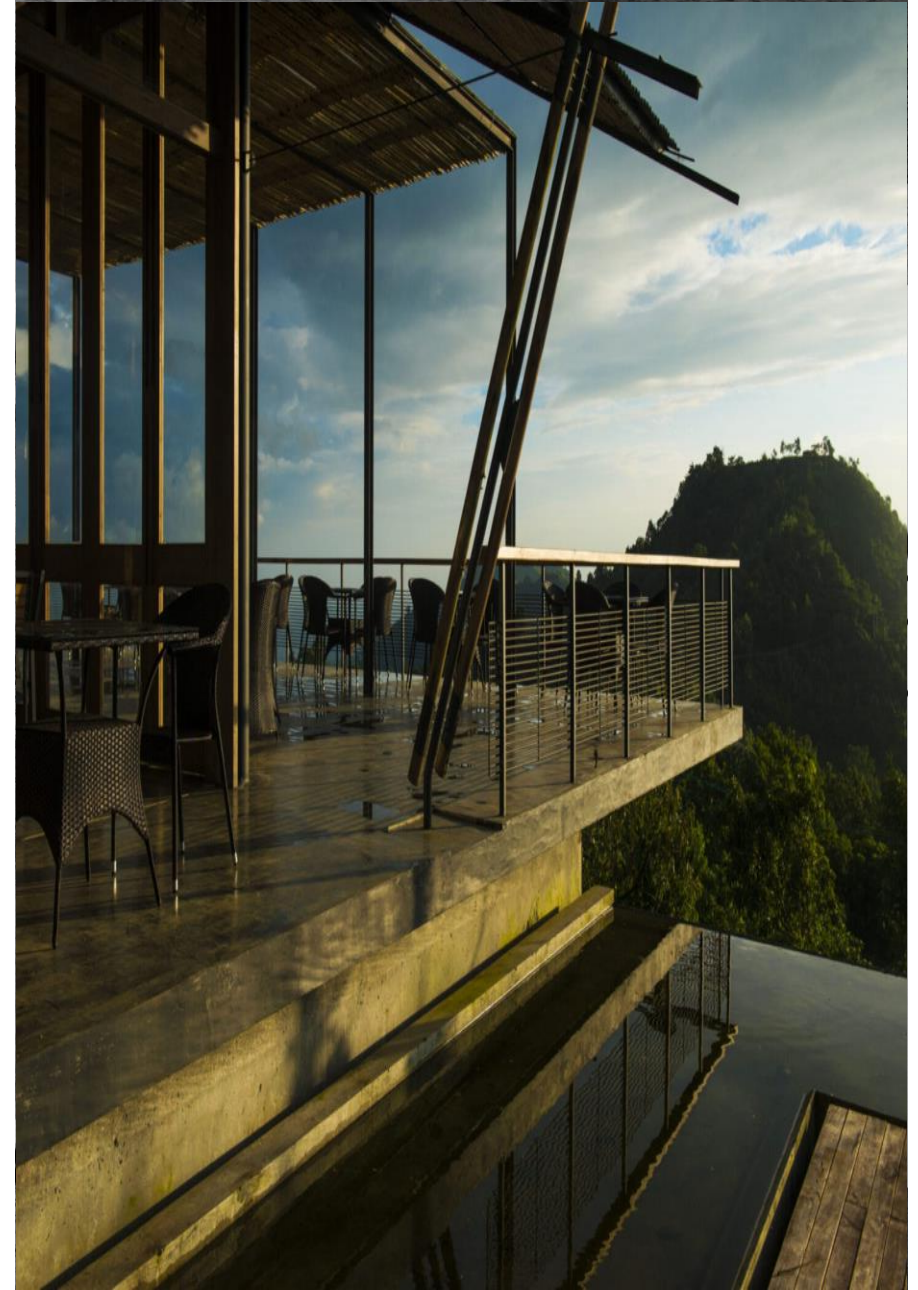


# Full Phase Digital Marketing cost breakdown for Resort



# Website Development & Optimization

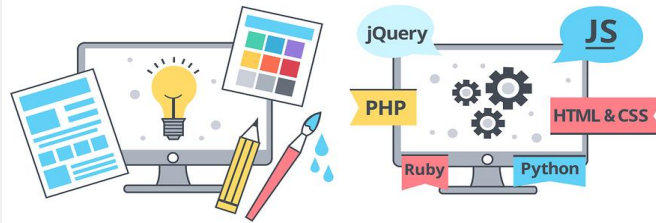


**On time**  
Project delivery

Approximate budget

1,40,000 – 1,70,000 BDT

## Website design and development



WEB DESIGN VS DEVELOPMENT

70,000 – 80,000 BDT

## Hosting and domain



50,000 – 60,000 BDT

## SEO optimization



20,000 – 30,000 BDT

# Content Creation



Content needed for  
website and social media  
marketing

## Professional photography and videography

Resort photography and  
videography with drone  
shoot



40,000-60-000  
BDT



## Content writing and copywriting

Written content for  
website and social media  
campaign with search  
engine optimized



30,000-40-000  
BDT

## Social media content creation

Contents for Social Media  
Marketing



20,000-30-000  
BDT/Month



Google Ads

15,000 BDT/Month

 Bing Ads

5,000 BDT/Month



Other Search Engine

3,000 BDT/Month

Search Engine  
ads



# Social Media and Search Engine Marketing

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Social Media Ads



Facebook Ads



20,000 BDT/Month

Instagram Ads



10,000 BDT/Month

LinkedIn Ads



10,000 BDT/Month



# Video Marketing



YouTube  
channel setup  
and  
optimization

20,000 BDT

Video  
production

10,000 BDT  
/video

# Remarketing and Retargeting



Campaign Planning



Retargeting Audience



Branding

Approximate  
50,000 BDT