



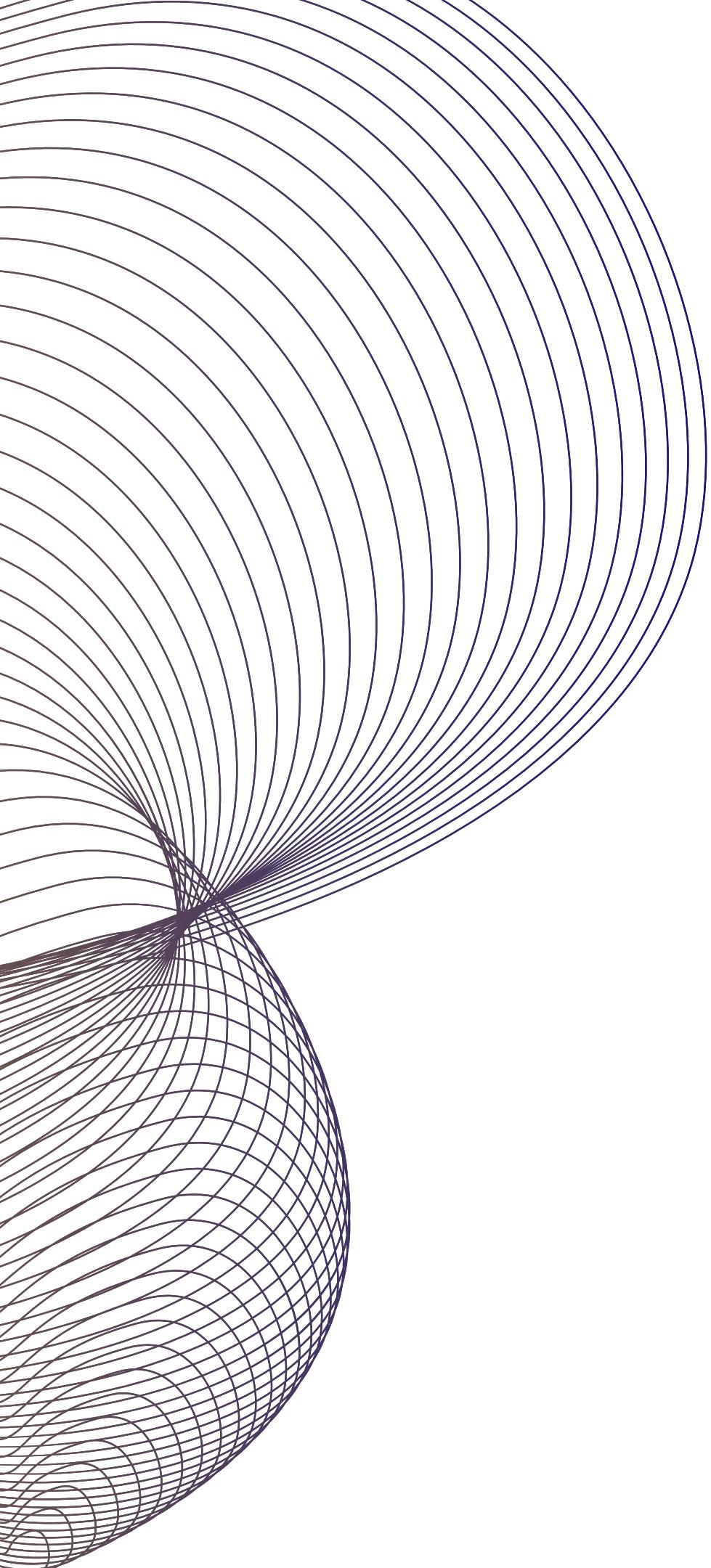
Driven by vision, creativity & Strategy

“Having a clear digital marketing strategy can help your brand standout in this mobile first world”





Quote and Deliverables for team Optical shoof





Clients worked with us:



LINEN PALACE



Social Media Marketing

Platforms:



Instagram



Facebook



Social Media Marketing

KPIs & Deliverables:

- Average engagement
- Average video/reel views
- Total impressions
- Story views
- Average story views
- Profile visits
- Website clicks
- Organic follower gain
- Content buckets & strategy
- Content calendar
- Designing
- Posters according to the content calendar per month
- Stories according to the content calendar
- Account management
- Posting in 1-2 platforms
- Reporting and tracking



