



# SANKARA DIGITAL

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1. ALL COSTING ARE ON PER MONTH BASIS
2. google tools LIKE SEARCH CONSOLE, SITEMAP AND GOOGLE ANALYTICS WILL BE ADDED FOR MONITORING PURPOSE
3. FOR WHATSAPP MARKETING WE MAY NEED THE MOBILE NO OF THE CLIENTS.
4. TESTIMONIALS, IMAGES AND TECHNICAL CONTENT OR TECHNICAL TERMS OR TECHNICAL VIDEOS HAVE TO BE PROVIDED BY THE CLIENT.

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## OUR USP

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1. OUR COSTING PACKAGES ARE CUTTING EDGE WITH THE MARKET.
2. THIS IS A CONTINUOUS AND LONGTERM MARKETING TOOL WHICH WILL HELP YOU TO SET UP THE DIGITAL PRESENCE IN THE PERMANENT MANNER. THIS WILL IMPROVE YOUR SALES AND IN TURN MONEY FLOW. THIS IS THE CHEAPEST MEDIUM WHEN COMPARED TO

TV, NEWSPAPER, RADIO AND MAGAZINES. IT WILL COST YOU 5% OF THE TRADITIONAL MARKETING MEDIUM.\

3. DIGITAL PLATFORM WILL HELP YOU TO REACH OUT TO DIFFERENT SEGMENTS OF THE PEOPLE IN VARIOUS GEOGRAPHIC LOCATIONS. WHEREAS THE TRADITIONAL MARKETING WILL TAP ONLY THE LOCALISED MARKET.
4. WE CAN GENERATE THE HITS, RESPONSE AND ENQUIRY BUT THE CONVERSION DEPENDS ON YOU
5. WE HAVE BEEN IN THE FIELD IN THE 15 YEARS. EXPERIENCE APPROACH WITH NO NONSENSE APPROACH

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# 1. whatsapp marketing

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	Bronze- inr.1000	Silver Inr.1500	Gold-2000	Diamond- 3000	Platinum- 4000
Personal to business whatsapp	✓	✓ ✓	✓	✓	✓
Creating business information	✓	✓	✓	✓	✓
Creating business catalogue	✓	✓	✓	✓	✓
Creating greeting message	✓	✓	✓	✓	✓
Creating broadcast and groups		✓	✓	✓	✓
2 promotions every week			✓	✓	✓
4 promotions every week					✓
Creating promo posters					✓
Creating promo videos					✓

Creating promo text					✓
Creating labels, away message and greeting				✓	✓
Adding promo video, poster and text			✓	✓	✓

## 2.facebook marketing- ALL CHARGES ARE FOR MONTHLY BASIS.

	Bronze 2000	Silver 3000	Gold 5000	Diamond 7000	Platinum 10000
Opening account	✓	✓	✓	✓	✓
Creating the profile	✓	✓	✓	✓	✓
Managing friends	✓	✓	✓	✓	✓
Creating the business page	✓	✓	✓	✓	✓
Creating photo story		✓		✓	✓
Creating text story		✓		✓	✓

Adding in the groups				✓	✓
Creating logo for FB page	✓	✓	✓	✓	✓
Creating cover photo			✓	✓	✓
Creating post for facebook page		✓	✓	✓	✓
Increasing the followers and likes				✓	✓
Creating and posting content	✓ one posting a month	Two posting a month. ✓	✓ five posting a month	✓ seven posting a month	✓ Everyday posting
Boosting the post with ads. {Ad bidding cost extra}					✓
Adding the pixel					✓

3. pinterest- all images should be provided by the client. Charges for the Creation of posters or images will be additional.

	Bronze 1000	Silver 1500	Gold 2000	Diamond 2500	Platinum 3000
Creating the account	✓	✓	✓	✓✓	✓✓
Creating the image	Three images	Five image	seven images	Ten images	15 images

Posting the image					✓
Adding the text and description					✓

our costing packages are cutting edge with the market.

**4. quora- content based on technical jargons will be provided by the client.**

	Bronze 1000	Silver 2000	Gold 3000	Diamond 3500	Platinum 4000
Creating the account	✓	✓	✓	✓	✓
Adding description	✓	✓	✓	✓	✓
Creating the spaces		✓	✓	✓	✓
Creating the content and posting			Posting	✓	✓
Answering other's queries					✓

**5. content creation- THE CONTENT CREATED CAN BE ADDED TO WEBSITE,**

# MEDIUM.COM, REDDIT, BLOGS, FORUMS FOR PROMOTIONAL ACTIVITIES.

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	Bronze 2000	Silver 3000	Gold 4000	Diamond 6000	Platinum 9000
Keyword analysis	2 keywords	4 keywords	6 keywords	8 keywords	12 keywords
Content ideas generation					
Content creation	Once content a month	Two content	3 content a month	5 content a month	10 content a month <sup>1</sup>
Content submission	Two channels	Four channels	Six channels	Eight channels	10- 12 channels.

