

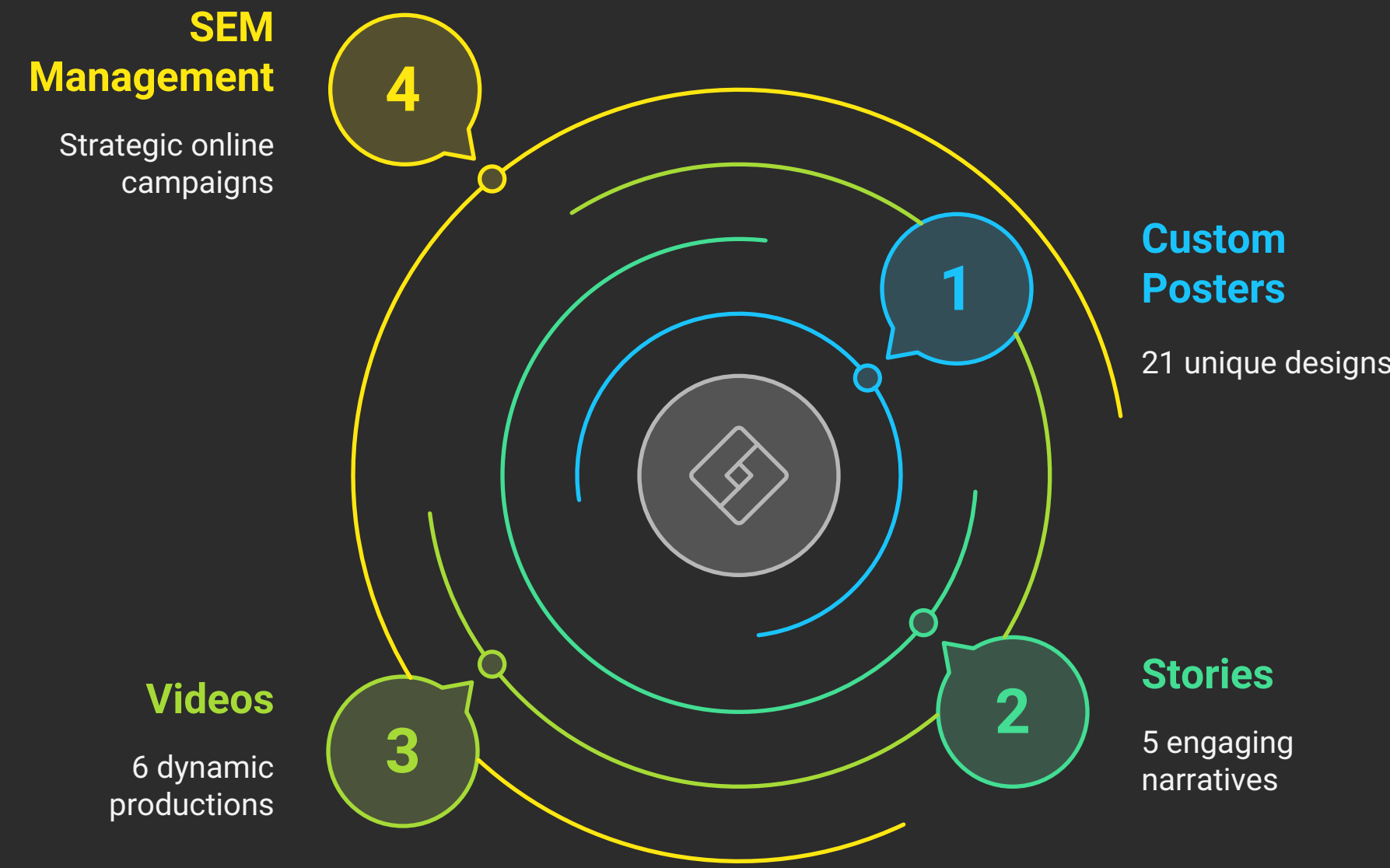
Infographic Dashboard

Total Monthly Cost: ₹75,000

Deliverables:

