



### Prepared For

Fayalwan Gym / Occassions Jewllery  
Kulathoor, Trivandrum  
Mr Hemanth Das (Owner)

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Email: [dashemanth@gmail.com](mailto:dashemanth@gmail.com)

### Prepared By

Prajitha P R  
(Team Leader)

A2Z Alphabet Solutionz  
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**A-Z**  
Solutions for your Business

## **Subject: Proposal for Digital Marketing- Fayalwan Gym / Ocassions Jewllery**

Greeting of the Day!!

Thank you for considering **A2Z Alphabet Solutionz** for your digital marketing needs. We are excited about the opportunity to work with you and help your business achieve its goals through effective digital marketing strategies.

### **Overview:**

In this proposal, we will outline our recommended digital marketing services that are tailored to your business needs and objectives.

### **Services:**

Our digital marketing services are designed to help you increase your online visibility, generate more leads and conversions, and grow your business. The specific services we recommend for you are:

#### **Social Media Marketing:**

We will develop a comprehensive social media strategy tailored to your brand, engaging with your target audience on platforms such as Facebook, Instagram, Twitter, LinkedIn, and more. Our services include content creation, community management, social advertising, and performance tracking to enhance brand awareness, foster engagement, and drive conversions.

#### **Search Engine Optimization (SEO):**

We will optimize your website to improve its visibility on search engines, driving organic traffic and increasing your website's ranking in relevant search results. Our SEO strategies include keyword research, on-page optimization, technical SEO enhancements, and content optimization.

**\*\*This service is applicable for SEO Package**

#### **Pay-Per-Click (PPC) Advertising:**

Our team will develop and manage targeted PPC campaigns to drive qualified traffic to your website. Through platforms like Google Ads and social media advertising, we will optimize ad campaigns, monitor performance, and continually refine strategies to maximize your return on investment.

**\*\*This service is applicable for SEO Package**

#### **Content Marketing:**

Our team of skilled content creators will develop compelling and valuable content, including blog posts, articles, infographics, videos, and more. By sharing informative and engaging content, we will attract and engage your target audience, positioning your brand as an industry thought leader and driving traffic to your website.

#### **Email Marketing:**

We will design and execute effective email marketing campaigns to nurture leads, build customer relationships, and drive conversions. Our services include campaign strategy, personalized email content creation, email automation, and analytics tracking to optimize campaign performance.

**\*\*This service is applicable for SEO Package**

#### **Conversion Rate Optimization (CRO):**

We will conduct in-depth analysis of your website's user experience and conversion funnels to identify opportunities for improvement. By implementing conversion rate optimization techniques, we will enhance the user journey, increase conversion rates, and maximize your website's performance.

**\*\*This service is applicable for SEO Package**

## Timeline and Deliverables:

We propose a timeline for the implementation of our digital marketing strategies, which will be customized based on your specific requirements and goals. Our team will provide regular reports and updates to ensure transparency and keep you informed of the progress made.

## DIGITAL MARKETING PACKAGE DETAILS

| PACKAGE | DETAILS  | AMOUNT                               |
|---------|--|--------------------------------------|
| SILVER  | <ul style="list-style-type: none"><li>✓ Facebook Page Management &amp; Promotion</li><li>✓ Instagram Account Management &amp; Promotion</li><li>✓ Google Business Page Management &amp; Promotion</li><li>✓ Twitter Account Management &amp; Promotion</li><li>✓ Keyword Analysis</li><li>✓ Facebook Paid Campaign</li><li>✓ Instagram Paid Campaign</li></ul> | <b>Total: 10000/-</b><br><b>+GST</b> |
|         | 8 Posters for Facebook and Instagram / Month   |                                      |
|         | 2 complementary Posters / Month [ FREE ]   |                                      |
|         | 3 Reel Videos / Month (We can provide more reels instead of posters)   |                                      |

