



# HUMMER

## TECHNOLOGY LIMITED

Date : January 11, 2020

Dear OneMall's Authority,

I would like to take this time to inform you that with thorough planning, research and analysis we have created our quotation of Digital Marketing which has been summoned to this letter. The quotation has been designed after taking consideration of OneMall's requirements. This is an extremely detailed quotation proposal that allows you to acquire an accurate idea of the expected outcomes. The rate of every element has been proposed on the basis of standard estimation and it can fluctuate depending on various facts. New features can be added if they can add values to the work.

In addition, I would like to assure that our organization takes their work very seriously. Therefore you can expect the highest quality of outcomes. Kindly confirm with us, your take, on this quotation letter so that we can initiate a long lasting relationship between two companies. For any queries, you are welcome to contact with us.

Warm Regards,  
Mahadi Hasan Kamrul  
Senior Executive Officer  
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**TRUST**

**INTEGRITY**

**RELIABILITY**

**ETHICS**

**SUSTAINABILITY**



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Uttara, Dhaka-1230



# Digital Marketing

## SEO ( Search Engine Optimization )

Main Element	Sub Element	Cost	Time Period
<ul style="list-style-type: none"><li><b>Website Audit</b> <i>It starts here</i></li></ul>	<ul style="list-style-type: none"><li>Defining goals</li><li>Comprehensive site audit</li><li>Understanding your brand</li></ul>	<b>15000 – 25000 Taka</b>	<b>2 Months / 4 Months / 6 Months</b>
<ul style="list-style-type: none"><li><b>Keyword Research</b> <i>Search term alignment</i></li></ul>	<ul style="list-style-type: none"><li>Detailed keyword research</li><li>Critical for effective SEO plans</li><li>Identifying the right keywords for your store</li></ul>		
<ul style="list-style-type: none"><li><b>Site Structure</b> <i>Helping people and bots find their way</i></li></ul>	<ul style="list-style-type: none"><li>Sitemaps</li><li>Internal linking</li><li>Usability</li></ul>		
<ul style="list-style-type: none"><li><b>Enhanced Ecommerce Analytics</b> <i>Deep analytics insights</i></li></ul>	<ul style="list-style-type: none"><li>Shopping behavior metrics</li><li>Checkout process intelligence</li><li>Product performance tracking</li></ul>		
<ul style="list-style-type: none"><li><b>On-page SEO</b></li></ul>			
<ul style="list-style-type: none"><li><b>Off-page SEO</b></li></ul>			

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<ul style="list-style-type: none"><li>• <b>Schema Markup</b> <i>Helping search engines understand information</i></li></ul>	<ul style="list-style-type: none"><li>• Improve click-through-rate (CTR)</li><li>• More informative results for buyers</li><li>• Amplify the data displayed in search results</li></ul>		
<ul style="list-style-type: none"><li>• <b>Conversion Rate optimization</b></li></ul>			

**\*\* Rate will fluctuate depending on the Time Period and Frequency Upgrading of other elements.**

Facebook Page Management		
Main Element	Sub Element	Cost
<ul style="list-style-type: none"><li>• <b>Page Setup</b></li></ul>	<ul style="list-style-type: none"><li>• Covering all Settings</li><li>• Security Issues</li><li>• Setup Auto-reply's Message Body and Comment Body</li></ul>	<b>Costs will depend on the Quality and Frequency of Posts</b>
<ul style="list-style-type: none"><li>• <b>Post Management</b></li></ul>	<ul style="list-style-type: none"><li>• Content Writing ( English, Bangla )</li><li>• Engagement Analysis</li></ul>	
<ul style="list-style-type: none"><li>• <b>Content Management</b></li></ul>	<ul style="list-style-type: none"><li>• Cover Photo Design</li><li>• Banner Design</li><li>• Post CONTENT Design</li></ul>	

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## Online Branding

Main Element	Sub Element	Cost	Time Period
• <b>Content Marketing</b>	<ul style="list-style-type: none"><li>• Content Writing ( English Bangla )</li><li>• Engagement Analysis</li></ul>	<b>20000 - 40000 Taka</b>	<b>2 Months / 4 Months / 6 Months</b>
• <b>Social Media Marketing</b>	<ul style="list-style-type: none"><li>• Instagram</li><li>• YouTube</li><li>• LinkedIn</li><li>• Promotional Short Video creation</li></ul>		
• <b>Copywriting</b>	<ul style="list-style-type: none"><li>• Writing Engaging Contents that create the urge of clicking and taking action</li></ul>		
• <b>Lead Generation</b>	<ul style="list-style-type: none"><li>• Client Manipulation</li></ul>		

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