



# Digital Marketing

Plans and Pricing

Offered By



**Futurecept**

# WEBSITE DEVELOPMENT PACKAGES

	BASIC \$300	STANDARD \$600	ADVANCED \$1,000
Website Type	Dynamic Website	Dynamic Website	E-Commerce Website
Mobile Responsive	✓	✓	✓
No. of Pages	Up to 4	Up to 10	Up to 20
Easy To Edit	✓	✓	✓
Banner	1	✗	✗
Slider	✗	1	1
Contact Form	1	1	1
Domain for 1 Year	✓	✓	✓
Hosting for 1 Year	✓	✓	✓
Mailbox	✗	1	2
Free SSL Certificate	✓	✓	✓
Live Chat with App and Dashboard	✓	✓	✓
Social Profile Link	✓	✓	✓
Click to Call/WhatsApp	✓	✓	✓
Google Analytics Setup	✓	✓	✓
Professional Copywriting	✓	✓	✓
E-Commerce Functionality	✗	✗	Up to 50 Products
Payment Gateway	✗	✗	✓
Site Backup	✗	✗	✓
Renewal	\$110	\$150	\$300

THE ABOVE PACKAGES CAN BE CUSTOMIZED AS PER YOUR SPECIFIC REQUIREMENTS. FEEL FREE TO CONTACT US FOR A CUSTOM QUOTE.



# SEARCH ENGINE OPTIMIZATION (SEO) PACKAGES

	BASIC \$250 PER MONTH	STANDARD \$500 PER MONTH	ADVANCED \$800 PER MONTH
No. of Keywords	25	50	100
Initial Site Review and Analysis	✓	✓	✓
Competitor Analysis	✓	✓	✓
Initial Backlinks Analysis	✓	✓	✓
Keyword Research and Selection	✓	✓	✓
Initial Ranking Report	✓	✓	✓
Google Analytics Setup	✓	✓	✓
Duplicate Content Check	✓	✓	✓
Google Penalty Check	✓	✓	✓
ON-PAGE OPTIMIZATION			
Canonicalization	✓	✓	✓
Title and Meta Tag Optimization	Up to 15 Pages	Up to 30 Pages	Up to 50 Pages
HTML Code Cleanup and Optimization	✓	✓	✓
Heading Tags Optimization	✓	✓	✓
Anchor Tag Optimization	✓	✓	✓
Site Content Optimization	✓	✓	✓
Google PageSpeed Optimization Analysis	✓	✓	✓
Image Optimization	✓	✓	✓
Custom Error 404 Page Optimization	✓	✓	✓
SEO Friendly URL Optimization	✓	✓	✓
Sitemap Implementation	✓	✓	✓
Google Search Console Setup	✓	✓	✓



## SEARCH ENGINE OPTIMIZATION PACKAGES (CONT.)

Robots.txt Creation and Analysis	✓	✓	✓
Website Speed Optimization	✓	✓	✓
Internal Link Structuring and Optimization	✓	✓	✓
Blog Optimization	2	5	10
OFF-PAGE OPTIMIZATION			
Local Classified Ad Submission	2	5	10
Google My Business Setup and Optimization	✓	✓	✓
Blog Posting	1	2	2
Article Writing and Submission	1	2	4
Press Release Submission	1	2	2
Social Bookmarking	10	15	25
Blog Social Sharing	✓	✓	✓
Social Media Profiles Setup and Optimization	✓	✓	✓
Q & A	1	3	5
Search Engine Rank Report	✓	✓	✓
Google Analytics Report	✓	✓	✓
SEO Reports	✓	✓	✓
E-Mail Support	✓	✓	✓
Chat Support	✓	✓	✓
Call Support	✗	✓	✓
Min. Recommended Duration	6 months	6 months	6 months