- 21 Custom Posters
- 5 Stories
- 6 Videos
- SEM Management

Breakdown of Monthly Marketing Costs



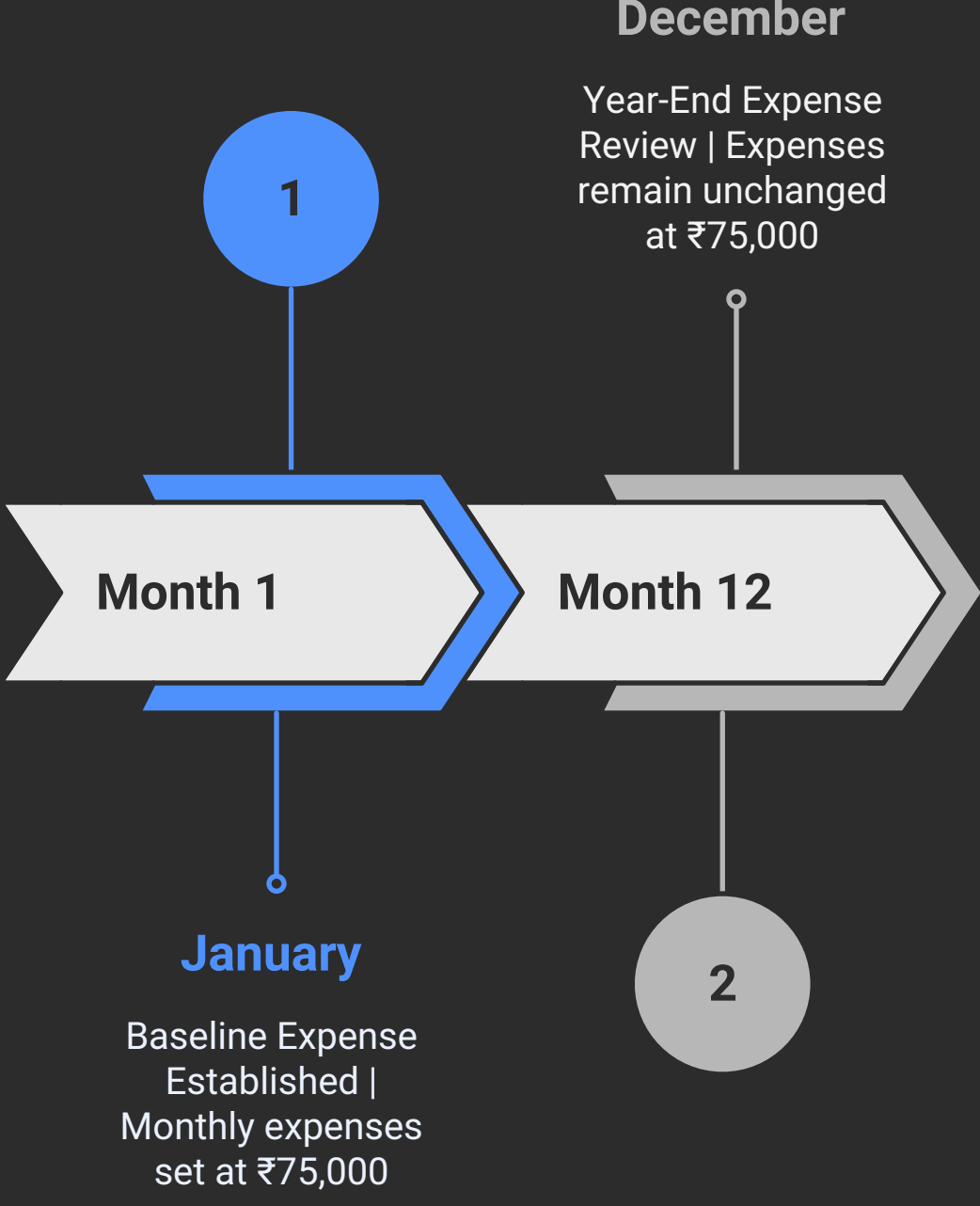
2. Line Graph for Monthly Expenses

X-axis: Months 1 to 12

Y-axis: Expense (₹75,000)

