

EGNIOL[®]

EMAIL MARKETING PROPOSAL



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



Wide range of services | Personal approach | Creative ideas

Proposal

Dear Client,

Thank you for considering Egniol Services Pvt Ltd for your email marketing needs. We are excited to work with you to create a strong and personalised email campaign that connects with your audience.

Our team is confident in delivering a simple and successful email marketing strategy. We use trusted methods and the latest trends to ensure your emails reach the right people, helping to increase customer engagement and sales.

This proposal outlines a clear plan to manage your email marketing, helping you build better relationships with your customers and grow your business.

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

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

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

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.

Our add-ons

Services:

Starting from*:

WhatsApp marketing	₹ 74,999/- (+ GST)
Advanced SEO package	₹ 29,999/- (+ GST) per month
Social media management	₹ 14,999/- (+ GST) per month
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)
Google ads (PPC)	₹ 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)
Informational website	₹ 11,999/- + GST
e-Commerce website	₹ 69,999/- (+ 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



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



+91 98989 11872 (Marketing Head)



ronakmodi@egniol.org
digitalmarketing@egniol.co.in



502- 5th Floor, I-Square Corporate Park, Science City Rd, near CIMS Hospital,
Panchamrut Bunglows II, Sola, Ahmedabad, Gujarat 380060

5

YEARS OF EXPERIENCE

1500+

CLIENTS

40+

EXPERTS