# PPC ADVERTISING PACKAGES

	BASIC <b>12.5% or \$300*</b> PER MONTH	STANDARD <b>11% or \$300*</b> PER MONTH	ADVANCED <b>10%</b> PER MONTH
<b>No. of Keywords</b>	Up to 500	Up to 2,000	Up to 2,000
<b>Monthly Ad Spend Amount</b>	\$0 - \$5,000	\$5,001 - \$20,000	\$20,001+
<b>Search Ads</b>	✓	✓	✓
<b>Display Ads</b>	✗	✓	✓
<b>Gmail Ads</b>	✗	✓	✓
<b>Video Ads</b>	✗	✓	✓
<b>Shopping Ads</b>	✗	✗	✓
<b>App Promotion Ads</b>	✗	✓	✓
<b>Remarketing List</b>	✗	✓	✓
<b>Conversion Tracking</b>	✓	✓	✓
<b>Competitor Analysis</b>	✓	✓	✓
<b>Keyword Optimization</b>	✓	✓	✓
<b>Ad Copy Optimization</b>	✓	✓	✓
<b>ROI Analysis</b>	✗	✓	✓
<b>Landing Page Optimization</b>	✗	✓	✓
<b>Monthly Reports</b>	✓	✓	✓
<b>Dedicated Account Manager</b>	✗	✗	✓
<b>E-Mail/Chat Support</b>	✓	✓	✓

\* WHICHEVER IS HIGHER



# SOCIAL MEDIA MARKETING PACKAGES

	BASIC \$300 PER MONTH	STANDARD \$600 PER MONTH	ADVANCED \$900 PER MONTH
<b>No. of Platforms</b>	1	3	5
<b>No. of Actions*</b>	12	36	60
<b>Boosted Posts (Additional Ad Spend Req'd.)</b>	Up to 2	Up to 6	Up to 10
<b>Profile Creation and Optimization</b>	✓	✓	✓
<b>Cover Photo Design/Optimization</b>	✓	✓	✓
<b>Profile Photo Design/Optimization</b>	✓	✓	✓
<b>Account Management</b>	✓	✓	✓
<b>Custom Post Creation</b>	✓	✓	✓
<b>Audience Engagement</b>	✓	✓	✓
<b>Competitor Research</b>	✓	✓	✓
<b>Marketing Strategy Improvements</b>	✓	✓	✓
<b>Monthly Reports</b>	✓	✓	✓
<b>Conversion Metrics</b>	✓	✓	✓
<b>Recommendations for Your Accounts</b>	✓	✓	✓

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\*The Actions can be anything like posts, cover image design or platform-specific features like reels, stories, videos, pins, tweets etc. for which we have to write or create content. Posting an image or content provided by the client will also be accounted as an Action.



# E-MAIL MARKETING PACKAGES

	BASIC \$150 PER MONTH	STANDARD \$400 PER MONTH	ADVANCED \$700 PER MONTH
E-Mail Campaign	1	Up to 3	Up to 6
Custom Design	✓	✓	✓
Campaign and Target Strategy	✓	✓	✓
Split Testing Subject Lines	✓	✓	✓
E-Mail Testing	✓	✓	✓
Open Rate Analysis	✓	✓	✓
Click Rate Analysis	✓	✓	✓
Conversion Tracking	✓	✓	✓
E-Mail Copywriting	✓	✓	✓
Online Campaign Project Management	✓	✓	✓
Monthly Reports	✓	✓	✓
E-Mail Credits	5,000	20,000	50,000
ADD-ONS			
E-Mail Campaign	\$100 for 1 E-Mail Campaign		
E-Mail Credits	\$80 for 5,000 E-Mail Credits		



# DIGITAL MARKETING BUNDLE

	ESSENTIAL	ADVANCED	ENTERPRISE
<b>Search Engine Optimization</b>	Basic	Standard	Advanced
<b>Social Media Marketing</b>	Standard	Standard	Advanced
<b>E-Mail Marketing</b>	Basic	Standard	Advanced
<b>PPC Advertising</b>	Upto \$4,000 (3 <sup>rd</sup> Party Ad Spend)	Upto \$10,000 (3 <sup>rd</sup> Party Ad Spend)	Upto \$20,000 (3 <sup>rd</sup> Party Ad Spend)
<b>Site Maintenance</b>	✓	✓	✓
<b>Consolidated Monthly Report</b>	✓	✓	✓
<b>Total Amount</b>	\$1500	\$2600	\$4400
	OFFER PRICE <b>\$1,199</b> PER MONTH	OFFER PRICE <b>\$2,099</b> PER MONTH	OFFER PRICE <b>\$3,499</b> PER MONTH