Data: Straight line at ₹75,000 for all months

Constant Monthly Expenses Over a Year



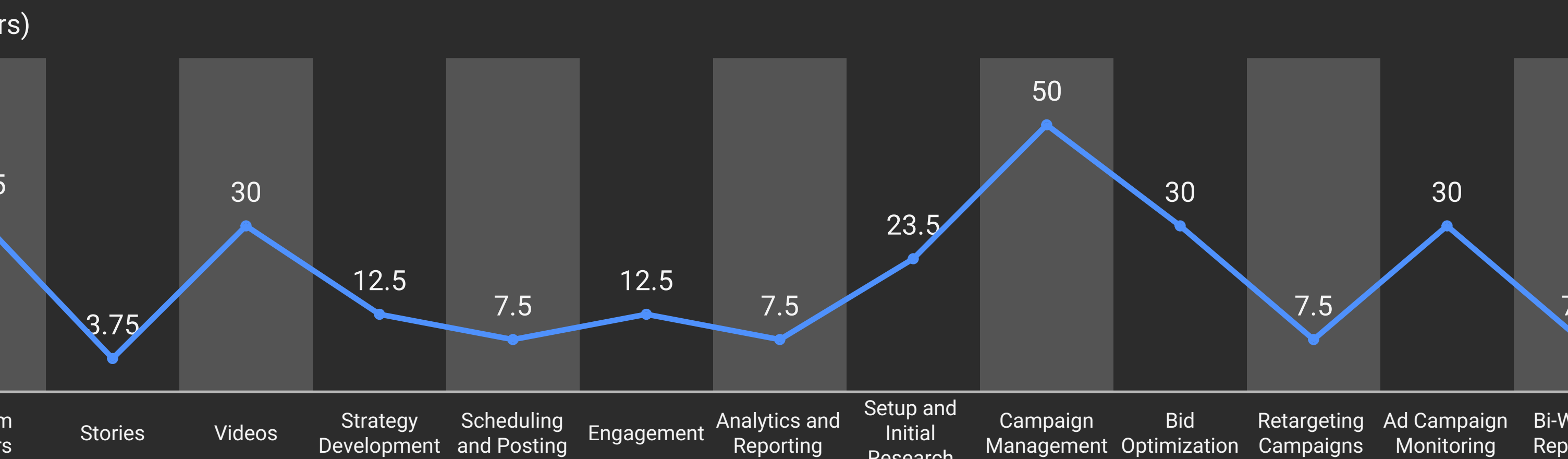
3. Pie Charts for Effort Breakdown

SMM Pie Chart (Total: 105.25 hours):

- Custom Posters: 31.5 hours
- Stories: 3.75 hours
- Videos: 30 hours
- Strategy Development: 12.5 hours
- Scheduling and Posting: 7.5 hours
- Engagement: 12.5 hours
- Analytics and Reporting: 7.5 hours

SEM Pie Chart (Total: 148.5 hours):

- Setup and Initial Research: 23.5 hours
- Campaign Management: 50 hours
- Bid Optimization: 30 hours
- Retargeting Campaigns: 7.5 hours
- Ad Campaign Monitoring: 30 hours
- Bi-Weekly Reporting: 7.5 hours



