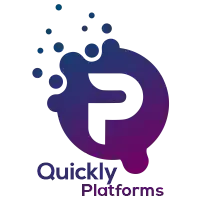
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**Proposal for Social Media Management, Marketing, and Lead Generation Services (Digital Marketing Services)**

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**Introduction**

Thank you for your interest in partnering with Quickly platforms for your Digital Marketing services project. With well over 100,000 firms offering Digital Marketing services, we know how challenging it can be to find the right agency for your Digital Marketing Services needs.

At Quickly platforms, we hold one goal above all others: 100% client satisfaction. Our inhouse team of Digital Marketers, web designers, App Designers, copywriters, graphic designers, and developers uphold the highest standards for project planning and execution, and we're dedicated to building the perfect website for your company ontime and onbudget.

We've built websites & given Digital Marketing Services for several brands around the world with great success, and are quite excited to get to work on yours.

In this proposal, you'll find examples of our past work along with what we feel is the optimal solution for your project needs, along with the associated delivery timeline, costs, and project terms. Once you've reviewed this proposal thoroughly, simply electronically sign it at the bottom to indicate your approval.Please contact me directly if you have any queries or concerns.

Thanks again for the opportunity to earn your business!

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**Scope of Work Includes**

Proposal for Social Media Management, Marketing, and Lead Generation Services, Our goal is to enhance your online presence, engage with your target audience, and generate highquality leads to drive business growth.

**Services Overview**

**1. Social Media Management**

Account Setup and Optimization

Content Creation and Curation

Scheduling and Posting

Community Management

Analytics and Reporting

**2. Marketing**

Social Media Advertising

Content Marketing

Email Marketing

Influencer Marketing

Search Engine Optimization (SEO)

PayPerClick (PPC) Advertising

**3. Lead Generation**

Lead Magnet Development

Landing Page Creation

Email List Building

CRM Integration

Lead Nurturing Campaigns

**Detailed Services Description**

**Social Media Management**

1. Account Setup and Optimization

* Set up social media profiles on platforms like Facebook, Twitter, Instagram, LinkedIn.
* Optimizing profiles with professional branding, including profile pictures, cover images, and bio information.

2. Content Creation and Curation

* Develop a content calendar with engaging and relevant content tailored to your audience.
* Creating highquality graphics, videos, and blog posts.
* Curate industryrelated content to share with your audience.

3. Scheduling and Posting

* Useing scheduling tools like Buffer, Hootsuite, or Sprout Social to plan and automate posts.
* Posting consistently at optimal times for maximum engagement.

4. Community Management

* Monitoring social media channels for comments, messages, and mentions.
* Responding to audience interactions promptly and professionally.
* Engaging with followers to build a loyal community.

5. Analytics and Reporting

* Track key performance metrics such as engagement, reach, and conversions.
* Provide monthly reports with insights and recommendations for improvement.

**Marketing**

1. Social Media Advertising

* Developing targeted ad campaigns on platforms like Facebook Ads, Instagram Ads, and LinkedIn Ads.
* Creating compelling ad creatives and copy.
* Monitoring and optimize campaigns for maximum ROI.

2. Content Marketing

* Producing valuable, informative, and entertaining content to attract and retain customers.
* Publishing blog posts, whitepapers, eBooks, and case studies.
* Promoting content through social media and email marketing.

3. Email Marketing

* Designing and send engaging email newsletters.
* Set up automated email sequences for lead nurturing.
* Segment email lists for targeted campaigns.

4. Influencer Marketing

* Identifying and collaborate with influencers relevant to your industry.
* Developing campaigns that leverage influencer reach and credibility.
* Tracking influencer campaign performance and ROI.

5. Search Engine Optimization (SEO)

* Conducting keyword research and optimize website content.
* Improve onpage SEO elements such as meta tags, headings, and internal links.
* Build highquality backlinks to increase domain authority.

6. PayPerClick (PPC) Advertising

* Set up and manage PPC campaigns on Google Ads and Bing Ads.
* Conduct keyword research and create ad copy.
* Monitor and optimize bids, keywords, and ad performance.

**Lead Generation**

1. Lead Magnet Development

* Create valuable lead magnets such as eBooks, checklists, webinars, and free trials.
* Design attractive landing pages to capture leads.

2. Landing Page Creation

* Develop highconverting landing pages optimized for lead generation.
* Use A/B testing to improve landing page performance.

3. Email List Building

* Implementing strategies to grow your email list, such as popups, exitintent forms, and social media promotions.
* Ensure compliance with GDPR and other data protection regulations.

4. CRM Integration

* Integrating lead generation forms with your CRM system (Salesforce, HubSpot).
* Automate lead assignment and followup processes. (optional)

5. Lead Nurturing Campaigns

Develop automated email sequences to nurture leads through the sales funnel.

Personalize content based on lead behavior and preferences.

Track and analyze lead engagement to refine campaigns.(optional)

**Timeline and Milestones**

1. Initial Setup and Planning (Weeks 1-2)

* Kickoff meeting to discuss goals and objectives.
* Account setup and optimization.
* Content calendar creation.

