



Direct 2 Creative Agency

# Business Proposal

Social Media, SEO  
& Performance Marketing

Prepared by :

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# Table of Contents

## 01 Overview

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About us

Core Values

Meet Your Team

How do we think?

## 02 Scope of Work

---

Social Media

Performance Marketing

SEO

## 03 Terms Of Service

---

Investments

# 01

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## Overview

About Us | Core Values

Your Team | How do we think?

FORWARD

## WHY 12K AGENCY?



12K Agency is a Creative Collective of more than 60 Advertising Professionals who have skipped the regular structures of an agency to deliver true value to the brands.

We bring the best of old school Branding methodologies and mix it with the new-age Performance Marketing, to deliver true value directly to the Brands.

We are in it for the long run and are always looking to create communication that delivers to your business objectives.

CORE VALUES

# OUR 9 PRINCIPLES



TRANSPARENCY  
IS IN OUR DNA



RIGHT TALENT  
RIGHT TIME



NO MEDIATORS



BEST BANG FOR  
YOUR BUCK



RESULT  
FOCUSED



ANYTIME, ANYWAY,  
ANYHOW COMMITMENT



EASILY  
SCALE UP



ALWAYS  
IN BUDGET



TRUE PARTNERS  
OF YOUR BRAND



## Prashant Gandhi

### ECD Copy | Exp. 16 years

Worked at top 5 Integrated Advertising Agencies of India.

Created proprietary Digital Marketing System that has delivered 10X returns.

**Brands:** Over 80 Brands like Coke, Sony, Samsung, Vivo, Microsoft, Oracle, Launched: Agora, Proburst, Golfers Shot Whisky, Portea Loyalty Program



## Ajit Singh

### ECD Art Digital & Mainline | Exp. 22+ years

Previously Associated with: L&K Saatchi&Saatchi, Percept/H, Rediffusion Y&R & M&C Saatchi

**Brands:** Over 250 Brands like Vistara Airlines, Jet Airways, Hero Honda, Yamaha, Studds Helmet, LG, Videocon, Canon, Reliance Mobile, Apollo Tyres (Regal), Idus Furniture, Orient Tiles, Incredble India, DLF Pramerica. Publications: Cybermedia (Dare), Typhoo Tea, Bonhomia Coffee, Vimal Pan Masala, Gopal Group, Bagh Bakari Tea, Yakult, Denon. VLCC, Cavin Care (Indica, Raaga, Bikers



## Sumit Ussan

### ECD Art Mainline | Exp. 18+ years

Worked at all the BIG Four Advertising Groups. Won numerous awards

**Brands:** Over 200 Brands like Coke, Nestle, Johnson & Johnson, Eli Lilly, OMRON, Dabur, PSI & NACO, Maruti (Celerio & Swift), United Biscuits (McVities), Suzuki motorcycles, HUL (Lakme Absolute), Wechat, Apollo Tyres USHA (Sew & Tisva), adidas, Twinings, Blaupunkt (TVs & Audio), IIFL Home Loans, Westernhills



## Somnath Shukla

### Executive Director – Performance Marketing | 8+ Years

Worked at Bada Business, Amazon.com

Total Lifetime Spending managed – \$2mn+

Worldwide exposure and deep experience in Indian diaspora

At Bada Business: Average Monthly Spend of 30 Lac & generated sales at a ROAS of 4 and above

HOW DO WE THINK IDEAS?

# BIG. SMALL. ALL.

Probably the greatest challenge of a Brand Manager today is to find the right mix of agencies. Ideally they would have a Brand agency who can think BIG, while also on-boarding a slew of small agencies that do regular quick work, often done at competitive prices. Once they get the set of agencies right, then they chase them to deliver better ideas, which is another can of worms!

