

7/11/2023

Digital marketing Proposal

For – VST Mobility Solutions PVT LTD

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Introduction

Every aspect of our lives has been altered by social media and Google. These advancements have significantly impacted businesses, primarily by enabling new marketing strategies.

OBJECTIVE

The mission is to generate revenue through digital platforms like Facebook, Instagram, Google, YouTube Etc... And these platforms are the best way to generate our brand awareness to the public with minimal cost. Also, create quality leads and reach out to structure - pages on Facebook, and Instagram. Will make sure the Digital Prances of our business and revenue conversions through our activities.

GOAL

Increase revenue through lead generation and brand awareness with Digital Marketing

Our Services

- 1) Online Services
- 2) Offline Services

Online Services

- Social Media Structuring and Ads
- Google Ads (Showing website in no.1 Position)
- SEO (for organic search Results and showing the website in the top Ranking)
- YouTube Ads (Skip Ads and non-Skip ads)
- Vlog Marketing
- Blog Marketing

Offline Services

- News paperer Ads
- Magazine Ads
- Outdoor Branding

Activities -

Social Media Marketing –

- Keeping Up with Trends
- Reputation Management
- Community Management
- Ad Campaign Management
- Content Creation
- Targeted Advertising
- Strategic Planning

Advantage for Brand

- Reach Campaign will get more visibility
- Target on the location basis
- Target Age Category and Decision Makers
- Data Collection
- Direct Call interaction Campaigns
- WhatsApp Campaigns

One Month Plan

Deliverables	Service Variable	Amount
Social Media Handling	Facebook, Instagram, Google My Business, YouTube	4000
Creative Design	3 Posters Per Week (12 Posters in a Month)	3000
Story Updating	3 Stories (Post Every Week)	-
Special day	Special Day posters	-
SEO	Local Seo & Off Page SEO with Unlimited keywords (Normal SEO Ranking duration 3 to 6 months)	6000
Ad Service Cost	One Month	2000
Followers Campaign	1k in Instagram	-
Ad Amount	Branding / Lead Generation	3000
Reach Campaign	1 Lakh Reach Campaign Free for branding	Free
Total		18000 + GST