

Service Quotation

Digital Marketing and Website Development Plans for Vidarbha Region

Enterprise Plan : ₹ 1,10,000/per website

Services Included:

- **Comprehensive SEO:** 30+ keywords, on-page/off-page/technical SEO, competitor analysis, voice search optimization.
- **Social Media:** 34+ platforms (Facebook, Instagram, LinkedIn, Twitter), 20+ posts/month, advanced ad campaigns (₹15,000–₹50,000 ad spend, 10–15% fee).
- **Email Marketing:** 4 campaigns/month, unlimited contacts, dynamic content, CRM integration
- **Website:** Custom site or e-commerce platform (10+ pages, advanced features like booking systems or payment gateways).
- **Landing Page Design:** 2 custom landing pages for campaigns.
- **Quality Assurance:** Rigorous testing (functionality, performance, security, accessibility).
- **Other:** 4 blog posts/month (800–1,200 words), 2 videos (1–2 minutes), 1 eBook/quarter, 15+ graphics.
- **Analytics:** Real-time dashboard, weekly updates, ROI analysis.

Services Not Included:

- Custom mobile app development
- Large-scale video production (e.g., TV commercials)
- Physical marketing materials (e.g., print brochures)
- International SEO beyond regional focus
- Custom software development

Additional Services:

- Custom feature development (e.g., CRM integration): ₹20,000–₹50,000
- Animated explainer video: ₹25,000–₹50,000
- Advanced branding package: ₹15,000–₹30,000

Notes:-

- Pricing Rationale: Affordable rates tailored for Vidarbha's businesses, ensuring value with comprehensive services. Website development can be billed one-time (Basic: ₹15,000–₹30,000, Standard: ₹30,000–₹60,000, Premium: ₹60,000–₹150,000).
- Customization: Plans can be tailored to focus on specific needs (e.g., e-commerce, multilingual content).
- PPC Fees: Management fees are 10–15% of ad spend, aligned with industry standards.
- Free Consultation: Contact us for a free audit to choose the best plan for your business.