

## Service Quotation

### Digital Marketing and Website Development Plans for Vidarbha Region

**Standard Plan : ₹ 18,000/per website**

#### Services Included:

- **Basic SEO:** 5–10 keywords, on-page optimization (meta tags, content), Google My Business setup.
- **Social Media:** 2 platforms (Facebook, Instagram), 8–10 posts/month, basic graphics
- **Email Marketing:** 1 newsletter/month, up to 500 contacts, basic template
- **Website:** Basic site (3–5 pages, mobile-responsive, WordPress/HTML with Tailwind CSS)
- **Quality Assurance:** Basic testing for site functionality and mobile responsiveness
- **Other:** 1 blog post/month (300–500 words), 4–6 social media graphics
- **Analytics:** Monthly basic report (traffic, engagement)

#### Services Not Included:

- PPC advertising or social media ad management
- Advanced SEO (off-page, technical)
- E-commerce functionality or custom features
- Video content creation
- Multilingual content beyond basic support

#### Additional Services:

- Extra page development: ₹2,000/page
- Social media ad setup: ₹3,000–₹5,000 ad spend, 15% fee
- Basic logo design: ₹5,000 (one-time)

#### 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.

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### 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:-

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- 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.
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### 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.