Team Structure

**Delivery head --> Account manager-->creative head -->
copywriter-->Designer/editor**



Standalone Fees,

Retainer fees:

- Social media marketing (2 platforms): **RS 21,000/-per month**

Fees for working for 2 brands;

Retainer fees:

- Social media marketing for 2 brands (2 platforms): **RS 38,000/-per month**

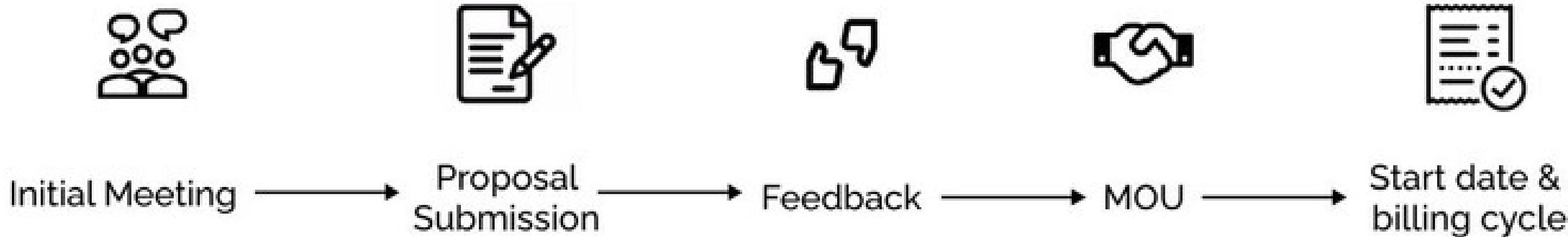


Terms and Previous works

Client Intake Process



MOU SIGNED	CLIENT ONBOARD from the date of signature
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Terms



- The Payment of each month is paid as 2 payment cycles, 50% on 15th and remaining on 28th of every month
- First Month full payment should be given at the starting of the work
- Minimum 3 Months contract duration
- 48 hrs required to start any proposed campaigns
- Images if needed to be brought from marketplaces like Shutterstock, Indian bazaar etc which will cost extra.
- Ads that require 2D animations or real shooting with models and equipment will be charged extra as per requirement.
- Brochures, Landing page creation, Chatbot creation and animations will be charged extra as per requirement of the Company
- Any 3rd party services, ads, placements, SMS charges, Email & Push notification Service providers & influencers will be charged extra as per requirement of the Company

