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# ADELEV8

## DIGITAL GROWTH ACCELERATION PROPOSAL

### Q1 2026 | PRECISION MARKETING INITIATIVE

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**Document Classification:** Client Confidential

**Proposal ID:** ADV8-2026-Q1-001

**Valid Until:** February 12, 2026

**Total Monthly Investment:** INR 15,000.00

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# SECTION 1: ENGAGEMENT OVERVIEW

## 1.1 Executive Brief

Parameter	Specification
<b>Client Entity</b>	Adelev8
<b>Engagement Type</b>	Performance Marketing + Brand Visibility
<b>Investment Ceiling</b>	INR 15,000/month (All-Inclusive)
<b>Contract Duration</b>	3 months (renewable)
<b>Optimization Cadence</b>	Weekly micro-optimizations, Monthly macro-reviews
<b>Reporting Frequency</b>	Real-time dashboard + Weekly summaries

## 1.2 Strategic Objective Matrix

Objective ID	Objective	Priority	Measurement Metric	Target (90-Day)
OBJ-001	Brand Awareness Amplification	P0	Impressions + Reach	150,000+ impressions
OBJ-002	Qualified Traffic Acquisition	P0	Website Sessions	2,000+ sessions
OBJ-003	Lead Generation Pipeline	P1	Form Submissions / Inquiries	50+ leads
OBJ-004	Social Proof Development	P1	Engagement Rate	>4% avg ER
OBJ-005	Search Visibility Foundation	P2	Keyword Rankings	10 keywords in Top 50

# SECTION 2: ATOMIC BUDGET ALLOCATION

## 2.1 Master Budget Distribution

**Total Monthly Budget: INR 15,000.00**

Category	Allocation	Percentage	Purpose
Media Spend (Paid Advertising)	INR 9,000.00	60.00%	Direct platform ad costs
Content Production	INR 2,500.00	16.67%	Creative assets, copy, design
Strategic Management	INR 2,500.00	16.67%	Campaign strategy, optimization
Tools & Analytics	INR 1,000.00	6.66%	SaaS, tracking, reporting
<b>TOTAL</b>	<b>INR 15,000.00</b>	<b>100.00%</b>	

## 2.2 Media Spend Atomization (INR 9,000.00)

### 2.2.1 Platform-Level Distribution

Platform	Monthly Spend	Daily Budget	CPM Estimate	Est. Impressions	Est. Clicks
Meta Ads (Facebook + Instagram)	INR 5,400.00	INR 180.00	INR 35-50	108,000-154,000	1,080-1,540
Google Ads (Search + Display)	INR 3,000.00	INR 100.00	INR 80-150	20,000-37,500	200-375
LinkedIn Ads (Brand Awareness)	INR 600.00	INR 20.00	INR 200-400	1,500-3,000	15-30
<b>TOTAL MEDIA</b>	<b>INR 9,000.00</b>	<b>INR 300.00</b>		<b>129,500-194,500</b>	<b>1,295-1,945</b>

### 2.2.2 Meta Ads Micro-Allocation (INR 5,400.00/month)

Campaign Type	Budget	Days Active	Daily Spend	Objective	Audience Size
<b>Awareness - Carousel (Feed)</b>	INR 1,800.00	30	INR 60.00	Reach	500K-2M
<b>Traffic - Story Ads</b>	INR 1,200.00	30	INR 40.00	Link Clicks	300K-1M
<b>Engagement - Reels</b>	INR 1,200.00	30	INR 40.00	Video Views	500K-1.5M
<b>Lead Gen - Form Ads</b>	INR 1,200.00	30	INR 40.00	Lead Forms	200K-800K
<b>SUBTOTAL</b>	<b>INR 5,400.00</b>		<b>INR 180.00</b>		

**Technical Specifications:** - Bid Strategy: Lowest Cost (Awareness), Cost Cap (Lead Gen) - Placement: Automatic with manual exclusions (Audience Network OFF for quality) - Frequency Cap: 3 impressions/user/week - Attribution Window: 7-day click, 1-day view

