



**Digital Marketing Strategy - Package**

Marketing Strategy	Rate
Identifying and stating marketing goals	
analysing current business status	
Creating buyers persona	<b>\$ 500</b>
market research regarding trends	
competitors analysis	
Business strategy to achieve goals	
Audit and report	

**Social Media Marketing - Package**

Social Media Management	Basic	Starter	Enterprise
social media account management			
Hashtag optimizations			
organic social promotions	Instagram and facebook	Instagram, facebook, twitter, Tiktok	Instagram, facebook, twitter, snapchat, whatsapp, LinkedIn, or any other needed
profile setup and integration	3 posts per week	5 posts per week	7 posts per week
social content (post/video)			
consultation and audience research	1 report month end	1 report month end	1 report month end
analytics and tracking	1 report month end	1 report month end	1 report every week
<b>Paid promotion</b>			
ad set up and management	1 ad campaign	2 ad campaign	Unlimited ad campaign
strategy and planning			
analytics and tracking	1 report month end	2 report month end	Reports for each campaigns
Influencer marketing	-	1 influencer	3/5 influencer
	<b>\$ 300</b>	<b>\$ 600</b>	<b>\$ 999</b>

## Search Engine Optimization

Search Engine Optimization	Basic	Starter	Enterprise
<b>on page SEO</b>			
keyword research	upto 10 keywords	upto 20 keywords	Unlimited keywords
keyword optimization			
ALT tags for images			
page urls and internal linking	Upto 5 pages	Upto 10 pages	Unlimited pages
meta description, headers, page title	Upto 5 pages	Upto 10 pages	Unlimited pages
<b>off page SEO</b>			
guest blog posting	-	2 blog posting	4 blog posting
external Linking			
Google my business			
technical seo report			
competitor analysis			
<b>SEM</b>			

google adwords setup			
ad review and optimization	1 ad per month	2 ad per month	Unlimited ad per month
analytics and tracking	1 month per report	2 month per report	Unlimited report
	<b>\$ 300</b>	<b>\$ 650</b>	<b>\$ 999</b>

**Companies directory and Email Marketing**

Email Marketing	Basic	Starter	Enterprise
email automation	50+ business search and email	100+ business search and email	150+ business search and email
email platform support			
audience development			
content management			
cold emails			
	<b>\$ 300</b>	<b>\$ 550</b>	<b>\$ 999</b>

**Digital Media - Dedicated Team**

Resource	Expertise	Hourly Rate	Monthly Rate
Digital Media Expert	2/4 Years Marketing strategy Social Media marketing Email Marketing	\$ 8	\$ 1200/-
SEO Expert	2/4 Years	\$10	\$ 1200/-

**Software Development - Dedicated Team**

Resource	Expertise	Hourly Rate	Monthly Rate
Product Owner	8/10 Years	\$ 17	\$ 2600/-
Solution Architecture	10 Years .Net Framework, NodeJS, ReactJS,	\$17	\$ 2600/-

	AWS, Azure		
<b>Sr. Software Engineer (Full Stack Developer)</b>	5/6 Years .Net MVC Framework, ASP Core, Bootstrap, ReactJS	\$15	\$ 2000/-
<b>Sr. Software Engineer (Mobile Developer)</b>	5/6 Years iOS Developer Android Developer ReactNative/Flutter	\$15	\$ 2000/-
<b>Software Engineer (Full Stack Developer)</b>	2/4 Years .Net MVC Framework, ASP Core, Bootstrap, ReactJS	\$10	\$ 1500/-
<b>Software Engineer (Mobile Developer)</b>	2/4 Years iOS Developer Android Developer ReactNative/Flutter	\$12	\$ 1500/-
<b>Software Quality Engineer</b>	5/7 Years Automation + Manual	\$15	\$ 2000/-

<b>Software Quality Engineer</b>	2/3 Years Automation + Manual	\$10	\$ 1500/-