

Package Name (Monthly Cost)	BASIC <b>INR 25000</b>	DYNAMIC <b>INR 35000</b>	ELITE <b>INR 50000</b>
Min. Duration	12 months	6 months	3 months
Payment Terms	100% Advance	100% Advance	100% advance
<b>Digital Asset Research &amp; Setup/Optimization</b>			
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
<b>SEARCH ENGINE MARKETING</b>			
Keyword Research	Yes	Yes	Yes
Keyword Optimization	Yes	Tier I & Tier II	Tier I , Tier 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
<b>SOCIAL MEDIA MARKETING</b>			
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	4 Posting	6 Posting	8 Posting
Organic Promotions/Engagements	Yes	Yes	Yes
Paid Ads	Upto 2	Upto 4	Upto 6
<b>Paid Marketing Investment</b>	7500	12500	20000
<b>ONLINE REPUTATION MANAGEMENT</b>			
Research & Monitoring	No	Yes	Yes
Managing Ratings & Reviews	No	No	Yes
<b>BRAND CONSULTING</b>			
Business Consulting	Yes	Yes	Yes
Campaign Consulting	No	Yes	Yes
Sales Consulting	No	No	No
<b>ANALYTICS &amp; REPORTING</b>			
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