mailto:info@appsynergies.com)

AppSynergies Pvt Ltd, 186 Malvern Avenue, Harrow, HA2 9HD, UK

**Digital Marketing Services:**

Marketing Strategy:

* Understanding your Business Model, Products/Solutions.
* Clearly defined the Marketing Goals & Objectives
* Who is your Target Audience?
* What is your USP?
* Who are the competitors, On which channels you want to do Marketing?
* Based on the above pointers - we will come up with a detailed plan of action along with the timelines.

Social Media Channels:

* Setting up profiles across all the 4 Platforms (Facebook, Instagram, LinkedIn, Twitter)
* Profile Optimization
  + Upload Cover Images
  + Bio
  + Trending Hashtags as per their business
  + Call to Action
* Integration with Heropost Creative Posts:
* Content Research as per their business & objectives
* Social Media Captions & Hashtags
* Content Calendar for the entire month
* Design Creatives (10 Posts Per Month)
* Automated Timeline Posting Ad Account Setup:
* Identify the best platform to run Ads as per your business & Target Audience
* Setting up your Ad Account with all details
* Business Verification of your Ad accounts
* Integrate Payment Details Paid Ads (Lead Generation)
* Define the right Campaign Objectives
* Conversion & Performance Goals
* Allocate Budgets & Timeline to run Ads
* Define the Target Audience (Interests & Behaviour)
* Identify the right placements (Facebook, Instagram)
* Prepare Ad Creatives by our Design Teams
* Update Primary Text, Headlines, Descriptions, CTA’s
* Create a Destination Form to capture Leads
* Track the Events that are happening on your Website via Events Manager.
* Monitor the Ads Performance and optimize campaigns

+91-9967067419 [www.appsynergies.com](http://www.appsynergies.com/)

+44-7544802667 [info@appsynergies.com](mailto:info@appsynergies.com)

AppSynergies Pvt Ltd, 186 Malvern Avenue, Harrow, HA2 9HD, UK

Monthly Maintenance & Reporting:

* Briefly summarize key findings and overall performance for the reporting period.
* Highlight successes or areas needing improvement.
* Ad Performance:
  + Reach & Impressions
  + Engagement
  + No of Leads
  + Cost Per Lead
* Audience Insights
* Key Learnings & Recommendations
* Outline the Next Action Items based on your recommendations.

+91-9967067419 [www.appsynergies.com](http://www.appsynergies.com/)

+44-7544802667 [info@appsynergies.com](mailto:info@appsynergies.com)

AppSynergies Pvt Ltd, 186 Malvern Avenue, Harrow, HA2 9HD, UK

**Pricing:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Description** |  | **Pricing** | **Timeline** | **Type** |
| AI Automation | Leads Connection With CRM & Voice Calling Automation | <<auto\_price>> | 10-20 Days | One Time Fee |
| Marketing Strategy | Research & Plan Timelines | <<market\_stra>> | 5-7 Days | One Time Fee |
| Social Media Channels | Optimisation, Integration with Heropost For Automated Posting & Hashtags Research | <<social\_med>> | 5-7 Days | One Time Fee |
| Creatives (10 Per Month) | Content Calendar, Creatives, Research | <<creatives>> | 5-7 Days | Monthly Recurring Fee |
| Ad Account Setup (Meta) | Facebook + Instagram | <<ad\_acc\_set>> | 2-3 Days | One Time Fee |
| Paid Ads (Lead Generation) | Admin cost to run & manage ads (A/B Testing) | <<paid\_ads>> | 30 Days | Monthly Recurring Fee |
| Monthly Maintenance & Reporting | Social Media Channels, Ad Account (Meta), Sales Accounts | <<montly\_mai>> | 30 Days | Monthly Recurring Fee |

**Amount for 1 Business: <<amount\_for\_1\_buisness>>**

**For 2 Businesses: 10% Discount for 2nd Business (<<amount\_2\_buisness>>): <<amount\_for\_1\_buisness>> + << amount\_2\_buisness>>: <<total\_amount>>**

**Final Amount: <<total\_amount>>**

+91-9967067419 [www.appsynergies.com](http://www.appsynergies.com/)

+44-7544802667 [info@appsynergies.com](mailto:info@appsynergies.com)

AppSynergies Pvt Ltd, 186 Malvern Avenue, Harrow, HA2 9HD, UK

**Payment Method:**

**AppSynergies Pvt Ltd accepts the following payment methods:**

* Wise Link Transfer
* Credit card and debit cards

**Payment Schedule:**

|  |  |  |
| --- | --- | --- |
| **Sr No.** | **Schedule** | **Amount** |
| 1 | Before starting the project, the client needs to pay 30% of the total or the estimated amount. | <<30\_payment>> |
| 2 | On 50% project completion, the next 40% payment needs to be released. (After demo & Satisfaction) | <<40\_payment>> |
| 3 | Once the project gets completed the client needs to pay the rest 30% of the total amount before getting the handover. | <<blnc\_payment>> |

**Note\*\*:**

In case of any payment delays from the client’s side, we have to right to pause the project until the payment is cleared.

**Next Steps:**

As the Payment Schedule section outlines, our pricing is valid until 30/09/2024. To take advantage of this proposal and proceed with the project as outlined, Client’s next steps must be to:

* Accept the proposal as-is
* Discuss desired changes with AppSynergies Pvt Ltd
* Finalize and sign the contract
* Submit an initial payment as mentioned in the payment schedule section

Once completed, AppSynergies Pvt Ltd will contact the client to schedule a project launch meeting to make introductions and gather information before beginning the work.

We’re happy to make changes to the project scope on client’s request at any time but this may be subject to additional billing.

+91-9967067419 [www.appsynergies.com](http://www.appsynergies.com/)

+44-7544802667 [info@appsynergies.com](mailto:info@appsynergies.com)

AppSynergies Pvt Ltd, 186 Malvern Avenue, Harrow, HA2 9HD, UK

**Terms & Conditions:**

Once the project fee is paid in full to AppSynergies Pvt Ltd, any elements of text, graphics, photos, contents, trademarks, or other artwork furnished to the client for inclusion in the website are owned by the client.

AppSynergies Pvt Ltd assumes the client has permission from the rightful owner to use any code, scripts, data, and reports provided by the client for inclusion in its materials, and will hold harmless, protect, and defend AppSynergies Pvt Ltd from any claim or suit arising from the use of such work.

AppSynergies Pvt Ltd retains the right to display graphics and other web content elements as examples of their work in their portfolio and as content features in other projects.

This agreement becomes effective only when signed by the client and AppSynergies Pvt Ltd. Regardless of the place of signing of this agreement, the client agrees that for purposes of venue, this contract was entered into in Mumbai, India and any dispute will be litigated or arbitrated in Mumbai, India.

The agreement in this contract constitutes the sole agreement between the client and AppSynergies Pvt Ltd regarding all items included.

For DM Services, The amount must be paid upfront at the start of every month which is on or before 3rd of every month.

**This proposal shall be valid until <<validity\_date>>.**

**Feel free to reach out to us at** [**info@appsynergies.com**](mailto:info@appsynergies.com) **or +91-9967067419 for any questions.**

**Signature Details:**

Sneha Shukla

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

<<client\_name>> Sneha Shukla

<<date>> <<date>>

**We look forward doing business with you.**

**Thank You, Team AppSynergies**

+91-9967067419 [www.appsynergies.com](http://www.appsynergies.com/)

+44-7544802667 [info@appsynergies.com](mailto:info@appsynergies.com)