## 12K Agency is the fix

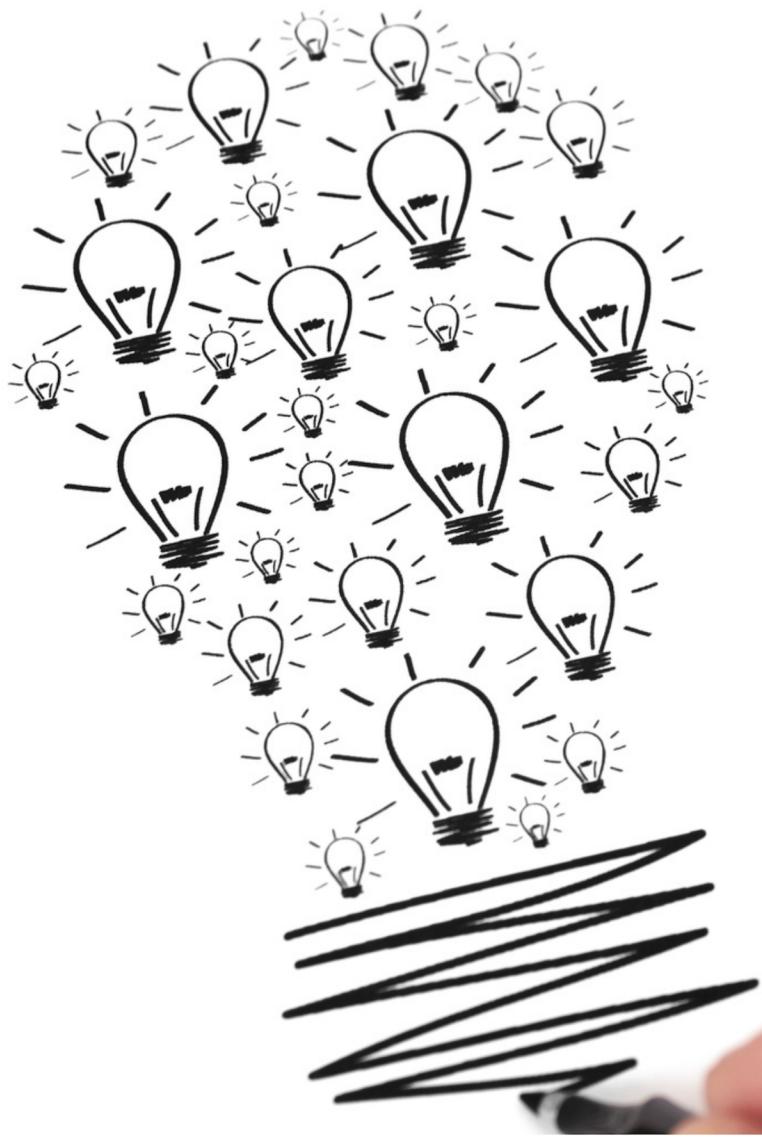
By design, our creative teams are hungry to pitch clutter-breaking ideas.

### Here's why...

If our Creative pitches an idea, they win it, they take home 90% of the profit earned by that idea.

While we may pick up the award for them, they truly get the reward of all the hard work. This ensures that the collective has the right mix of professionals who can cater to all your brand requirements.

**So, if we come in, we are competent to support you with all your requirements, period.**



# 02

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## Scope of work

Social Media | Performance Marketing | SEO

# SOCIAL MEDIA

Timeline



## Competitor's scan & Gap Analysis

We evaluate the pages that you are competing with and give ourselves a Score basis the Sum of Impressions and Engagement. We discover our Brand Gaps. Based on these outcomes, we will create our 10X Growth Strategy

Day 1 - 7

## Create the Brand Bible

From discovering the Brand Archetype to deciphering TG, Build Empathy Maps of Different Personas, clearly put out the RTBs, and define our Brand Voice, we would create a comprehensive Brand Bible that is constantly updated so that once a change is done, you do not have to repeat yourself