### 2.2.3 Google Ads Micro-Allocation (INR 3,000.00/month)

Campaign Type	Budget	CPC Target	Daily Budget	Keywords	Match Type
<b>Branded Search</b>	INR 600.00	INR 8-15	INR 20.00	5	Exact + Phrase
<b>Non-Branded Search</b>	INR 1,200.00	INR 20-40	INR 40.00	15	Phrase + Broad (Modified)
<b>Display Remarketing</b>	INR 600.00	INR 5-10	INR 20.00	N/A	Audience-based
<b>Discovery (YouTube Shorts)</b>	INR 600.00	INR 3-8 CPV	INR 20.00	N/A	Interest-based
<b>SUBTOTAL</b>	<b>INR 3,000.00</b>		<b>INR 100.00</b>		

**Technical Specifications:** - Smart Bidding: Target CPA where data sufficient, Manual CPC for brand - Ad Extensions: Sitelinks (4), Callouts (4), Structured Snippets (2) - Quality Score Target: 7+ - Search Impression Share Target: 70%+ (Branded)

### 2.2.4 LinkedIn Ads Micro-Allocation (INR 600.00/month)

Campaign Type	Budget	CPM Range	Impressions Est.	Objective
<b>Sponsored Content (Awareness)</b>	INR 600.00	INR 200-400	1,500-3,000	Brand awareness among decision-makers

**Technical Specifications:** - Audience: Job Titles (Founder, CEO, Marketing Head) + Company Size (11-500) - Geography: India (Tier 1 cities) - Bid Type: Maximum Delivery (Awareness-optimized)

## 2.3 Content Production Atomization (INR 2,500.00)

Deliverable	Quantity	Unit Cost	Total Cost	Delivery Cadence
<b>Static Ad Creatives (1080x1080)</b>	8	INR 150.00	INR 1,200.00	2/week
<b>Story/Reel Ad Creatives (1080x1920)</b>	4	INR 175.00	INR 700.00	1/week
<b>Google Display Banners (Multi-size)</b>	2 sets	INR 150.00	INR 300.00	Month start
<b>Ad Copywriting (Variations)</b>	10	INR 30.00	INR 300.00	Per campaign
<b>SUBTOTAL</b>			<b>INR 2,500.00</b>	

**Creative Production Standards:** - Format: PNG (static), MP4 (video), WebP (display) - Resolution: 2x for retina displays - File Size: <500KB (static), <15MB (video) - A/B Variants: Minimum 2 per ad set - Compliance: Platform-specific text limits, no violating content

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## 2.4 Strategic Management Atomization (INR 2,500.00)

Activity	Hours/Month	Hourly Rate	Total Cost	Frequency
<b>Campaign Setup &amp; Architecture</b>	4	INR 200.00	INR 800.00	Month 1 heavy, maintenance thereafter
<b>Weekly Optimization Cycles</b>	4	INR 200.00	INR 800.00	Weekly (1hr/week)
<b>Audience Research &amp; Refinement</b>	2	INR 150.00	INR 300.00	Bi-weekly
<b>Reporting &amp; Insights</b>	2	INR 150.00	INR 300.00	Weekly mini, Monthly comprehensive
<b>Strategy Calls (Client)</b>	2	INR 150.00	INR 300.00	Bi-weekly (30min each)
<b>SUBTOTAL</b>	<b>14</b>		<b>INR 2,500.00</b>	

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## 2.5 Tools & Analytics Atomization (INR 1,000.00)

