

iDigitalise Social Media Packages

SN	Packages	Start Up	Startup+	Business	Types Of Campaigns	Types Of Post
1	Social Platforms	ANY 1	ANY 2	Any 3	Lead Generation	Info graphics
	Page Management & Handling	₹ 8,500	₹ 12,500	₹ 17,500	Engagement	Offer
	Campaing (15% of Paid Budget or Fixed Fees whichever is Higher)	₹ 3,500	₹ 3,500	₹ 5,000	Sales	Event
	Paid Budget For Campaing	At Actual	At Actual	At Actual	Reach	Video
	Cost Per Creative & Captions	₹ 750	₹ 750	₹ 750	Brand Awareness	Poll
	Complementary Paid Contribution By iDigitalise	₹ 1,000	₹ 1,500	₹ 2,000	Engagement Likes – Post & Likes	Festival Greeting
					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	✓	✓	✓	Social Platfrms	
	Analysis Your Audience	✓	✓	✓	Facebook	Twitter
	Traffic Monitering	✓	✓	✓	Linkedin	Youtube
	Identify Busines Goals	✓	✓	✓	Instagram	Google+
3	Activities (FB, Insta & Google+)				Blog	
	Account Set up	✓	✓	✓		
	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					
Acitivities	✓	✓	✓		
Paid Media Campaigns Daily	✓	✓	✓		
Google Analytics Report	✓	✓	✓		
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					
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