Works

Social Media Management

Pogo

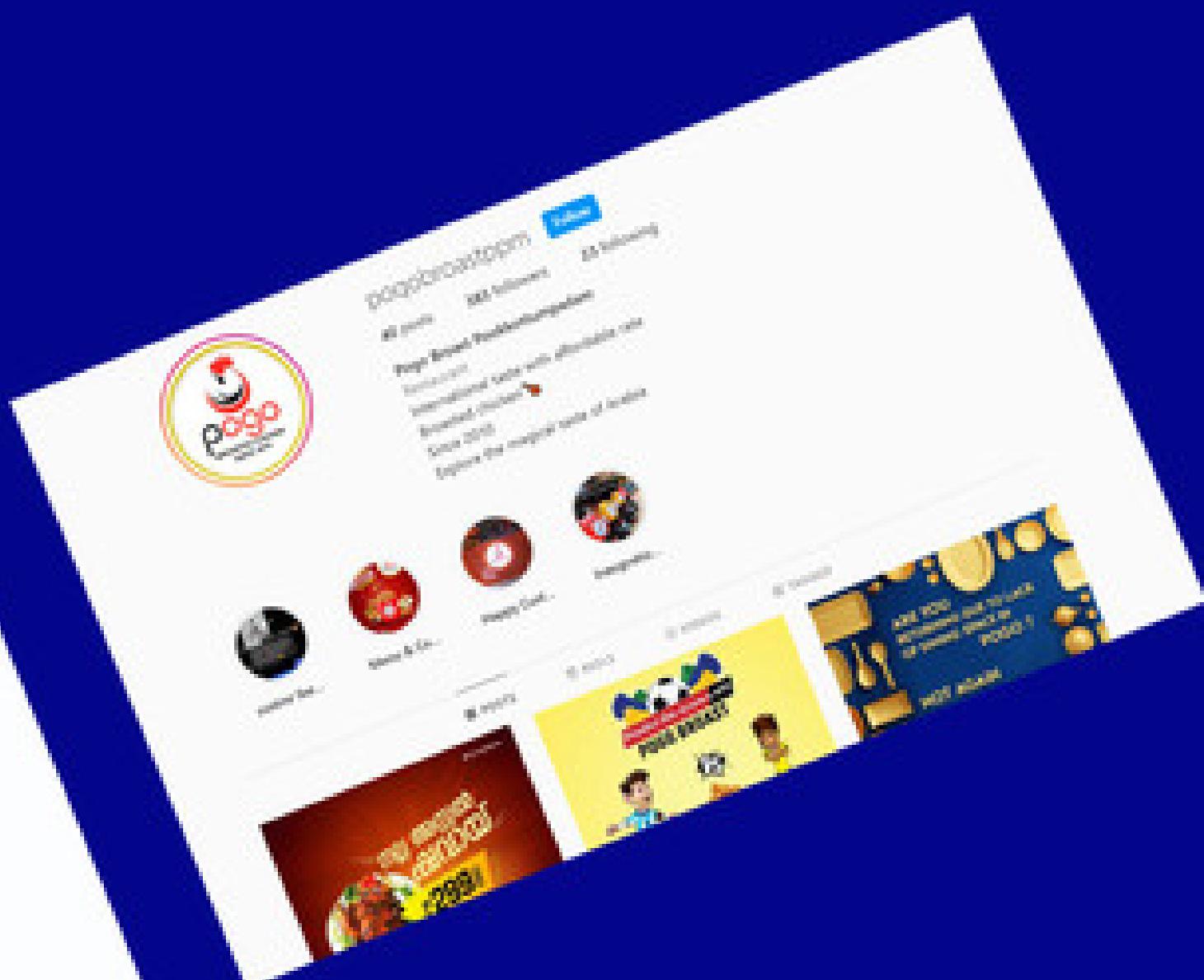
International Restaurant Brand

KEY STAT

0 to 300

Organic Followers with in 14 days

2130 accounts reached with in 14 days



