

**EGNIOL**®

# WHATSAPP BLUE TICK 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 WhatsApp blue tick verification needs. We are excited to work with you to help your business gain trust and recognition through this service.*

*Our team is confident in delivering a simple and successful approach to get your WhatsApp account verified. We use trusted methods and the latest trends to ensure your business stands out with the verified blue tick.*

*This proposal outlines a clear plan to achieve WhatsApp blue tick verification, improving your brand's credibility and customer trust.*

*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

## 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

## 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

## 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)

## Additional components

Platform rental charges (monthly):

BIC

- Marketing
- Utility
- Authentication

UIC

- Service charges

## Prices

₹ 74,999/- (+ GST)

₹ 9,999/- (+ GST)

## 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.

# Our add-ons

## Services:

## Starting from\*:

WhatsApp commerce integration	₹ 9,999/- (+ GST)
Advanced chatbot development	₹ 9,999/- (+ GST)
Customer support training	₹ 9,999/- (+ 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<sup>®</sup>

## GET IN TOUCH WITH US



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