

# EGNIOL<sup>®</sup>

## PPC PROPOSAL



[www.egniol.co.in](http://www.egniol.co.in)  
[www.egnioldigital.com](http://www.egnioldigital.com)



Wide range of services | Personal approach | Creative ideas

# Proposal

*Dear Client,*

*Thank you for considering Egniol Services Pvt Ltd for your Google ads (PPC) needs. We are excited to work with you to create a strong and personalized ad campaign that helps your business grow.*

*Our team is confident in delivering a simple and successful Google ads strategy. We use trusted methods and the latest trends to ensure your ads reach the right audience, bringing more traffic and potential customers to your website.*

*This proposal outlines a clear plan for creating and managing your Google ads, helping you get the best results from your ad spend and improving your business growth.*

*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:** 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:

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- Website development or design.
  - Organic SEO services.
  - Social media management.

# 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\*:

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)
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.

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## GET IN TOUCH WITH US



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