Tool/Service	Monthly Cost	Purpose	Necessity
<b>Canva Pro (Shared)</b>	INR 200.00	Creative design	Required
<b>Buffer/Later (Scheduling)</b>	INR 150.00	Content scheduling	Required
<b>Google Analytics 4</b>	INR 0.00	Web analytics	Required (Free)
<b>Meta Business Suite</b>	INR 0.00	Ad management	Required (Free)
<b>Google Looker Studio</b>	INR 0.00	Dashboard/Reporting	Required (Free)
<b>UTM Builder + Tracking</b>	INR 0.00	Attribution	Required (Free)
<b>Hotjar (Basic)</b>	INR 0.00	Heatmaps (Free tier)	Recommended

Tool/Service	Monthly Cost	Purpose	Necessity
<b>SEMrush/Ubersuggest (Limited)</b>	INR 300.00	Keyword research	Required
<b>Contingency/Overage</b>	INR 350.00	Platform fee fluctuations	Buffer
<b>SUBTOTAL</b>	<b>INR 1,000.00</b>		

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# SECTION 3: WEEKLY BUDGET CADENCE

## 3.1 Week-by-Week Spend Schedule (Month 1)

Week	Meta Ads	Google Ads	LinkedIn	Content	Management	Total Weekly
<b>W1</b>	INR 1,350.00	INR 750.00	INR 150.00	INR 1,000.00	INR 1,200.00	INR 4,450.00
<b>W2</b>	INR 1,350.00	INR 750.00	INR 150.00	INR 500.00	INR 400.00	INR 3,150.00
<b>W3</b>	INR 1,350.00	INR 750.00	INR 150.00	INR 500.00	INR 450.00	INR 3,200.00
<b>W4</b>	INR 1,350.00	INR 750.00	INR 150.00	INR 500.00	INR 450.00	INR 3,200.00
<b>Buffer</b>						INR 1,000.00
<b>TOTAL</b>	<b>INR 5,400.00</b>	<b>INR 3,000.00</b>	<b>INR 600.00</b>	<b>INR 2,500.00</b>	<b>INR 2,500.00</b>	<b>INR 15,000.00</b>

**Note:** Week 1 has higher content and management allocation for initial setup and asset creation.

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# SECTION 4: TECHNICAL IMPLEMENTATION ARCHITECTURE

## 4.1 Tracking Infrastructure

Component	Implementation	Status
Google Analytics 4	Property creation, Enhanced measurement, Conversions	Required
Google Tag Manager	Container setup, Tag configuration, Trigger definitions	Required
Meta Pixel	Base code, Event tracking (PageView, Lead, Contact)	Required
Google Ads Conversion Tag	Conversion actions, Enhanced conversions	Required
LinkedIn Insight Tag	Website demographics, Conversion tracking	Required
UTM Parameter Framework	Standardized naming convention across all campaigns	Required

## 4.2 UTM Taxonomy Standard

Source: google | meta | linkedin | organic  
Medium: cpc | paid\_social | display | email | referral  
Campaign: [platform]-[objective]-[audience]-[month]  
Content: [creative-variant]-[format]  
Term: [keyword] (search only)

Example:

[https://adelev8.com/?utm\\_source=meta&utm\\_medium=paid\\_social&utm\\_campaign=meta-awareness-founders-jan26&utm\\_](https://adelev8.com/?utm_source=meta&utm_medium=paid_social&utm_campaign=meta-awareness-founders-jan26&utm_)

## 4.3 Conversion Event Hierarchy

Priority	Event Name	Trigger	Value Assignment
P0	purchase	Transaction complete	Dynamic (if e-comm)
P1	lead	Form submission	INR 500 (estimated)
P2	contact	WhatsApp/Call click	INR 200 (estimated)
P3	add_to_cart	Cart action	INR 100 (estimated)
P4	view_item	Product/service page view	INR 10 (estimated)
P5	page_view	Any page	INR 0

