

Package Name	BASIC	DYNAMIC	ELITE
Monthly Cost	INR 25000	INR 35000	INR 50000
Min. Duration	12 months	6 months	3 months
Payment Terms	100% Advance	100% Advance	100% Advance

Digital Asset Research & Setup/Optimization

Website Audit	Yes	Yes	Yes
Social Profile Audit	Yes	Yes	Yes
Competitor Research	Yes	Yes	Yes
Product / Service Research	Yes	Yes	Yes
Demand Analysis	Yes	Yes	Yes

PPC

Account & Profile Setup	Yes	Yes	Yes
Keywords Research	Yes	Yes	Yes
Unlimited Keywords Optimization	No	Yes	Yes
Landing Pages Recommendations	Yes	Yes	Yes
Negative Keywords Optimization	Yes	Yes	Yes
A/B Testing	No	No	Yes
Ad Copy Development	No	Yes	Yes
Google Analytics integration	Yes	Yes	Yes
Remarketing Tags	Yes	Yes	Yes
Google Ad Extensions Setup	Yes	Yes	Yes
Call Tracking Setup	No	Yes	Yes
Google Search Ads	Yes	Yes	Yes
Responsive Search Ads	No	No	Yes
Google Display Ads	No	Yes	Yes
Responsive Display Ads	No	No	Yes
YouTube Video Ads	No	Yes	Yes
Conversion Tracking Setup	No	Yes	Yes
Ad Scheduling Setup	No	No	Yes
Gmail Competitor Ads	No	No	Yes
ROI Analysis	No	No	Yes

SOCIAL MEDIA MARKETING

Page & Profile Setup	Yes	Yes	Yes
Social Media Planning & Publishing	Yes	Yes	Yes
No. of Posts	6 Posting	8 Posting	12Posting
Organic Post Engagements	Yes	Yes	Yes
No. of Creatives	Upto 4	Upto 6	Upto 12
Paid Ads	10	15	20

No. of Channels

	Upto 3	Upto 4	Upto 5
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Paid Marketing Investment

	12500	17500	25000
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REPORTING

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