

# PYPLYN

## BRANDING

Branding is not just about a pretty logo, or a nice looking business card. It's all the intangibles that come together to create a memorable experience for the consumer.

Item	Unit Price in INR
Logo Design	INR 5,000
Business Cards & Stationery	INR 1,000
Flyers & Posters	INR 1,500
Brochures	INR 2,500
Website and Mobile App Design	INR 5,000 onwards
Social Media Design	INR 1,000
Banner Ads	INR 500 onwards
T-shirt Designing	INR 1,000
Native Mobile App Development	INR 1,20,000 onwards
Static Website Development	INR 15,000 onwards
Dynamic Website Development	INR 50,000 onwards
eCommerce Website Development	INR 80,000 onwards

## DIGITAL MARKETING

Most of us are still marketing like a decade prior to the time we live in. Market in the year we actually live in. We create an interest in your brand and manage its reputation.

### Cost for Search Engine Optimization

No. of Keywords	Service	Fees per month
5 keywords	SEO	INR 10,000
10 keywords	SEO	INR 12,000
20 keywords	SEO	INR 15,000
30 keywords	SEO	INR 20,000
50 keywords	SEO	INR 25,000
75 keywords	SEO	INR 35,000
100 keywords	SEO	INR 40,000

### Cost for Social Media Optimization

Sl. No.	Description	Cost in INR (Monthly)
1.	Cost of making Creatives (Across all platforms) @ INR 1,000 / creative	Additional
2.	Twitter account handling charges	INR 10,000
3.	Facebook Page & account handling charges	INR 10,000
4.	Instagram account handling charges	INR 7,000
5.	Google+ page handling charges	INR 3,000
6.	LinkedIn Page and Group handling charges	INR 3,000
7.	Influencer marketing budget in Instagram	Additional according to Celebrity
<b>Total</b>		<b>INR 33,000</b>

### BUSINESS DEVELOPMENT

With all the hustle going on around you, it's easy to veer off track. Sometimes, all it takes is a little help from a professional to put you back on the right path.

Item	Unit Price
Offline Business Development	10% of total turnover generated
Offline Consultation	INR 1,000 / hour
Scale Up Simulations	INR 1,000
Story Building for Investor Pitches	INR 2,000
Presentations	INR 1,000
Business Plans	INR 1,000
Go To Market Strategies	INR 2,000
Revenue Estimations	INR 500
Legal / Financial Services (Through our partner providers)	As per requirement