2. Execution Phase (Weeks 2-3) Depends on Complexity of work.

* Content creation and scheduling.
* Launch of social media ad campaigns.
* Development of lead magnets and landing pages.
* Implementation of email marketing campaigns.
* SEO and PPC campaign setup.

3. Ongoing Management

* Continuous content creation and posting.
* Monitoring and optimizing ad campaigns.
* Monthly reporting and strategy adjustments.
* Lead nurturing and CRM management.

**Technologies for Social Media Management, Marketing, and Lead Generation Services**

To deliver the services outlined in this proposal efficiently and effectively, we will use a combination of technologies for different aspects of social media management, marketing, and lead generation. Below is a detailed list of the technologies and tools we will be using:

**Social Media Management**

* Account Setup and Optimization
* Graphic Design: Adobe Photoshop, Canva
* Social Media Platforms: Facebook, Instagram, Twitter, LinkedIn.

**Content Creation and Curation**

* Content Calendar: Trello, Asana, Google Sheets
* Graphic Design and Video Editing: Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Canva
* Content Curation Tools: Feedly, Pocket, BuzzSumo

**Scheduling and Posting**

* Social Media Management Tools: Hootsuite, Buffer, Sprout Social, Later

**Community Management**

* Social Media Platforms: Facebook, Instagram, Twitter, LinkedIn.
* Engagement Tools: Hootsuite, Sprout Social, Agorapulse

**Marketing**

**Social Media Advertising**

* Ad Platforms: Facebook Ads Manager, Instagram Ads, LinkedIn Ads, Twitter Ads
* Ad Design: Adobe Creative Suite (Photoshop, Illustrator), Canva
* Ad Management Tools: Hootsuite Ads, AdEspresso, Sprout Social

**Content Marketing**

* Blog Platforms: WordPress, Medium
* Content Creation: Google Docs, Microsoft Word, Grammarly
* SEO Tools: SEMrush, Ahrefs, Moz, Yoast SEO (for WordPress)
* Content Promotion: Hootsuite, Buffer, Sprout Social

**Email Marketing**

* Email Marketing Platforms: Mailchimp, HubSpot, SendinBlue, Constant Contact
* Email Design: Mailchimp Email Designer, Stripo, Canva
* Automation Tools: HubSpot, Mailchimp, ActiveCampaign

**Influencer Marketing**

* Influencer Platforms: Upfluence, AspireIQ, HypeAuditor
* Campaign Management: Google Sheets, Trello, Asana

**Search Engine Optimization (SEO)**

* Keyword Research: Google Keyword Planner, Ahrefs, SEMrush
* SEO Analytics: Google Search Console, Moz, Ahrefs
* Onpage SEO Tools: Yoast SEO, MozBar, Screaming Frog

**PayPerClick (PPC) Advertising**

* PPC Platforms: Google Ads, Bing Ads
* Keyword Research Tools: Google Keyword Planner, SEMrush, Ahrefs
* Ad Management Tools: Google Ads Editor, Optmyzr, SEMrush

**Lead Generation**

Lead Magnet Development

* Design Tools: Adobe Creative Suite, Canva, Google Slides
* Landing Page Builders: Unbounce, LeadPages, Instapage

Landing Page Creation

* Landing Page Builders: Unbounce, LeadPages, Instapage
* A/B Testing Tools: Optimizely, VWO, Google Optimize

Email List Building

* List Building Tools: OptinMonster, Sumo, Hello Bar
* Email Marketing Platforms: Mailchimp, HubSpot, SendinBlue

CRM Integration

* CRM Systems: Salesforce, HubSpot CRM, Zoho CRM
* Integration Tools: Zapier, Integromat, HubSpot Workflows

Lead Nurturing Campaigns

* Email Marketing Platforms: Mailchimp, HubSpot, ActiveCampaign
* Automation Tools: HubSpot, ActiveCampaign, Autopilot

# Project Costs

Thetablebelowdetailsthecostsassociatedwiththisproject.InvoiceswillbesenttoClient Companionthedatesindicatedbelow,arepayableBankA/ctransferorwiretransfer,and are due on a net 7 day basis.

| **Name** | **Price** | **QTY** | **Subtotal** |
| --- | --- | --- | --- |
| **Digital Marketing services** | **INR** |  | **INR** |

**Total INR =**

**Conclusion**

By leveraging these technologies and tools, we aim to deliver a seamless and effective social media management, marketing, and lead generation strategy for your business. These tools will help us create engaging content, manage social media interactions, run targeted marketing campaigns, and generate and nurture highquality leads.

If you have any preferences for specific tools or technologies or if there are any additional requirements, please let us know so we can adjust the proposal accordingly.

**Note: We have Understand your requirement properly,We can do your Digital Marketing services in very good timeline,We are confident in our ability to deliver a highquality solution and look forward to the opportunity to work with you.(Also we are open to discuss on commercial).**