

iDigitalise Social Media Packages

SN	PACKAGES	Start Up	Startup+	SME	Types Of Campaigns	Types Of Post
	TOTAL FEES	₹ 20,000	₹ 30,000	₹ 35,000		
1	Social Platforms	ANY 1	ANY 2	ANY 3	Lead Generation	Info graphics
	Page Management & Handling	✓	✓	✓	Engagement	Offer
	Paid Ads Campaign Set up	1	2	3	Sales	Event
	Paid Budget	At Actual	At Actual	At Actual	Reach	Video
	Cost Per Creative & Captions	✓	✓	✓	Brand Awareness	Poll
	Creatives With Caption per month	8	12	15	Engagement Likes – Post & Likes	Festival Greeting
	Paid Ads Campaign Report	Monthly	Monthly	Monthly	Downloads	Contents
2	Stratgey, Reasearch & Planning				Product Catalogue Sales	Quiz
	Plan Monthly Advance Calender	✓	✓	✓	Store Visit	News/ Birthdays
	Competitor Analysis	✓	✓	✓	Website Traffic	Call a Action
	Research & Planning	✓	✓	✓	Video Views	
	Theme Set up	✓	✓	✓		
	Hash Tag	✓	✓	✓		
	Analysis Your Audience	✓	✓	✓	Soical Media Variable Packages	
	Traffic Monitering	✓	✓	✓	Facebook	Twitter
	Identify Busines Goals	✓	✓	✓	Linkedin	Youtube
3	Activities (FB, Insta & Google+)				Instagram	Google+
	Account Set up	✓	✓	✓	Blog	
	Profile Pages Optimisation	✓	✓	✓		
	Monthly Cover Page Design & Profile Pic set up	✓	✓	✓		
	Join Group & Create Group if deemed	✓	✓	✓		

	Promote your posts with Paid ads	✓	✓	✓		
	Contest setup					
	Track, measure and improve	✓	✓	✓		
	Post at optimal times	✓	✓	✓		
	Respond to comment on your posts	X	X	✓		
	Use Facebook Insights to improve engagement	✓	✓	✓		
	Posting, Sharing, Boosting & Tagging	✓	✓	✓		
	Facebook & Instagram Insight Monitoring	✓	✓	✓		
	Deleting of unwanted spam	✓	✓	✓		
	Increase Likes, Reach, Response Time and Followers	✓	✓	✓		
	Facebook Boosting & Group Sharing	✓	✓	✓		
	Paid Campaigns Set up based on Goals	✓	✓	✓		
	Creating Content For Post	✓	✓	✓		
	Design Creative for Campaigns	✓	✓	✓		
	CRM integration if Available	✓	✓	✓		
	Campaigns Monitoring & Optimisation	✓	✓	✓		
4	Activities LinkedIn					
	Company Page Set up	✓	✓	✓		
	Page Optimisation	✓	✓	✓		
	Posting, Sharing, Boosting & Tagging in groups	✓	✓	✓		
	Relevant Group Joining & Create if deemed	✓	✓	✓		
	LinkedIn Performance Review	✓	✓	✓		
	Respond to comment on your posts	✓	✓	✓		
	Company page creative banner	✓	✓	✓		
	Company Page Follower Increase	✓	✓	✓		
	Increase Likes, Reach, Response Time and Followers	✓	✓	✓		
	Post at optimal times	✓	✓	✓		
	Respond to comment on your posts	✓	✓	✓		
5	ACTIVITIES YOUTUBE					

Youtube Channel Optimization	✓	✓	✓		
Channel Creative Upload	1	1	1		
Video Uploads(provided by client)	1	2	3		
Video Promotion	✓	✓	✓		
Video Title & Meta Optimization	✓	✓	✓		
Thumbnail Creative for Videos	✓	✓	✓		
Youtube Subscribers	X	X	✓		
Youtube Discussion Posting	X	X	✓		
Youtube Video Views	X	X	X		
6 REPORTING / WEEKLY-MONTHLY					
Acitvities	✓	✓	✓		
Paid Media Campaigns Monthly	✓	✓	✓		
Google Analytics Report	✓	✓	✓		
Paid Media Campaigns Daily	X	X	X		
7 SUPPORT					
Call weekly	✓	✓	✓		
Email	✓	✓	✓		
Skype	✓	✓	✓		
IM Support	✓	✓	✓		
8 PAYMENT TERMS					
Monthly	Advance	Advance	Advance		
Paid Media	At Actual	At Actual	At Actual		
Terms of Contract					
**New Likes cannot be guaranteed without any paid activity					
GST 18% extra					
www.idigitalise.net T: 9594315559 E- mail@idigitalise.net					

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