Works

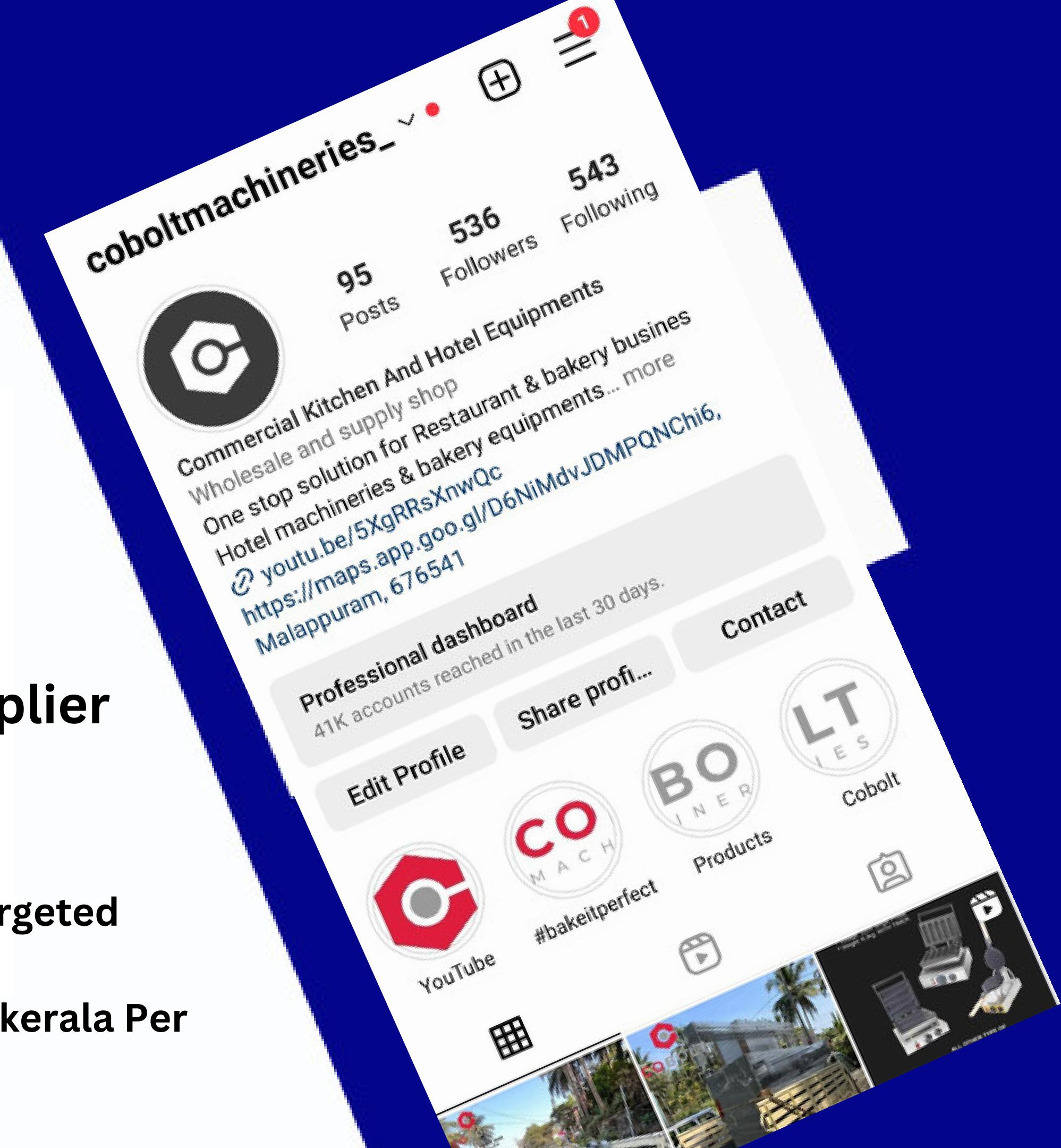
Social Media Management

Cobolt Machineries
Commercial Kitchen equipments supplier

KEY STAT

Generated 20+ leads from customers through targeted advertising.

