

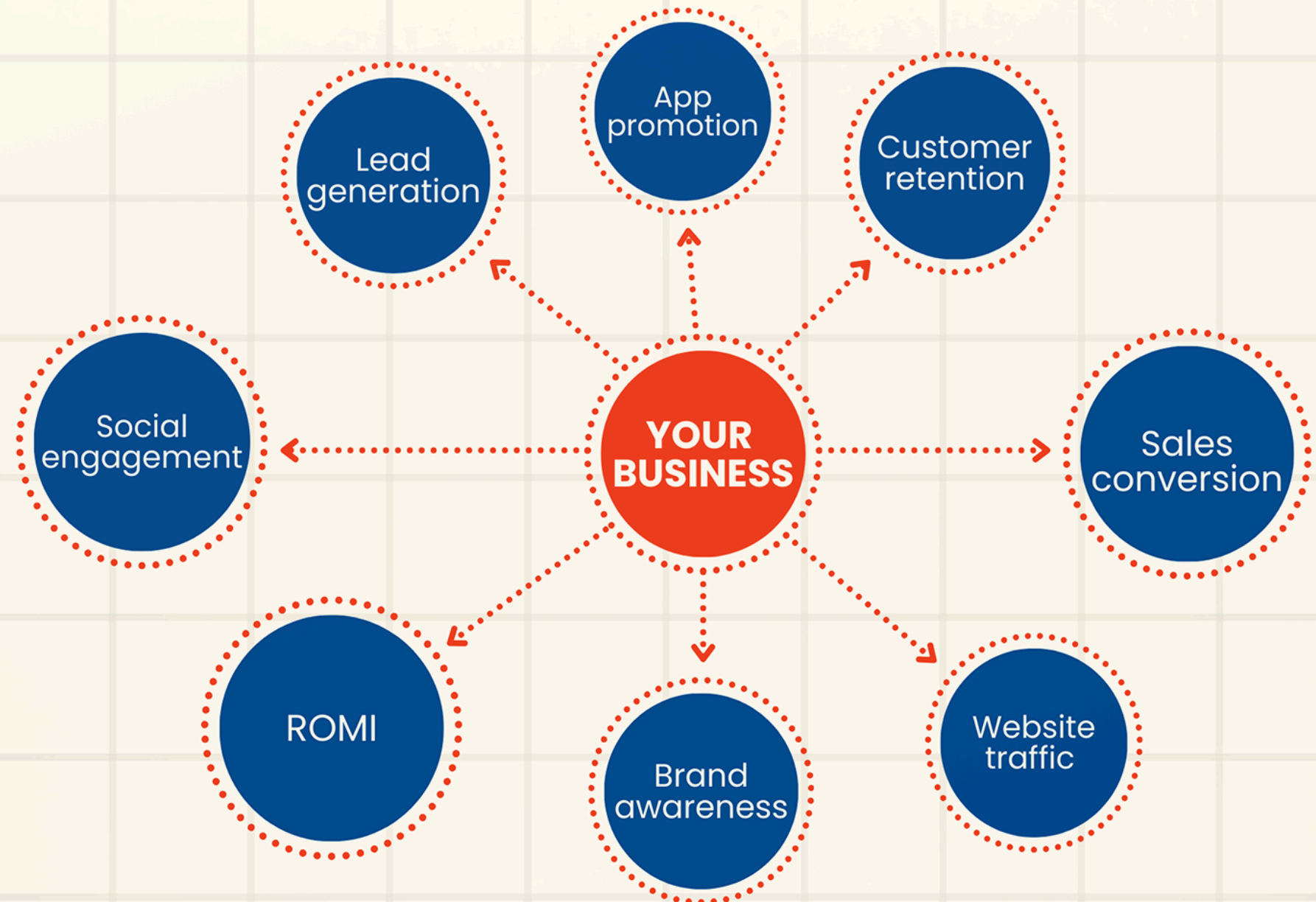
EGNIOL[®]

DIGITAL MARKETING PROPOSAL



www.egniol.co.in
www.egnioldigital.com

END-TO-END DIGITAL MARKETING



Drive | Capture | Convert | Optimise

Proposal

Dear Client,

Thank you for considering Egniol Services Pvt Ltd for your digital marketing needs. We are excited to work with you to create a strong and personalised marketing strategy that covers all aspects of online growth.

Our team is confident in delivering a complete and successful digital marketing plan. We use trusted methods and the latest trends to ensure your business reaches the right audience across various channels.