|      |   |                                     |
|------|---|-------------------------------------|
| GOLD | <ul style="list-style-type: none"><li>➤ Facebook Page Management &amp; Promotion</li><li>➤ Instagram Account Management &amp; Promotion</li><li>➤ Google Business Page Management &amp; Promotion</li><li>➤ Twitter Account Management &amp; Promotion</li><li>➤ Keyword Analysis.</li><li>➤ Facebook Paid Campaign (4).</li><li>➤ Instagram Paid Campaign.</li></ul> | <b>15,000/-</b><br><b>+ GST@18%</b> |
|      | 12 Posters for Facebook and Instagram / Month   |                                     |
|      | 2 complementary Posters / Month [ FREE ]  |                                     |
|      | 6 reels videos /Month (We can provide more reels instead of posters)  |                                     |

|          |   |                                     |
|----------|---|-------------------------------------|
| PLATINUM | <ul style="list-style-type: none"><li>➤ Facebook Page Management &amp; Promotion</li><li>➤ Instagram Account Management &amp; Promotion</li><li>➤ Google Business Page Management &amp; Promotion</li><li>➤ Twitter Account Management &amp; Promotion</li><li>➤ Keyword Analysis.</li><li>➤ Facebook Paid Campaign.</li><li>➤ Instagram Paid Campaign.</li></ul> | <b>20,000/-</b><br><b>+ GST@18%</b> |
|          | 15 Posters for Facebook and Instagram / Month   |                                     |
|          | 2 complementary Posters / Month [ FREE ]  |                                     |
|          | 8 reel videos/Month (We can provide more reels instead of posters)  |                                     |

**Timeline and Deliverables:**

**ACCOUNT DETAILS**

| Split Up     | Amount                                |
|--------------|---------------------------------------|
| Account Name | A2Z ALPHABETSOLUTIONZ PRIVATE LIMITED |
| Bank Name    | ICICI                                 |
| Account No   | 323405000811                          |
| IFSC Code    | ICIC0003234                           |
| Swift Code   | ICICINBBCTS                           |
| Branch       | TECHNOPARK PHASE THREE                |

**Terms & Conditions:**

**Scope of Work:** The scope of work shall be as outlined in the proposal and any other mutually agreed-upon documents, including the project timeline, milestones, and deliverables. Any changes or additions to the scope of work shall be agreed upon in writing by both parties.

**Payment Terms:**

The Client agrees to pay a non-refundable deposit of 60% of the total project cost upon signing this Agreement. The remaining balance shall be payable in installments as outlined in the proposal or as agreed upon by both parties. In the event of project cancellation by the Client, the Developer shall retain the non-refundable deposit and may invoice the Client for work completed up until the cancellation date.

**Intellectual Property:** All intellectual property rights, including copyright, shall remain with the client. The client shall have exclusive ownership and control over all the content, images, and multimedia incorporated into the website. The client shall indemnify and hold the developer harmless from any infringement claims related to the content or materials provided by the client.

**Confidentiality:** The parties agree to maintain the confidentiality of any information exchanged during the course of the project, including but not limited to trade secrets, proprietary information, and business strategies. This obligation shall survive the termination of this agreement.

**Termination:** Either party may terminate this agreement upon written notice if the other party breaches any material term or condition of this agreement and fails to cure such breach within 15 days of written notice.

**Force Majeure:** Neither party shall be liable for any delay or failure to perform its obligations under this agreement due to circumstances beyond its reasonable control, including but not limited to natural disasters, acts of God, terrorism, or government regulations.


**Governing Law:** This agreement shall be governed by and construed in accordance with the laws of Gov.of Kerala, without regard to its conflict of law principles.

**Entire Agreement:** This agreement constitutes the entire understanding and agreement between the parties concerning the subject matter hereof and supersedes all prior negotiations, discussions, and agreements between them.

**Amendments:** This agreement may not be amended, modified, or supplemented except in writing signed by both parties.

**Please read these terms and conditions carefully before signing. By signing below, you agree to be bound by all the terms and conditions of this agreement.**

**For** A2Z Alphabet Solutionz,  
Name: Renjith Kumar K R  
(Project Manager)

Signature: 

Place: Thiruvananthapuram  
Date:08/08/2023

**For** Fayalwan Gym/Occasion Jewllery  
Name: Hemanth Das

Signature:

Place:  
Date: