



APPAC MEDIATECH PVT. LTD.

424, 1st Floor, Red Rose Towers, D.B.Road,

R.S.Puram, Coimbatore -641 002

P: + 91 422 24 77 555 | M: info@appacmedia.com

www.appacmedia.com

APPAC STRATEGY DIGITAL MARKETING PACKAGE

Package Name (Monthly Cost)	BASIC INR 25000 12 months 100% Advance	DYNAMIC INR 35000 6 months 100% Advance	ELITE INR 50000 3 months 100% advance
Min. Duration			
Payment Terms			
Digital Asset Research & Setup/Optimization			
Website Audit	Yes	Yes	Yes
Social Profile Audit	Yes	Yes	Yes
Business Online Reputation Audit	No	Yes	Yes
Business & Local Listing Audit	Yes	Yes	Yes
Competitor Research	Yes	Yes	Yes
Product/Service Research	Yes	Yes	Yes
Channel Plan	Yes	Yes	Yes
SEARCH ENGINE MARKETING			
Keyword Research	Yes	Yes	Yes
Keyword Optimization	Yes	Tier I & II	Tier III
Search Diagonistics	Yes	Yes	Yes
Website Optimization	Yes	Yes	Yes
Local SEO	Yes	Yes	Yes
Paid Ads	Yes	Yes	Yes
Local Listing	5	15	25
Classified Ad Posting	Yes	10	15
Business Lisiting	5	10	15
Blog/ Article Creating & Publishing	1	2	Upto 4
SOCIAL MEDIA MARKETING			
No. of Channels	Upto 2	Upto 3	Upto 4
Page & Profile Setup	Yes	Yes	Yes
Social Media Planning & Publishing	Yes	Yes	Yes
No. of Posts	2 Posting	4 Posting	6 Posting
Organic Promotions/Engagements	Yes	Yes	Yes
Paid Ads	Yes	Upto 4	Upto 6
Paid Marketing Investment	5000	10000	15000
ONLINE REPUTATION MANAGEMENT			
Research & Monitoring	No	Yes	Yes
Managing Ratings & Reviews	No	No	Yes
BRAND CONSULTING			
Business Consulting	Yes	Yes	Yes
Campaign Consulting	No	Yes	Yes
Sales Consulting	No	No	No
ANALYTICS & REPORTING			
Setup	Yes	Yes	Yes
Digital Analytics & Reporting	Yes	Yes	Yes
Data Interpretation & Insights Reporting	No	No	Yes
Audit & Strategy Meeting	No	Ones	Ones
Status Update & Review	Yes	Monthly	Monthly

*Additional Campaigns are subject to cost