Time Allocation for SMM and SEM Activities

4. Bar Graph for Total Efforts

SMM: 105.25 hours

SEM: 148.5 hours

5. Diagram for Recurring vs. Non-Recurring Activities

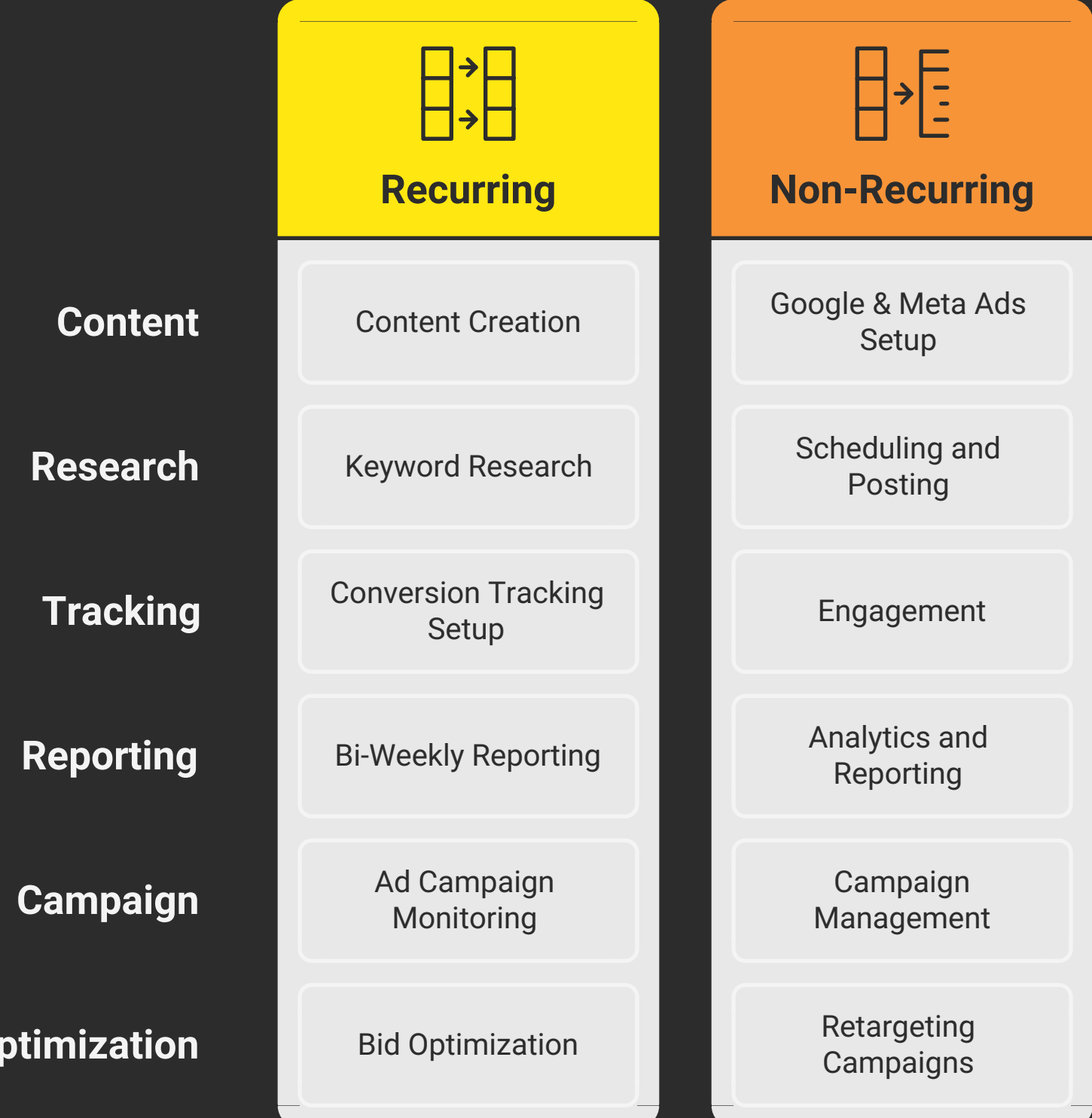
Recurring:

- Content Creation (Posters, Stories, Videos)
- Scheduling and Posting
- Engagement
- Analytics and Reporting
- Campaign Management
- Bid Optimization
- Retargeting Campaigns
- Ad Campaign Monitoring
- Bi-Weekly Reporting

Non-Recurring:

- Google Ads & Meta Ads Setup
- Keyword Research
- Conversion Tracking Setup

Recurring vs. Non-Recurring Tasks



6. Pie Chart for Cost Components [Optional]

SMM Management: 41.5% or ₹31,125 (assumed)

SEM Management: 58.5% or ₹43,875 (assumed)

Note: Proportions estimated based on effort; adjust per actual pricing