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| --- | --- | --- |
| User Type | Features | Package(Monthly) |
| General User | * Digital Marketing guide * Landing Page (Brief description of the product) | Free |
| Silver | * Digital Marketing guide * Connects Professionals * Check Analytics | Rs.8600($49) |
| Gold | * Digital Marketing guide * Connects Professionals * Check Analytics * Create Post * View Trends | Rs.11,800($67) |
| platinum | * Digital Marketing * Connect Professionals * Check Analytics * Create Posts * View trends * View suggestions | Rs.18,500($106) |

Competitor Pricing

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| --- | --- |
| Company Name | Pricing(Monthly) |
| Hubspot | $800 |
| Marketo | $1200 |
| Copper | $600 |

Freelance allocation

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| --- | --- | --- |
| Type of Consultant | Time Slots | Pricing |
| In-house Consultant | 7.30Am- 12.30pm | $9 per hour |
| 12.30 pm- 5.00pm | $9 per hour |
| 5.00pm – 10.30pm | $9 per hour |
|  | 10.30pm-8.00am | $13 per hour |
| Freelance Consultant | 7.30Am- 12.30pm | $7 per hour |
|  | 12.30 pm- 5.00pm | $7 per hour |
|  | 5.00pm – 10.30pm | $7 per hour |
|  | 10.30pm-8.00am | $11 per hour |

In-house Consultants

There will be 6 in house consultants out of what will be allocated evenly to the time slots. According to the peak time the other two consultants will be added to the allocation bracket.

Freelance Allocation

The freelancers will be allocated on the time slots above. They will have to pick and choose the time slots every weeks time and they will be put online on a particular time slot.