This proposal outlines a thorough plan to boost your online presence, attract more visitors, and grow your business through a full digital marketing package.

We look forward to working together and are happy to answer any questions you may have.

**OUR
STRENGTHS**

5

YEARS OF EXPERIENCE

1500+

CLIENTS

40+

EXPERTS

Scope of work

SEO service

Here's what we offer as part of our SEO services:

- **Website technical audit:** A complete check of your website's technical aspects to improve its function and user experience.
- **Competitor research:** Look into your competitors' strategies to create successful plans for boosting your online presence.
- **Keyword research:** Find the most relevant keywords for your business to improve search engine visibility.
- **META tags optimization:** Improve your website's META tags to lift search engine rankings and increase click-through rates.
- **Content optimization:** Improve your website's content to attract more organic traffic and keep visitors engaged.
- **Heading tags optimization:** Adjust heading tags for better structure and keyword relevance, helping improve search engine rankings.
- **Images optimization:** Simplify image optimization for faster loading times and better SEO function.

Scope of work

SEO service

- **Page speed analysis:** Check your website's loading speed and suggest ways to improve it for a smoother user experience and higher search engine rankings.
- **Hyperlink analysis:** Review and improve internal and external links to make navigation easier and boost SEO success.
- **Google search console setup:** Set up google search console to monitor website function and fix any issues that affect search rankings.
- **Google analytics setup:** Set up google analytics to track website traffic, user behavior, and conversions, helping you make better decisions.
- **Link building:** Plan and get high-quality backlinks to strengthen your website's authority and improve search engine rankings.
- **Local/global classified posting:** Advertise your business by posting ads in suitable local or global classifieds to increase visibility and reach.
- **Monthly activity report:** Receive a detailed report showing all activities and their effect on your website's function and SEO results.

Excluded Services

- Paid advertising (PPC)
- Social media management
- Custom website design/development

Pricing

- Starting from ₹ 29,999/- + GST per month

Timeline: 90 Days & more*

* Timeline may vary based on the complexity of the keyword.



Scope of work

Social media

Our team will start with quick but thorough planning to create a changing social media calendar that will help you reach your goals.

- **Planning a content calendar:** We'll list all important dates and make sure graphics are ready and scheduled in advance.
- **Postings:** Posts will be made according to the set schedule, with your approval.
- **Captions and hashtags:** We will create captions and special hashtags based on your needs and preferences.
- **Reels:** Reels are currently very important. We will come up with ideas, create, edit, and design covers for reels before posting.

Please note: Any costs for ads will be charged separately from your bank account. The amount and spending on ads will be confirmed before they are published.

Social media packages

| DURATION | BRONZE | SILVER | GOLD |
|-----------|--|--|---|
| 1 Months | 10 creatives (post) + 1 reel (edit based) ₹ 14,999 + GST | 15 creatives(post) + 1 reel (edit based) ₹ 19,999 + GST | Not available |
| 3 Months | 33 creatives(post) + 2 reel (edit based) ₹ 38,999 + GST | 45 creatives(post) + 4 reel (edit based) ₹ 54,999 + GST | 60 creatives(post) + 6 reel (edit based) ₹ 69,999 + GST |
| 6 Months | 72 creatives(post) + 6 reel (edit based) ₹ 84,999 + GST | 102 creatives(post) + 8 reel (edit based) ₹ 1,09,999 + GST | 132 creatives(post) + 10 reel (edit based) ₹ 1,39,999 + GST |
| 12 Months | 156 creatives(post) + 12 reel (edit based) ₹ 1,69,999 + GST | 216 creatives(post) + 15 reel (edit based) ₹ 2,29,999 + GST | 300 creatives(post) + 20 reel (edit based) ₹ 2,99,999 + GST |

Scope of work

WhatsApp blue tick verification

Here's what we offer as part of our WhatsApp blue tick services:

Meta business account verification:

- **Document preparation and submission:** We assist in gathering and verifying the necessary documents for your business.
- **Account setup and optimization:** We configure your Meta business account for optimal performance.

Marketing plan, campaign planning, and strategy:

- **Target audience analysis:** We identify your ideal customer base on WhatsApp.
- **Content strategy:** We develop a plan for creating engaging content customised to your audience.
- **Campaign design:** We create targeted marketing campaigns to achieve your business objectives.

Template message creation:

- **Graphic & ad copy development:** We design visually appealing and persuasive templates for your messages.
- **Call-to-action optimization:** We craft compelling calls to action that drive engagement and conversions.