Average reach of 15k+ targeted audience across kerala Per month



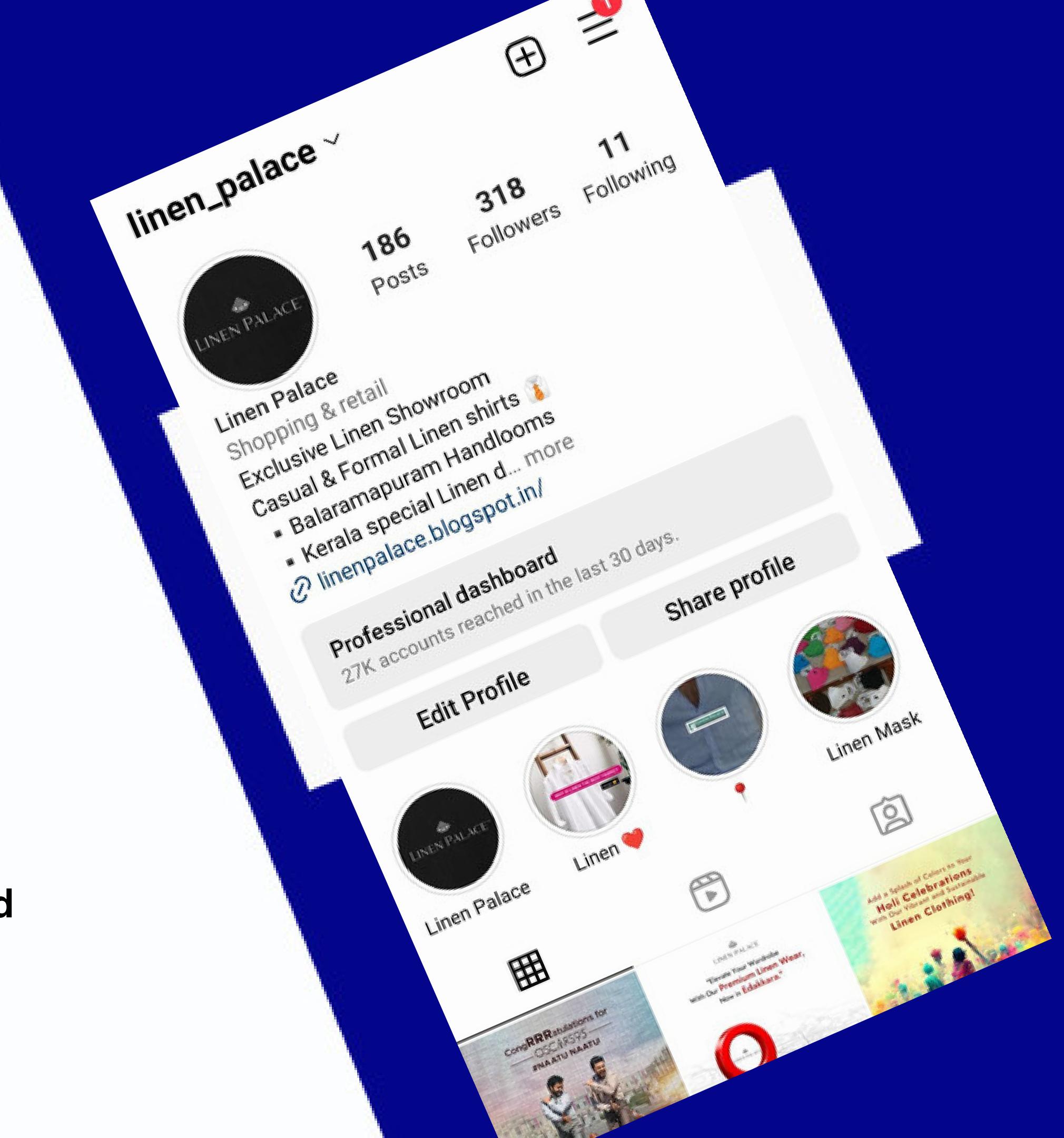
Works

Social Media Management