# SECTION 5: PERFORMANCE PROJECTIONS

## 5.1 Month 1 Conservative Estimates

Metric	Low Estimate	Expected	High Estimate	Measurement
<b>Total Impressions</b>	100,000	150,000	200,000	All platforms combined
<b>Reach (Unique Users)</b>	40,000	60,000	80,000	Meta + LinkedIn
<b>Link Clicks</b>	800	1,200	1,600	All platforms
<b>CTR (Click-Through Rate)</b>	0.80%	1.00%	1.20%	Average weighted
<b>Website Sessions</b>	600	900	1,200	GA4 tracked
<b>Leads/Inquiries</b>	10	18	25	Form + WhatsApp
<b>Cost Per Click (CPC)</b>	INR 5.63	INR 7.50	INR 11.25	Blended average
<b>Cost Per Lead (CPL)</b>	INR 360.00	INR 500.00	INR 900.00	Media spend / Leads

## 5.2 90-Day Cumulative Projections

Metric	3-Month Target	Confidence Level
Total Impressions	450,000+	High (90%)
Total Website Sessions	3,000+	High (85%)
Total Leads Generated	50+	Medium (70%)
Brand Search Volume Increase	+30%	Medium (65%)
Social Following Growth	+200	Medium (70%)
Blended ROAS (if e-commerce)	2.0x+	Low (dependent on AOV)

# SECTION 6: OPTIMIZATION PROTOCOL

## 6.1 Weekly Optimization Checklist

Day	Action	Decision Criteria
Monday	Review weekend performance	Anomaly detection (>20% variance)
Tuesday	Audience performance analysis	Pause audiences with CTR <0.5%
Wednesday	Creative fatigue check	Rotate ads with frequency >4
Thursday	Bid and budget adjustments	Reallocate from CPL >2x target
Friday	Keyword/placement review	Add negatives, exclude placements
Saturday-Sunday	Automated rules active	Emergency pause if spend anomaly

## 6.2 Performance Thresholds & Actions

Metric	Green Zone	Yellow Zone	Red Zone	Action Required
CTR	>1.2%	0.8-1.2%	<0.8%	Creative refresh
CPC	<INR 8	INR 8-15	>INR 15	Audience/bid review
CPL	<INR 400	INR 400-600	>INR 600	Funnel audit
Frequency	<3	3-5	>5	Expand audience
Bounce Rate	<50%	50-70%	>70%	Landing page CRO

# SECTION 7: DELIVERABLES & SLA

## 7.1 Monthly Deliverables Schedule

Deliverable	Quantity	Delivery Date	Format
Campaign setup & launch	1	Day 3	Live campaigns
Static ad creatives	8	Rolling (2/week)	PNG/JPG
Video/Story creatives	4	Rolling (1/week)	MP4
Weekly performance email	4	Every Monday	Email + PDF
Monthly comprehensive report	1	1st of month	PDF + Dashboard
Strategy call	2	Bi-weekly	Video (30 min)

## 7.2 Response Time SLA

Request Type	Response Time	Resolution Time
Emergency (Campaign down)	2 hours	4 hours
Urgent (Performance issue)	4 hours	24 hours
Standard (Optimization request)	24 hours	48-72 hours
Creative request	24 hours	3-5 business days

## SECTION 8: RISK MATRIX

Risk ID	Risk Description	Probability	Impact	Mitigation Strategy
R-001	High CPC due to competitive auction	Medium	High	Long-tail keywords, audience refinement
R-002	Creative fatigue within 2 weeks	High	Medium	2x creative variants, weekly rotation
R-003	Low conversion rate on landing page	Medium	High	A/B testing, CRO recommendations
R-004	Platform policy rejection	Low	Medium	Pre-compliance review, backup creatives
R-005	Budget exhaustion before month-end	Low	High	Daily caps, automated alerts at 80%

# SECTION 9: TERMS & CONDITIONS

## 9.1 Investment Summary

Component	Amount (INR)
Monthly Retainer (All-Inclusive)	15,000.00
Ad Spend (Included)	9,000.00
Management + Content + Tools	6,000.00
<b>TOTAL MONTHLY</b>	<b>15,000.00</b>
<b>TOTAL QUARTERLY (3 Months)</b>	<b>45,000.00</b>

