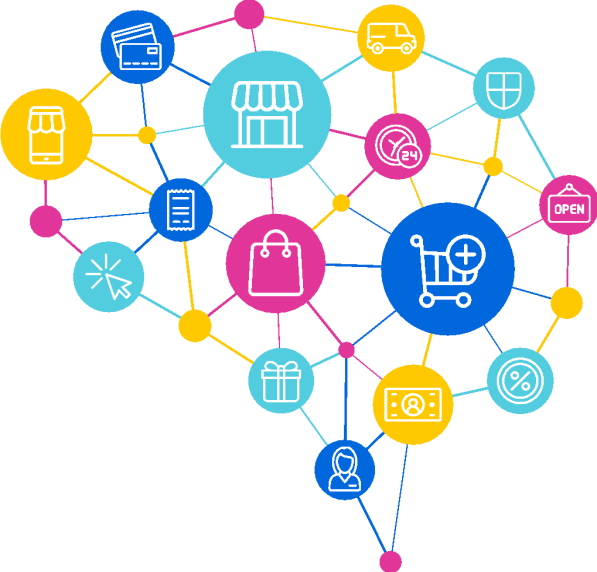
Digital Marketing Proposal

AppSynergies Pvt Ltd,

D-1602, Orchid Suburbia, Link Road,

Kandivali West Mumbai 400067





# 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.hvtechnologies.app/)

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

# Supporting SPOC Details:

AppSynergies Pvt Ltd,

D-1602, Orchid Suburbia, Link Road,

Kandivali West Mumbai 400067



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Details** | **Name** | **Designation** | **Contact No** | **Email id** |
| Project Sponsor/  Client’s Detail | {client\_name} | {designation} | {contact\_no} | {email\_id} |
| Appsynergies Founder | Ishan Soni | CEO & Founder |  | [ishan@appsynergies.co](mailto:ishan@appsynergies.co)m |
| Appsynergies SPOC | Sneha Shukla | HR & Legal Head |  | [info@appsynergies.co](mailto:info@appsynergies.co)m |
| Technical SPOC | Hardik Vij | Development Manager | +918588099741 | [hardik.vij@appsynergies.com](mailto:hardik.vij@appsynergies.com) |
| Technical SPOC | Mounika | Digital Marketing | +916304668422 | mounika.devarapalem@appsyn ergies.com |

# Business Requirements & Project Overview:

1. **Creative Posts:**
   1. **Content Research:** We will conduct thorough research on your business, target audience preferences and content trends.
   2. **Content Theme Identification:** We will identify key content themes aligned with your business’s brand identity, offerings and business objectives. Themes may include real estate trends, tips, features, customer testimonials, behind-the- scenes stories and industry news.
   3. **Social Media Captions Preparation:** We will develop compelling captions that resonate with your audience, incorporating brand voice, storytelling elements and CTAs to encourage engagement and interaction.
   4. **Hashtags Research:** We will research and select relevant hashtags to increase discoverability and reach on each platform. We will use a mix of industry- specific, trending and branded hashtags to expand your social media reach.
   5. **Content Calendar Preparation:** We will create a detailed content calendar outlining daily posts across Facebook, Instagram, LinkedIn. We will determine optimal posting times for each platform based on audience behaviour and engagement data provided by HeroPost.
   6. **Design Creatives (15 Posts Per Month):** We will design visually appealing creatives for 10 posts per month using graphic design tools and templates.

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# Marketing Strategy:

* 1. **Market Analysis:** We will conduct extensive market research to understand the dynamics of industry, including current trends, growth opportunities and challenges.
  2. **Niche Analysis:** We will analyse niche markets within the industry where you can establish a unique selling proposition (USP) and cater to specific consumer needs that are currently underserved by competitors.
  3. **Competitor Analysis:** We will identify and analyse key competitors in the sector, examining their offerings, pricing strategies, marketing tactics and customer engagement methods.
  4. **SWOT Analysis:** We will perform a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis for each competitor to identify gaps and opportunities that you can leverage to gain a competitive advantage.
  5. **Customer Analysis:** We will develop detailed customer personas based on demographic data, psychographics and purchasing behaviours.
  6. **Marketing Platform Analysis:** We will evaluate and select appropriate marketing platforms and channels that align with your target audience and business objectives.
  7. **Channel Selection:** We will determine the most effective channels for reaching and engaging with the target audience, considering factors such as reach, cost- effectiveness and engagement metrics.

# Mutually Agreed Points by Both the Parties:

Please specify if any: {Mutually\_agreed\_points}

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# Why Choose Us?

AppSynergies Pvt Ltd,

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Every business wants to grow in today's digital landscape, so they must take advantage of the best digital marketing strategies and tools available to gain an edge over their competitors. That's why **AppSynergies Pvt Ltd** offers customized digital marketing solutions designed to maximize your brand's reach, engagement, campaign effectiveness, and Return On Investment (ROI). Our expertise in digital marketing makes us the ideal choice for meeting client expectations. We'll bring the following strengths to our work for all of our clients:

* **Expert Team of Digital Marketers** – Our professionals bring extensive experience and a proven track record in digital marketing strategies. Their insights and hands-on knowledge ensure we deliver optimal solutions aligned with your business objectives.
* **Customized Strategies for Unique Goals** – We don't believe in one-size-fits-all approaches. We craft 100% bespoke strategies tailored to your specific digital marketing needs.
* **Holistic Approach to Digital Strategy** *–* We partner closely with you to understand your business goals, unique challenges, and future aspirations. This collaborative effort enables us to build robust, scalable digital marketing frameworks that evolve with your business.
* **Data-Driven Insights and Optimization** *–* We continuously monitor campaign performance and consumer behaviour utilizing advanced analytics and reporting tools. This data-driven approach allows us to refine strategies in real-time and maximize ROI.

# AppSynergies Consultancy Services:

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

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# Digital Marketing Services Pricing:

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|  |  |
| --- | --- |
| **Description** | **Pricing** |
| **30 Creative Social Media Posts** | **{3d\_SMP}** |
| **Marketing Research + 1 Month Ads** | **{R&D}** |
| **Monthly Maintenance** | **{monthly\_cost}** |
| **GST** | **{gst}** |
| **Total Price** | **{total\_amount}** |

# Payment Method:

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

* Bank transfer
* Credit card and debit cards
* Online Transfer (Gpay or Paytm)

# Payment Schedule:

|  |  |  |
| --- | --- | --- |
| **Sr No.** | **Schedule** | **Amount** |
| 1 | Advance | 50%{Advance} |
| 2 | After ads start running | 50% {balance} |

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# Next Steps:

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Our proposal is valid for a week. To take advantage of this proposal and proceed with the project as outlined, 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 you 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 your request at any time but this may be subject to additional billing.

# Terms & Conditions:

**Client Responsibilities:** The client agrees to provide necessary information and cooperation essential for the service delivery.

By availing our services, you agree to these terms and conditions. We look forward to working with you

**This proposal shall be valid until 10/01/2025.**

**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**

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