
Proposal for Digital Marketing Services

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1. Introduction

About Naveen Mohan:

Naveen Mohan is an experienced **Digital Marketing Consultant** with expertise in **SEO, Meta Ads, Social Media Marketing, and Lead Generation**. With a proven track record of helping Startup businesses grow their **online presence and customer acquisition**, he specializes in crafting data-driven marketing strategies for various industries.

To enhance your **online presence** and generate quality leads, I propose strategically focusing on **Lead Generation through Meta Ads, Search Engine Optimization (SEO), and Social Media Marketing (SMM)**.

2. Objectives

- ✓ **Increase Online Visibility** – Improve search engine rankings to attract local customers.
 - ✓ **Generate Quality Leads** – Use **targeted Meta Ads** to acquire potential clients.
 - ✓ **Establish Local Authority** – Optimize **Google My Business (GMB)** for better local search ranking.
 - ✓ **Boost Brand Awareness** – Leverage **Social Media Marketing (SMM)** to maintain a strong online presence.
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3. Lead Generation through Meta Ads

Meta Ads (Facebook & Instagram) offer a cost-effective platform to reach your target audience.

- **Daily Budget:** ₹300 per day.
 - **Target Audience:** Businesses within a 15-25 km radius of [City], or as per the client's advice.
 - **Estimated Cost Per Lead (CPL):** ₹400 – ₹500 per lead.
 - **Expected Leads per Month: 50-60 leads** (₹9000 monthly ad spend).
 - **Meta Ads** service charges ₹3,000 per Month.
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4. Search Engine Optimization (SEO) & Google My Business (GMB) Optimization

SEO and local optimization help improve **organic search rankings** and increase service inquiries.

Website SEO:

✓ **Keyword Research & Optimization** – Target high-ranking industry-specific keywords.

✓ **Content Creation** – Blog posts addressing your niche.

Google My Business Optimization:

✓ **Profile Optimization** – Ensure accurate business information.

✓ **Customer Reviews** – Encourage positive reviews to build credibility.

✓ **Local Engagement** – Regular updates, service promotions, and customer interactions.

EIN Presswire Release

✓ **One Press Release per Month** distributed via **EIN Presswire** for brand credibility and SEO.

✓ **Cost:** ₹8,300 per release (₹83/USD exchange rate).

Breakdown of SEO Services (₹22,000/month as per Indian standards)

Task	Estimated Monthly Cost (INR)
Keyword Research & Strategy	₹1,000
On-Page SEO Optimization (titles, meta descriptions, alt texts, etc.)	₹3,000
Content Creation (bi-weekly blog posts)	₹10,000
Local SEO & Google My Business Optimization	₹4,000
Backlink Building (directory submissions, outreach, etc.)	₹4,000
Monthly Reporting & Strategy Adjustments	Included
Total	₹22,000 per month

5. Social Media Marketing (SMM) (Complementary Service)

Social Media Marketing will be provided as a free complementary service to strengthen online presence.

- **Platforms:** Facebook, Instagram, LinkedIn, X (Twitter).
- **Content Creation:** Flyers and creatives will be designed using **Canva.com**.
- **Posting Frequency:** **Two weekly posts** featuring services, offers, and testimonials.
- **Engagement Strategy:** Comments, shares, and responding to customer queries.

6. Timeline and Deliverables

Month 1:

- ✓ **Meta Ads Setup** – Develop ad creatives, define target audience, launch campaigns.
- ✓ **SEO Audit** – Identify key improvement areas on the website.
- ✓ **GMB Optimization** – Update and enhance GMB profile.

✓ **SMM Setup** – Create branded templates for flyers & schedule social media posts.

✓ **EIN Presswire Release** – Publish the first press release.

Months 2-3:

✓ **Ongoing Meta Ads Management** – Monitor & optimize ad performance.

✓ **Content Creation** – Publish **bi-weekly blog posts** for SEO improvement.

✓ **Consistent Social Media Posting** – Maintain regular content updates.

✓ **EIN Presswire Release** – Publish **one press release per month**.

Months 4-6:

✓ **Review Management** – Develop a system to encourage & manage customer reviews.

✓ **Performance Reporting** – Provide **monthly progress reports**.

✓ **EIN Presswire Release** – Continue **monthly releases**.

7. Investment

💰 **Meta Ads Management:** ₹3000 per month plus ₹9000 (including ad spend).

💰 **SEO Services:** ₹22,000 per month.

💰 **GMB Optimization:** Included in SEO.

💰 **EIN Presswire Release:** ₹8,300 per month.

💰 **Social Media Marketing:** Free Complementary Service.

💰 **Total Monthly Investment:** ₹33,300 (plus ₹9000 ad spend at ₹300/day).

8. Conclusion

By integrating **Meta Ads, SEO, GMB optimization, EIN Presswire releases, and Social Media Marketing**, can expect a **significant increase in online visibility and lead generation**.

I look forward to collaborating and helping your business growth.

Best Regards,
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