Scope of work

WhatsApp blue tick verification

PR article screening:

- **Content review and selection:** We review and select relevant PR articles to enhance your brand's online presence.
- **Publication and promotion:** We assist in publishing and promoting the chosen articles to establish credibility.

Consultation over right platform selection:

- **Platform assessment:** We evaluate different WhatsApp business solutions to determine the best fit for your needs.
- **Implementation guidance:** We provide expert advice on integrating the chosen platform with your existing systems.

Chatbot automation:

- **Chatbot design and development:** We create customized chatbots that automate responses and provide customer support.
- **Integration with WhatsApp API:** We seamlessly integrate the chatbot with your WhatsApp business account.

Scope of work

WhatsApp blue tick verification

Reaching tier 3 (1 lakh broadcasting limit per day):

- **Broadcast management:** We handle the broadcasting of messages to your target audience, adhering to WhatsApp's guidelines.
- **Performance monitoring:** We track the effectiveness of your broadcasts and make adjustments as needed.

Blue tick application:

- **Application preparation and submission:** We compile all necessary information and submit your application for blue tick verification.
- **Follow-up and communication:** We monitor the application process and communicate updates with WhatsApp.

Flow of deliverables:

- **Stage 1:** Brief call, Meta account access and verification of documents.
- **Stage 2:** Discussion for PR article content and chatbot creation.
- **Stage 3:** Platform onboarding (WhatsApp API). If content is done, we proceed with article publication.
- **Stage 4:** 5 content creation (ad copy & template) per month. Chatbot implementation on the WhatsApp API platform.
- **Stage 5:** Managing broadcasting on WhatsApp API till we reach level 3.
- **Stage 6:** First blue tick application*.

**Please Note: We will reapply for WhatsApp blue tick in 30 days. This period will include broadcasting and promotion, which will incur additional costs. If clients prefer not to incur these costs, they have the option to manage the broadcasting themselves. We offer up to 2 reapplications in this service period.*

Requirements from client side:

- **Company documents:** With same legal name & and address
- **Accepted documents:** MSME, GST, electricity bill, mobile utility bill, bank account statement
- **Website:** (Up & live, with a legal name mentioned) with good SEO score
- **Meta account admin access**
- **Dataset of target audience (WhatsApp numbers):** Minimum 25,000 till we reach tier 3
- **WhatsApp API platform charges:** Will be payable by the client's credit card
- **Phone number for WhatsApp API:** That is not linked with any WhatsApp account
- **The company's social media presence:** Should be at least 1 year old (with live activity)

Excluded Services:

- Website development and SEO
- Social media management
- Paid advertising on WhatsApp

Businesses prohibited from WBT:



Betting/ gambling
businesses



Live animals
trading



Drugs



Adult products/
services



Tobacco products



Cryptocurrency
platforms



Weapons &
ammunition business



Alcohol distributors

Pricing

Service components

Consultation charges + PR article publication:

Additional Broadcasting after first blue tick application (per month)

Prices

₹ 74,999/- (+ GST)

₹ 9,999/- (+ GST)

Additional components

Platform rental charges (monthly):

BIC

- Marketing
- Utility
- Authentication

UIC

- Service charges

Prices

Starting from ₹ 1,999/- (+ GST)

99 paisa/chat

45 paisa/chat

45 paisa/chat

45 paisa/chat

Note:

Additional charges are applicable while broadcasting messages through the official business service provider platform. These charges are payable by the client through a credit card or debit card (international payments should be acceptable in card).

Additional charges are not part of Egniol consultancy fees.

Scope of work

Email marketing

Discovery & research

- Define your ideal customer profile (ICP) to identify key traits, demographics, and buying habits.
- Develop user personas to understand your target audience's needs and behaviours.
- Conduct a competitive analysis to assess competitors' email strategies and spot opportunities.
- Perform an email marketing audit to evaluate the performance of current campaigns, focusing on metrics like open rates and click-through rates.

Content strategy & email setup

- Align email content with business goals, such as increasing customer retention or driving traffic.
- Establish tone and voice guidelines for consistent and engaging email communication.
- Craft compelling email copy with clear calls-to-action (CTAs) for each audience segment.
- Implement personalization tactics, such as dynamic content and personalization tokens (e.g., {firstname}).

