

PROPOSAL FOR

KMCH College Of Nursing , Coimbatore

DIGITAL MARKETING, RETAINERSHIP CONTRACT

DATED 08-11-2024

(Valid for 30 days)

Result Driven Web & Digital Agency

Proven by Results, Experienced by Customers across the Globe

Digital Marketing | Web Design & Development | Ecommerce solutions | Web Application

ABOUT US

We, "Appac Mediatech Pvt. Ltd.," are a Web and Digital firm with more than 16 years of experience across Industry. We think that digital is all about technology and gives people and companies more power. To keep things simple, your task and ours are the same. The idea is to reach the right people with the right solution at the right time and through the right channel.

SCOPE OF WORK

- » Do Keyword Research, Competitor & Page Speed Analysis
- » Build Social Media themes based on the current trends.
- » Create SEO Impact and do Search Engine Optimization as per web vitals
- » Search Engine Marketing & Remarketing
- » Conceptual Creative Designs and the adaptation works
- » Awareness > Reach > Consideration > Conversion – In All forms
- » Online reputation management and Social profiling
- » Blog creation and content submissions.
- » Create call actions, Do GMB optimization and GEO targeting to our relevant TG

ENGAGEMENT:

- » Regular engagement with the TG on all the Social Channels.
- » Update on current affairs about the Institution by the way of lucrative posts - video/ images
- » To consistently deliver content every alternate week day to ensure there is enough organic content to be promoted and spread awareness about the brand to relevant users
- » To create content on did you know facts, Case studies, Problem and the Solution.
- » Page Engagement - To Create lucrative posts to increase likes, comments, shares.
- » Create Videos are a great source to win trust, boost credibility, and convert new clients.

- » Integrate Social Plugins on your website will give you more advantages on Branding Awareness and followers Increase on Socials.
- » Social themes based on keyword research for the Target Audience

METHODOLOGY

- » Month 1: Website Audit, Keyword Research, and Content Creation
- » Month 2-3: Social Media Setup, Content Calendar, and Ad Campaigns
- » Month 4-6: Ongoing Optimization, Reporting, and Strategy Refinement

OUR FUNNEL APPROACH AND ROAD MAP

Do the Web and Digital Audit > Fix the Bug > Set the Tone > Scale > Create Awareness > Repurpose > Reach your TG > Bring it to Consideration > Conversion > Repeat Mode

WHY CHOOSE US

- » One of the Leading Agency in South India with 100% Inhouse Production
- » Client-centric approach, Better workflow management
- » Real-time Performance tracking
- » Proven track record - Successful Campaigns for clients across industry
- » Personalized approach - Dedicated account manager and Customized strategies

QUOTE :

Package Name (Monthly Investment) Min. Duration Payment Terms	Elite 1,00,000 INR 12 months 100% Advance
DIGITAL ASSET RESEARCH & SETUP/OPTIMIZATION	
Website Audit	Yes
Social Profile Audit	Yes
Business Online Reputation Audit	Yes
Business & Local Listing Audit	Yes
Competitor Research	Yes
Product/Service Research	Yes
Channel Plan	Yes
SEARCH ENGINE MARKETING	
Keyword Research	All
Keyword Optimization	Tier I, II & III
Search Diagnostics	Yes
Website Optimization	Yes
Local SEO	Yes
Paid Ads	Yes
Local Listing	50
Classified Ad Posting	Up to 25
Business Listing	Up to 25
Blog/ Article Creating & Publishing	Up to 8
SOCIAL MEDIA MARKETING	
No. of Channels	Up to 4
Page & Profile Setup	Yes
Social Media Planning & Publishing	Yes
No. of Posts & Engagements	20
Organic Promotions/Engagements	Yes
Paid Ads	Up to 3

ONLINE REPUTATION MANAGEMENT

Research & Monitoring	Yes
Managing Ratings & Reviews	Yes

CONVERSION RATE OPTIMIZATION

Chat	Opt-In
Customer Journey Optimization & Reporting	Yes
Sales Funnel Management	Yes

BRAND CONSULTING

Business Consulting	Yes
Campaign Consulting	Yes
Email Marketing	Yes

ANALYTICS & REPORTING

Setup	Yes
Digital Analytics & Reporting	Yes
Data Interpretation & Insights Reporting	Yes
Audit & Strategy Meeting	Monthly
Status Update & Review	Monthly

****The Above cost is exclusive of Taxes and Paid Marketing budget. Our Campaign management charges would be Minimum INR 10,000 or 10% of Total Investment**

****Please note Minimum Contract Period is 6 months.**

PRIVACY POLICY:

We are Glad to associate with you! We have formulated a set of Privacy Policies in the Best interests of our collaboration and to ensure seamless operations for Best Results.

1. Appac Media Pvt Ltd will safeguard your log in Credentials and they will be used only by the Authorised Personnel and shall not be shared with any Third party.
2. The information collected from the client in form of Database, Graphic will be used only for the Marketing activities and Promotions of the client and will not shared or used for Third party purposes.
3. All data and resources collected from the Promotional Activities will be shared with the client for better results and shall not published or shared for any Third party usage.
4. The payment details for the running of Campaigns will be highly secured and be only used on encrypted site to make sure the payments are carried out safely.
5. All the content and graphic created for the Promotional Activities shall be owned by the client and will no form be used or shared by any Third party clients.
6. All collected information from the client and through Promotional Activities are subjected to utmost Privacy while it is understood that will be revealed in case of Legal intervention.
7. It is agreed upon that all the activities carried out on the behalf of clients is under approval of the client and thus shall be solely responsible for the output.
8. All subscriptions of application or software made on behalf of the client to aid services shall be used solely for the clients and will not be shared or used by any third party.
9. The data and information of the client shall in some case shared to their party vendors for service assistance and assessment under complete privacy security by Appac Media.

CANCELLATION POLICY:

The above contract is minimum of 6 – 12 months tenure, in case of cancellation three month's notice should be provided in advance.

TERMS AND CONDITIONS:

1. If scope of work changes, a revised quotation will be provided.
2. 100% Advance to be released for work to commence.
3. Purchase of photographs or material for the above said services is extra (if any).
4. All the basic insights should be provided by the client.

Please feel free to connect us if any clarity. Assuring you best of our services at all times.

Thanks & Regards

Deepak

Client Service Manager

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