



Scope of Work

Client Name:	jkbinijmoi
Client SPOC:	noijkln
Contract Type:	Digital Marketing
Contract Start date:	2018-04-06

Search Engine Optimization

- On Page

- * Recommendations for Improving on-page SEO
- * Keyword Research & Targeting
- * HTML/Code Update Recommendations
- * Content Writing & Optimization Recommendations
- * Optimized URL Structure Recommendations
- * Index submissions, as applicable

- Off page

- *Guest posting
- *Article submission
- *Image submission

Social Media Management

- Account Management of Facebook ,Twitter ,Instagram ,LinkedIn
- Up to 3-4 posts per week in total on all managed social networks, based on best practices
- Creation of 15 days social media calendar for all social media networks, as desired
- Recommendation Social media integration with the brands website on multiple levels (for individual pages, products etc.), if applicable
- User comments monitoring, reporting and replying across all managed social media channels
- Optimized campaigns for better results

Search Engine Marketing

- Google ads

- *Setup Cost

Email Marketing

- Emailer

- *Only Providing Design
- *Design + HTML

Landing Page

- Responsive Landing Page

- *Providing the design
- *Creating the HTML

SMS campaigning

- Sending informative or transactional SMS

- *SMS service provider

PRICING

1 Search Engine Optimization	INR 500 exclusive of GST
2 Social Media Management	INR 1950 exclusive of GST
3 Search Engine Marketing	INR 100 exclusive of GST
4 Email Marketing	INR 300 exclusive of GST
5 Landing Page	INR 200 exclusive of GST
6 SMS campaigning	INR 700 exclusive of GST
-Applicable taxes additional(Currently GST @ 18%)	



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LEGAL

By signing this estimate client is agreeing to:

Service Level Agreement