Scope of work

Email marketing

Audience segmentation & list management

- Develop a segmentation strategy based on behavioural data, demographics, and engagement levels.
- Design lifecycle email flows for different stages (e.G., new subscribers, engaged users, or dormant contacts) to drive conversions.
- Maintain list hygiene by regularly cleaning your email list to remove inactive subscribers and improve engagement rates.

Automation setup & workflow design

- Map out customer journeys to identify key touchpoints for automated emails.
- Set up automated email sequences for:
 - Welcome: Introduce new subscribers and set expectations.
 - Engagement: Reconnect with users who have interacted with previous emails.
 - Post-action: Provide additional value or follow-ups based on user actions.
 - Re-engagement: Send personalized offers to inactive subscribers to rekindle interest.
- Implement lead scoring to prioritize high-value prospects and automate relevant actions.

Scope of work

Email marketing

Campaign design & execution

- Design responsive email templates that are optimized for both desktop and mobile devices.
- Conduct A/B testing on subject lines, CTAs, and email designs to optimize performance.
- Schedule email campaigns to align with your marketing calendar, product launches, and promotions.

Performance monitoring & optimization

- Track key performance indicators (KPIs) like open rates, click-through rates, conversion rates, and unsubscribe rates.
- Provide custom reports on campaign performance with actionable insights and recommendations.
- Continuously optimize email content, design, and segmentation based on performance data to improve ROI.

Excluded Services

- Subscription for email marketing softwares.
- Content creation for non-email marketing platforms.
- Management of social media or other digital marketing channels.
- Custom app or API integrations beyond standard email marketing platforms.

Pricing

-
- Starting from ₹19,999/- + GST per month

Timeline: 90 Days & more*

* Timeline may vary based on the complexity of the service.

Scope of work

PPC

- **Discovery:** We first understand your business, goals, audience, and competitors to plan your PPC campaigns.
- **Campaign setup:** We create and set up campaigns with the right keywords and attention-grabbing ads.
- **Ad copywriting:** We write simple, clear ads that drive clicks to your website.
- **Targeting & bidding:** We target the right audience and adjust bids for the best value.
- **Ongoing management:** We monitor, report, and improve your campaigns for top results.

Excluded services:

-
- Website development or design.
 - Organic SEO services.
 - Social media management (unless part of the PPC campaign).
 - Creative services beyond ad design.

Scope of work

Meta ads

- **Account setup and ad creation:** Set up your Meta Ads account and create ads tailored to your business goals.
- **Audience research and targeting:** Identify the right audience and use smart targeting for better ad reach.
- **Ad design and copywriting:** Create engaging visuals and persuasive text to boost user interaction.
- **Performance tracking and optimization:** Track ad performance and continuously improve results.
- **Monthly performance report:** Get a clear report with performance insights and suggestions.

Excluded services:

-
- Website development or design.
 - Organic SEO services.
 - Social media management (unless part of the PPC campaign).
 - Creative services beyond ad design.

PPC, Meta, YouTube & linkedin ads pricing

| Time | No of Ads | Service | Price |
|----------|-----------|--------------------------------------|----------------|
| 1 month | 2 ads | New creatives and ad management | ₹ 9,999 + GST |
| 3 months | 10 ads | New creatives and ad management | ₹ 35,999 + GST |
| | | Existing creatives and ad management | ₹ 29,999 + GST |
| 6 months | 20 ads | New creatives and ad management | ₹ 49,999 + GST |
| | | Existing creatives and ad management | ₹ 39,999 + GST |

Our add-ons

Services:

Starting from*:

| | |
|---|---------------------------------|
| Website maintenance plan | ₹ 29,999/- (+ GST) annually |
| 1200-1800 words Blog (content + SEO optimisation) | ₹ 5,999/- (+ GST) per blog post |
| Blog (only content) | ₹ 2/- (+ GST) per word |
| Meta advertising | ₹ 9,999/- (+ GST) |
| Domain(1 year) + hosting (1 year) | ₹ 6,999/- (+ GST) |
| Logo designing | ₹ 5,999/- (+ GST) |
| Google my business | ₹ 2,999/- (+ GST) |
| Review and ratings management | ₹ 9,999/- (+ GST) |
| Amazon seller account management | ₹ 14,999/- (+ GST) |
| Website technical support | ₹ 4,999/- (+ GST) |
| Digital marketing consultation | ₹ 9,999/- (+ GST) |

* Pricing may vary based on the complexity of the services.

EGNIOL[®]

GET IN TOUCH WITH US



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5

YEARS OF EXPERIENCE

1500+

CLIENTS

40+

EXPERTS

