



SUCCESS INNOVATIVE TECHNOLOGIES  
PRIVATE LIMITED

**GyaaNiv Institute of Public Speaking**

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# 1. Proposal of Website and SMO

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We appreciate the opportunity to collaborate with you on enhancing your digital presence and optimizing your customer relationship management processes. As discussed, we have prepared a comprehensive proposal outlining the implementation of a robust **SMO** strategies tailored to meet your specific business needs and objectives.

## 1. **Purpose**:

The primary objective of this proposal is to streamline your customer relationship management processes while concurrently boosting your online visibility and engagement through effective SMO techniques. By implementing a customized Front Website, social media optimization (SMO) strategies, we aim to enhance your overall business efficiency and digital marketing effectiveness.

## 2. **Scope**:

- Development and customization of a Front Website tailored to your business requirements, including customer data management and customer interaction analysis.
- Development and execution of SMO campaigns across relevant social media platforms to foster community engagement, drive brand awareness, and generate leads.

## 3. **Target Audience**:

Your target audience includes existing customers, potential leads, and online users interested in your products or services. Our strategies will be designed to effectively engage and nurture relationships with these key stakeholders across various digital touch points.

## 4. **Constraints**:

While we aim to deliver optimal results within your budget and timeline constraints, please note that the effectiveness of the strategies may be influenced by factors such as market competition, algorithm changes, and content quality.

## 5. **Benefits**:

- Improved customer relationship management leading to enhanced customer satisfaction and retention.
- Increased online visibility and brand exposure through higher search engine rankings and active social media presence.
- Greater lead generation and conversion opportunities resulting from SMO campaigns.
- Enhanced data-driven decision-making capabilities through SMO analytics.

**6. \*\*Implementation Plan\*\*:**

- Phase 1: Requirements Gathering (4 Days)
- Phase 3: SMO campaign planning and execution (ongoing)

It will Consider Only Working Days of Company.

**7. \*\*Resources\*\*:**

Our team of experienced developers, Designers, and social media marketers will be dedicated to the successful implementation of this project. Additionally, we may require access to your existing Website data, website analytic, and social media accounts for seamless integration and optimization.

We believe that the propose Website and SMO strategies will not only streamline your business operations but also elevate your digital presence and customer engagement to new heights. We are committed to delivering measurable results and exceeding your expectations throughout the project life cycle.

Please let us know if you have any questions or require further clarification regarding the proposal. We look forward to the opportunity to collaborate with you and drive your business towards greater success.

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## **2. SMO ( Social Media Optimization )**

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### **2.1 General Overview**

Social Media Optimization (SMO) refers to the process of optimizing social media profiles, content, and activities to increase brand awareness, foster engagement, and drive traffic to websites or other digital platforms. By harnessing the power of social media, businesses can connect with their target audience, build meaningful relationships, and ultimately achieve their marketing objectives.

### **2.2 Modules**

#### **2.2.1 Account Management**

- Initial Setup or Optimization of Social Media Profiles
- Daily Update in Social Media Accounts
- Event Wise Update
- Occasion Wise Update
- Festival Wise Update
- Photos / Post Update
- Graphics related Work
- Monitor and Manage Account to ensure optimized content
- Design and Developing Campaigns Focused on Specific Goals
- Delivery of customized performance reports

#### **2.2.2 Facebook Promotion**

- Account / Page Setup
- 15-20 Post Per Month
- 2-3 GIF / Reels
- 1 Photo of Timeline Per Month
- Video Update (Video will Provide by Client)
- Post in FB Group
- Content Writing

- Graphics Design
- Hash tagging

### **2.2.3 Instagram Promotion**

- Account / Page Setup
- 15-20 Post Per Month
- 2-3 GIF / Reels
- 1 Photo of Timeline Per Month
- Video Update (Video will Provide by Client)
- Post in FB Group
- Content Writing
- Graphics Design
- Hash tagging
- Story Update
- Grid Maintenance

## **2.3 Benefits**

- Increase Brand Visibility
- Improved Engagement
- Enhanced Website Traffic
- Better Consumer Traffic
- Better Consumer Insights

## **2.4 Important**

- Company is Responsible for Marketing / Updation Only.
- Company is not responsible for Order Generation from website
- In Paid Promotions we will provide data in excel format directly from FB, So Customer's Followup Procedures will be the responsibility of Owner.
- In Paid Promotions Company will not keep any Customer's data who are like to contact website's Owner.

### **3. Payment Condition**

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#### **3.1 Payment Condition**

1. 100% of Amount will be payable Advance Payment.

## Appendix A: Costing

Serial Number	Modules	Type	Costing	GST (18%)	Total
1	SMO	3 MONTHS	Rs.25,000	Rs.4,500	Rs. 29,500
		6 MONTHS	Rs.45,000	Rs.8,100	Rs. 53,100
		1 YEAR	Rs.70,000	Rs.12,600	Rs. 82,600

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