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**6. website creation- ALL WEBSITE WILL BE RESPONSIVE SUITABLE FOR VIEWING IN MULTIPLE DEVICES. FOR PAYMENT GATEWAY INTEGRATION THE CLIENTS HAVE TO PROVIDE THE BANK DETAILS. TECHNICAL CONTENTS AND PHOTOS SHOULD BE PROVIDED BY THE CLIENT.**

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	Bronze	Silver 7 to 9 pages 15000	Gold 22000	Diamond 27000	Platinum 45000
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	5 page template-10000				
Web template selection	✓	✓	✓	✓	✓
Creating content	Should be provided by client	Should be provided by the client			We will create the content
Creating the website	✓	✓			✓
Adding products or services		✓ 2 products	5 products	10 products	unlimited
Adding payment gateways			✓ one payment gateway	✓ two payment gateways	Multiple payment gateway integration
Adding google maps	✓	✓	✓	✓	✓

## 7.local business listing- ALL CONTENT IN BUSINESS LISTING WILL INCLUDE KEYWORDS.

	Bronze 1500	Silver 2500	Gold 3500	Diamond 5500	Platinum 6500
Creating the description	✓	✓	✓	✓	✓
Creating the profile	✓ and getting validated	✓ and validation	✓ and validation	And validation ✓	✓ and validation
Creating and adding profile photo			✓	✓	✓
Creating and adding logo				✓	✓
Adding profile and logo photo		✓ client has to provide	✓		✓

Adding product/photo/video-twice a month			✓		✓
Adding product/photo/video-four times a month				✓	✓

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**8.seo- search engine optimisation FOR ANY WEBSITE. THIS PACKAGE WILL BE APPLICABLE FOR A BASIC WEBSITE TILL 10 PAGES WEBSITE. THE MIN DURATION OF THE PACKAGE IS THREE MONTHS. IF THE WEBSITE HAS MORE THAN 10 PAGES THEN DURATION WILL BE 5 MONTHS.**

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	Bronze 5000	Silver 6000	Gold 7000	Diamond 8500	Platinum 12000
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Adding alt tags			✓	✓	✓
Adding h1 tag				✓	✓
Create xml site map			✓	✓	✓
Search console verification		✓	✓	✓	✓
Clearing the webpage errors after google analysis.				✓	✓
Adding universal tag for google analytics.				✓	✓
Keyword analysis & research	✓	✓	✓	✓	✓
Adding keywords in the tags	✓	✓	✓	✓	✓
Pages with funnel marketing					✓
Landing pages for products				✓	✓
Monthly audit report from web console and analytics				✓	✓

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**9. youtube marketing-  
MAIN VIDEOS THAT MAY  
BE NEEDED WILL NE  
INTRODUCTION VIDEO,  
SERVICE OR PRODUCT**

**DESCRIPTION VIDEO.  
MEET THE TEAM VIDEO  
AND TOUR VIDEO WILL BE  
OPTIONAL.**

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	Bronze 3000	Silver 4000	Gold 6000	Diamond 8000	Platinum 10000-
Creating the channel	✓	✓	✓	✓	✓
Adding channel posters and logo		✓	✓	✓	✓
Channel description	✓	✓	✓	✓	✓
Adding title to the video	✓	✓		✓✓	✓
Adding description in the video				✓	✓
Creating hashtags/timestamp					✓
Creating sections and playlist			✓	✓	✓

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**10.keywords package -  
THIS PACKAGE IS BASED  
ON THE KEYWORD  
INR.1500 FOR ONE  
KEYWORD FOR A MONTH.**

# MINIMUM 3 MONTHS IS REQUIRED TO SHOW RESULTS.

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## 11. linkedin marketing

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	Bronze 3000	Silver 4000	Gold 6000	Diamond 8000	Platinum 10000-
Creating the PROFILE	✓	✓	✓	✓	✓
Adding posters and logo	✓	✓	✓	✓	✓
profile description	✓	✓	✓	✓	✓
Creating LinkedIn page		✓	✓	✓	✓
Adding the audience and goal				✓	✓
Sharing relevant content					✓
Adding posters and videos			✓	✓	✓