Linen Palace
Linen clothing store

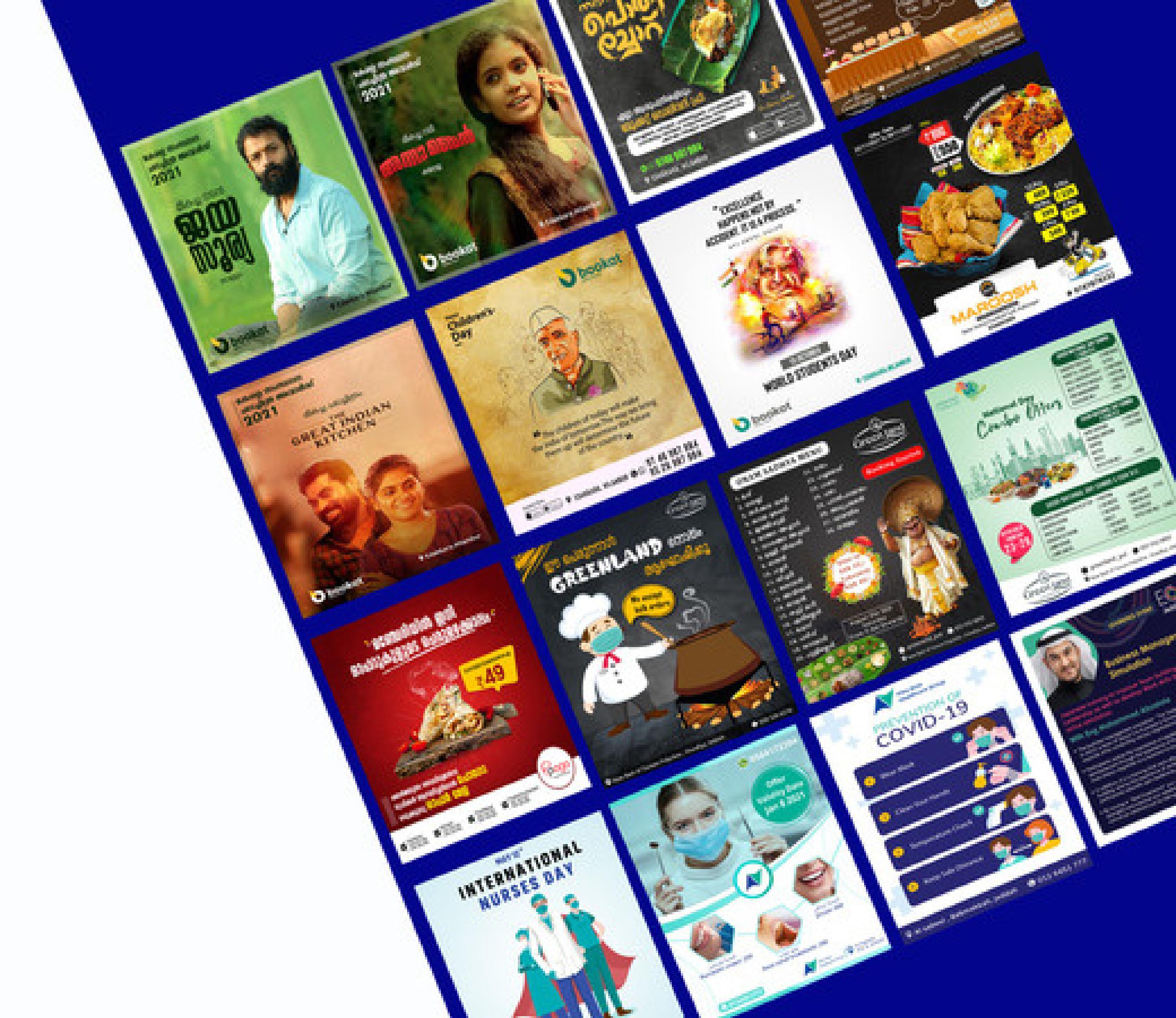
KEY STAT

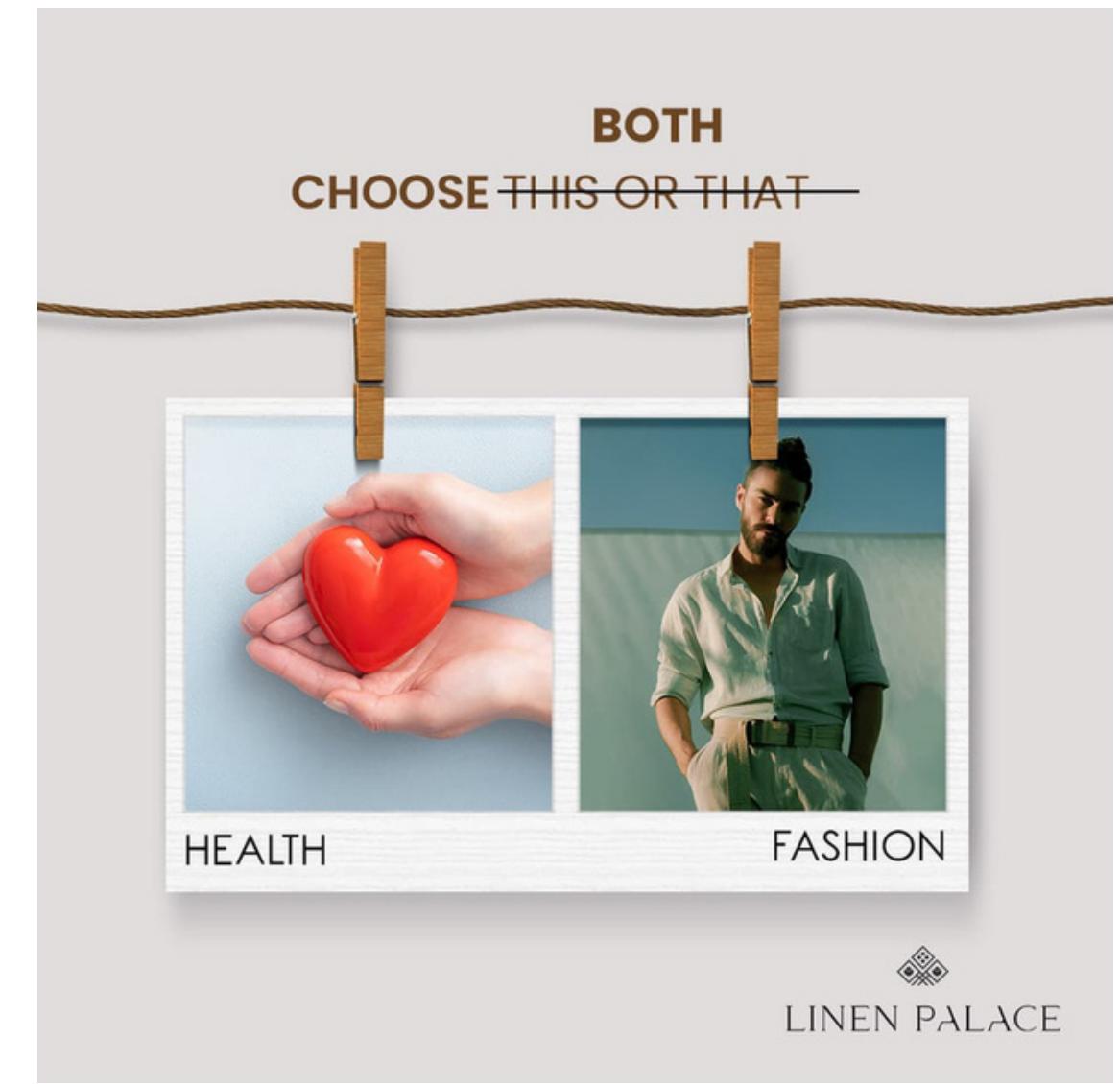
