



Digital Marketing

Plans and Pricing

Offered By

**Balaji
Ventures**

WEBSITE DEVELOPMENT PACKAGES

	BASIC ₹8,000/-	STANDARD ₹15,000/-	ADVANCED ₹25,000/-
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	✓	✓	✓
E-Commerce Functionality	✗	✗	Up to 50 Products
Payment Gateway	✗	✗	✓
Site Backup	✗	✗	✓
Renewal	₹2,000 + Domain Price Plus GST	₹3,000 + Domain Price Plus GST	₹7,000 + Domain Price Plus GST

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 ₹6,000/- PER MONTH	STANDARD ₹12,000/- PER MONTH	ADVANCED ₹18,000/- PER MONTH
No. of Keywords	5	15	25
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 7 Pages	Up to 15 Pages	Up to 25 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 ₹5,000/- PER MONTH	STANDARD ₹10,000/- PER MONTH	ADVANCED ₹22,500/- PER MONTH
Ad Campaign	1	Up to 3	Up to 10
No. of Keywords	Up to 50	Up to 100	Up to 150
Search Ads	✓	✓	✓
Display Ads	✗	✓	✓
Gmail Ads	✗	✓	✓
Video Ads	✗	✓	✓
Shopping Ads	✗	✗	✓
App Promotion Ads	✗	✓	✓
Remarketing List	✗	✓	✓
Conversion Tracking	✓	✓	✓
Competitor Analysis	✓	✓	✓
Keyword Optimization	✓	✓	✓
Ad Copy Optimization	✓	✓	✓
ROI Analysis	✗	✓	✓
Landing Page Optimization	✗	✓	✓
Monthly Reports	✓	✓	✓
Dedicated Account Manager	✗	✗	✓
E-Mail/Chat Support	✓	✓	✓

SOCIAL MEDIA MARKETING PACKAGES

	BASIC ₹7,000/- PER MONTH	STANDARD ₹15,000/- PER MONTH	ADVANCED ₹22,000/- PER MONTH
No. of Platforms	1	3	5
No. of Actions*	12	35	60
Boosted Posts (Additional Ad Spend Req'd.)	Up to 2	Up to 6	Up to 10
Profile Creation and Optimization	✓	✓	✓
Cover Photo Design/Optimization	✓	✓	✓
Profile Photo Design/Optimization	✓	✓	✓
Account Management	✓	✓	✓
Custom Post Creation	✓	✓	✓
Audience Engagement	✓	✓	✓
Competitor Research	✓	✓	✓
Marketing Strategy Improvements	✓	✓	✓
Monthly Reports	✓	✓	✓
Conversion Metrics	✓	✓	✓
Recommendations for Your Accounts	✓	✓	✓

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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 ₹4,000/- PER MONTH	STANDARD ₹10,000/- PER MONTH	ADVANCED ₹20,000/- PER MONTH
E-Mail Campaign	1	Up to 3	Up to 6
Custom Design	✓	✓	✓
Open Rate Analysis	✓	✓	✓
Click Rate Analysis	✓	✓	✓
E-Mail Copywriting	✓	✓	✓
Conversion Tracking	✓	✓	✓
Monthly Reports	✓	✓	✓
E-Mail Credits	5,000	20,000	50,000
ADD-ONS			
E-Mail Campaign	₹1,500 for 1 E-Mail Campaign		
E-Mail Credits	₹3,000 for 5,000 E-Mail Credits		

DIGITAL MARKETING BUNDLE

	ESSENTIAL	ADVANCED	ENTERPRISE
Search Engine Optimization	Basic	Standard	Advanced
Social Media Marketing	Standard	Standard	Advanced
E-Mail Marketing	Basic	Standard	Advanced
PPC Advertising	Basic	Standard	Advanced
Site Maintenance	✓	✓	✓
Consolidated Monthly Report	✓	✓	✓
Total Amount	₹30,000	₹47,000	₹82,500
	OFFER PRICE ₹26,999/- PER MONTH	OFFER PRICE ₹41,999/- PER MONTH	OFFER PRICE ₹74,999/- PER MONTH