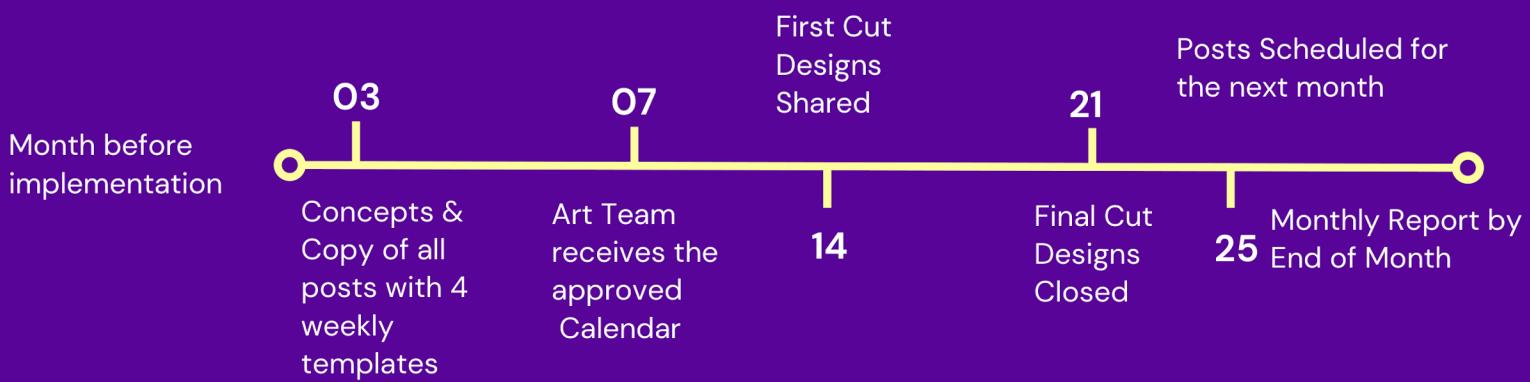
Day 7 to 14

## 10X Growth Plan Implementation

We provide the complete calendar at one go for approvals. Once concepts/copy is approved, we design and close the Monthly Calendar by 25th of the previous Month.

Monthly

## Month On Month Timeline for 10X Growth Plan Implementation



# Performance Marketing

## Timeline



### Competitor's scan & Gap Analysis

We evaluate all the platforms that you and your competition are using to create conversations and discover the gaps in the Consumer Journey. Do a dip-stick analysis of current buyers and build Customer Personas.

up to  
Day 7

### Implementation & Learning

We build Full-funnel Communication Pieces and deploy on all platforms/mediums that our consumer is visiting. We go through a Learning Phase that enables us to better understand market dynamics

up to  
Day 15

### Reporting & Improvement Cycles

We would track your website's rankings, traffic, and conversions. Based on this data, we will make informed decisions about how to optimize your website further.

Day 30  
onwards

# SEO Optimisation

## Timeline



### Website Audit & Competitor Scan

After close inspection of the Competition and a deep dive into your brand website and state of Search Engine Optimization, we would discover the Gaps. Basis the Gaps and with a larger focus on proving Full-funnel Marketing Support, we would Identify Keyword Clusters that we would want to Optimize basis the EEAT principle (Experience, Expertise, Authority & Trust)

up to  
Day 7



### On-page & Off-page Implementation

We would then get the copy team and your Website Management Company's support to Optimize our current website content and structure. We would also begin link-building as well as Content Posting, across the web to build your Domain Authority and Trust. If you are a Local Business, we would implement Local SEO

up to  
Day 15



### Reporting & Improvement Cycles

Basis the tracking report of your website's rankings, traffic, and conversions we will make informed decisions about how to optimize your website further.

Day 30  
onwards

**03**

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## **Terms Of Service**

**Investments**

# INVESTMENTS

## Social Media

Description	Investment @ 100% Advance	Investment @ 50% Advance (25% on First cut + 25% on Final Cut)
24 Static Posts + Post Description + Posting + Reporting Across all Social Media Platforms	INR 12,000/-	INR 18,000/-
Animation/ Transition Video (Copy + Art + Animation)	INR 120/second	INR 180/second
Post Resizing Cost	INR 120	INR 180

## Performance Marketing

Description	Investment
All Creative pieces made is Inclusive	6% of the Revenue Generated – Ad Spends

## SEO Service

Description	Investment @ 100% Advance	Investment @ 50% Advance
Management & Reporting	INR 12,000/-	INR 18,000/-
Copy per word	INR 6	INR 8

## PAYMENT TERMS & CONDITIONS

- We would commence the project once we receive the payment in our bank, on monthly basis
- All Subscriptions to Stock Images/Video Libraries would be charged on actual
- For Performance Marketing, we would need 100% advance of Ad Spends to initiate the Paid Marketing Campaigns
- All applicable taxes will be charged extra, as per prevailing government norms



# For Further information

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