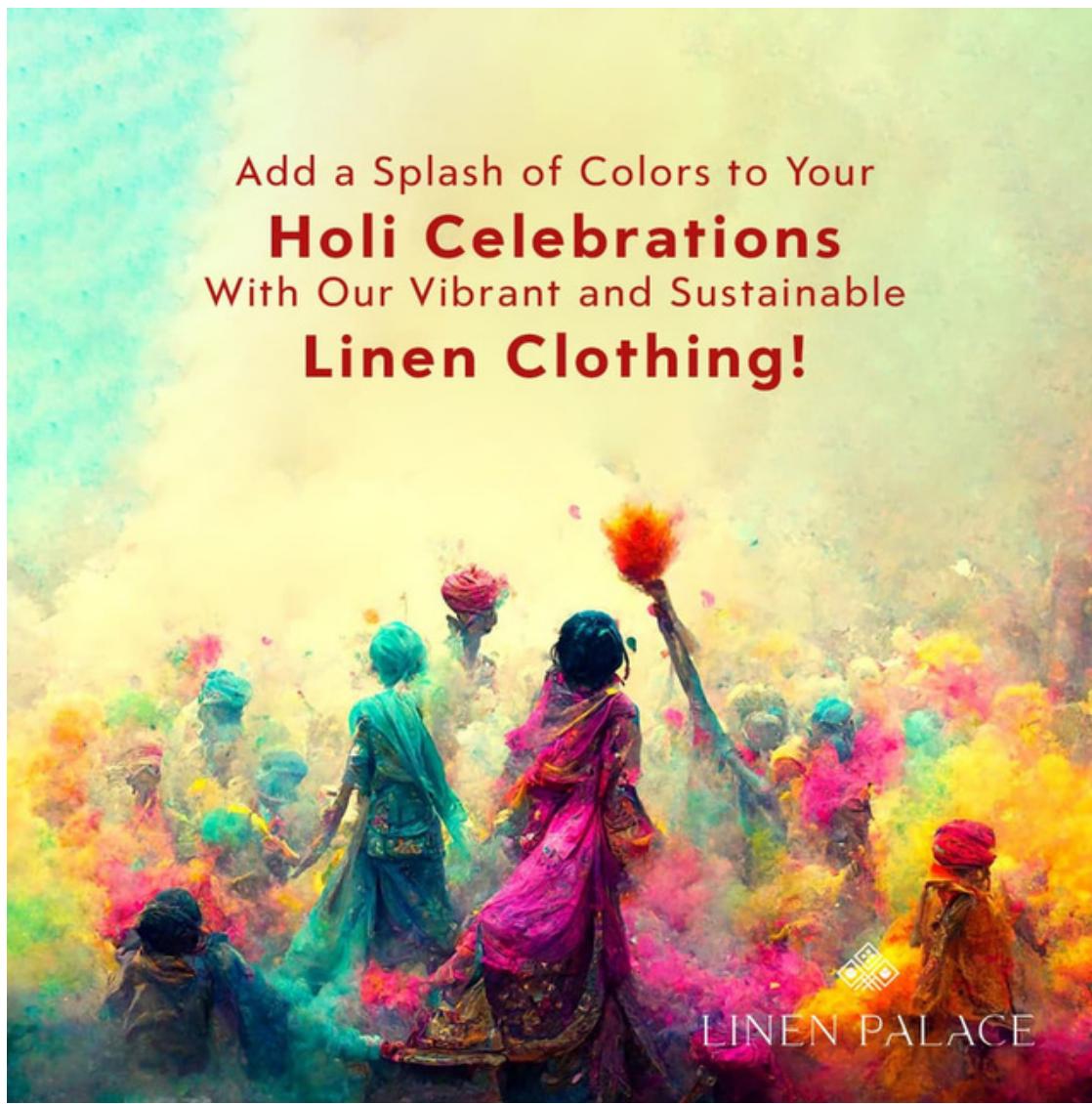
Average of 7k+ engagement rate of targeted audience across Malappuram district.





