

Service Quotation

Digital Marketing and Website Development Plans for Vidarbha Region

Premium Plan : ₹ 45,000/per website

Services Included:

- **Advanced SEO:** 15–20 keywords, on-page/off-page SEO, technical SEO (site speed, mobile optimization)
- **Social Media:** 3 platforms (Facebook, Instagram, LinkedIn), 12–15 posts/month, targeted ad campaigns (₹5,000–₹15,000 ad spend, 10–15% fee)
- **Email Marketing:** 2 campaigns/month, up to 1,000 contacts, automated workflows
- **Website:** Advanced site (6–10 pages, mobile-responsive, WordPress or HTML with e-commerce for 10 products)
- **Landing Page Design:** 1 custom landing page for campaigns
- **Quality Assurance:** Comprehensive testing (cross-browser, performance, security)
- **Other:** 2 blog posts/month (500–800 words), 1 short video (30–60 seconds), 8–10 graphics
- **Analytics:** Detailed monthly report (traffic, leads, conversions, ad performance)

Services Not Included:

- Multi-platform PPC (e.g., Bing, Twitter ads)
- Custom mobile app development
- Advanced video production (e.g., animated explainers)
- Reputation management or crisis handling
- Complex CRM integrations

Additional Services:

- Extra product uploads: ₹500/product (beyond 10)
- Additional landing page: ₹10,000–₹20,000 (one-time)
- Infographic or flyer design: ₹5,000–₹10,000

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.