## 9.2 Payment Schedule

Milestone	Amount	Due Date
Engagement Kickoff	INR 15,000.00	Before campaign start
Month 2	INR 15,000.00	1st of Month 2
Month 3	INR 15,000.00	1st of Month 3

## 9.3 Scope Boundaries

**INCLUDED:** - All media buying and optimization - Creative production (as specified) - Campaign management and strategy - Reporting and analytics - Bi-weekly strategy calls

**EXCLUDED:** - Website development/changes - Photography/videography shoots - Influencer payments - Additional ad spend beyond allocation - PR, events, offline marketing

# SECTION 10: ACTIVATION PROTOCOL

## 10.1 Onboarding Requirements

Item	Owner	Due By
Signed proposal acceptance	Client	Day 0
Brand assets (logo, colors, fonts)	Client	Day 1
Website access (GA, GTM admin)	Client	Day 1
Meta Business Suite access	Client	Day 1
Google Ads account access (or creation)	Agency	Day 2
Product/service information brief	Client	Day 2
Competitor list (3-5 names)	Client	Day 2
Landing page confirmation	Client	Day 2
Campaign launch	Agency	Day 3-4

## 10.2 Week 1 Launch Timeline

Day	Activity	Output
1	Kickoff call, access collection	Alignment confirmed
2	Tracking implementation	Pixel, GTM, GA4 live
3	Campaign architecture build	Campaigns in draft
4	Creative upload, audience setup	Ready for launch
5	Campaign launch	Ads live
6-7	Learning phase monitoring	Initial data collection

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# SECTION 11: APPROVAL & SIGNATURES

## 11.1 Acceptance

By signing below, the Client agrees to the terms, scope, and investment outlined in this proposal.

ADELEV8	AGENCY
Authorized Signatory	_____
Name	_____
Designation	_____
Date	_____

### PROPOSAL PREPARED BY:

Digital Growth Strategy Division  
January 2026

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# APPENDIX A: BUDGET VISUALIZATION

## A.1 Pie Chart Reference (for visualization)

TOTAL BUDGET: INR 15,000.00

[===== MEDIA SPEND 60% =====] INR 9,000

- |-- Meta Ads: 36% (INR 5,400)
- |-- Google Ads: 20% (INR 3,000)
- |-- LinkedIn: 4% (INR 600)

[== CONTENT 16.67% ==] INR 2,500

- |-- Static Creatives: 8% (INR 1,200)
- |-- Video Creatives: 4.67% (INR 700)
- |-- Other: 4% (INR 600)

[== MANAGEMENT 16.67% ==] INR 2,500

- |-- Setup: 5.33% (INR 800)
- |-- Optimization: 5.33% (INR 800)
- |-- Reporting: 6% (INR 900)

[= TOOLS 6.66% =] INR 1,000

## A.2 Daily Spend Breakdown

DAILY TOTAL: INR 500.00 (average)

Media Spend: INR 300.00/day

- Meta: INR 180.00
- Google: INR 100.00
- LinkedIn: INR 20.00

Content/Management/Tools: INR 200.00/day (amortized)

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# APPENDIX B: GLOSSARY

Term	Definition
<b>CPM</b>	Cost Per 1,000 Impressions
<b>CPC</b>	Cost Per Click
<b>CPL</b>	Cost Per Lead
<b>CTR</b>	Click-Through Rate (Clicks / Impressions x 100)
<b>ROAS</b>	Return On Ad Spend (Revenue / Ad Spend)
<b>Frequency</b>	Average number of times a user sees an ad
<b>Reach</b>	Number of unique users who saw the ad
<b>Conversion</b>	A desired action (lead, purchase, signup)
<b>Attribution</b>	Assigning credit for conversions to touchpoints
<b>Lookalike Audience</b>	Algorithm-generated audience similar to existing customers

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## END OF PROPOSAL

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