Poster Designing



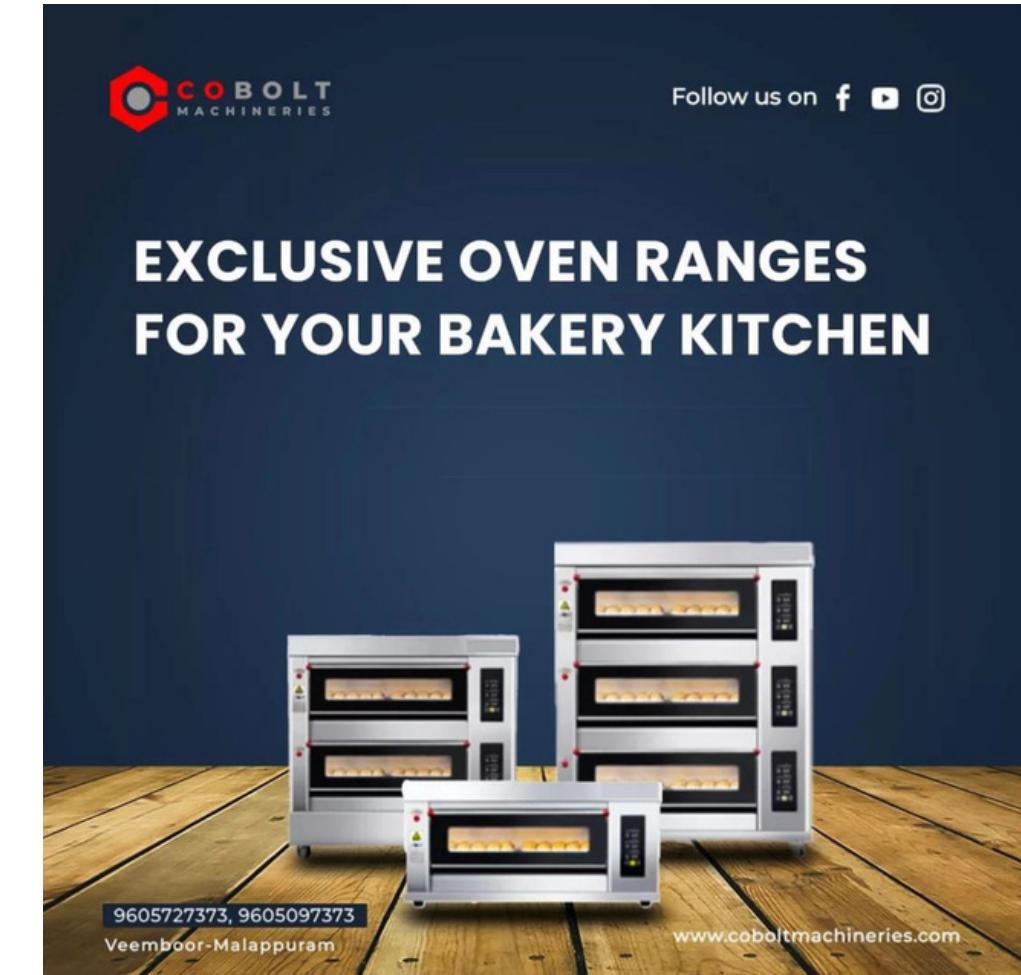




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**“Marketing is more than just ads and algorithms.
It’s community, stories, experiences, connection, trust
and so much more.”**

THANK YOU



📞 +91 9633 180 779

✉️ wydexmedia@gmail.com

👤 wydex_media