

KETAK COMMUNICATIONS



FACEBOOK MARKETING PACKAGES

Categories	Small Business	Midsize Business	ECommerce Business
	15,000 INR Monthly (EXCLUSIVE OF ALL TAXES)	23,000 INR Monthly (EXCLUSIVE OF ALL TAXES)	33,000 INR Monthly (EXCLUSIVE OF ALL TAXES)
Organic Facebook Management Plan			
Facebook Page Creation	✓	✓	✓
Facebook Cover And Profile Pic Creation	✓	✓	✓
Facebook Tabs Creation	✗	✓	✓
Facebook Page Optimization	✗	✓	✓
Post on Page	1 Per Week	2 Per Week	3 Per Week
Creation Of Facebook Polls/ Quiz	✗	✓	✓
Sharing Post In Groups	✗	✓	✓
Responding To Comments	✗	✗	✓
Call To Action Button Creation	✓	✓	✓
Hashtag Research	✓	✓	✓
Influencer Research	✗	✗	✓
Video Posting	✗	1 Per Month(Only 30 Sec)	1 Per Month(Only 30 Sec)
Page Monitoring	✓	✓	✓
Competitors Analysis	✗	✓	✓
Facebook Ads Management			
Suggested Ad Spend Monthly	Up to 10,000 Rs	Up to 25,000 Rs	Up to 25,000+ Rs
Facebook Business Manager Set Up	✗	✓	✓
Facebook Ads Campaign	1	2	3
Ad Set	1	3	6
Ads	1	6	10
Pixel Installation	✗	✓	✓
Custom Conversion Creation	✗	✓	✓
Remarketing	✗	✓	✓
Detailed Audience Creation	✓	✓	✓
Custom Audience Creation	✗	✓	✓
Creation Of Automated Rules	✗	✓	✓
Facebook Analytics Report Creation	✓	✓	✓
Ad Campaign Monitoring	✓	✓	✓
Catalogue Creation	✗	✓	✓
Dynamic Ads Creation	✗	✓	✓
Instant Experience Ads Creation	✗	✓	✓
Customization Of Ad Placements	✓	✓	✓
A/B Testing Of Ad Set, Creative And Placement	✗	✗	✓
Carousel And Collection Ads	✗	✓	✓
Traffic Monitoring	✓	✓	✓
Monthly Report	✓	✓	✓

INSTAGRAM MARKETING PACKAGES

Categories	Basic	Advanced	Enterprise
	15,000 INR Monthly (EXCLUSIVE OF ALL TAXES)	20,000 INR Monthly (EXCLUSIVE OF ALL TAXES)	25,000 INR Monthly (EXCLUSIVE OF ALL TAXES)
Instagram Marketing			
Business Profile Creation	✓	✓	✓
Optimization Of Business Profile	✓	✓	✓
Instagram Stories Creation	✗	2 Per Week	4 Per Week
Post Creation For Instagram Profile	1 Per Week	2 Per Week	3 Per Week
Hashtag Research	✓	✓	✓
Competitors Analysis	✗	✓	✓
Responding to comment	✗	✓	✓
Engagement Strategy	✓	✓	✓
Outreach With Influencers	✗	✗	✓
Link With Facebook Page	✗	✓	✓
Video Uploading On IGTV	1- Provided by client	1- Provided by client	2- Provided by client
Instagram Analytics & Monitoring	✓	✓	✓
Monthly Reporting	✓	✓	✓
Instagram Ads			
Instagram Ads Campaign	1	2	3
Ad Set	1	3	6
Ads	1	6	10
Audience Research	✓	✓	✓
Instagram Ads Campaign Set up	✓	✓	✓
Instagram Ads Creative Creation & Design	✓	✓	✓
Instagram Ads Monitoring And Management	✓	✓	✓

YOUTUBE MARKETING PACKAGES

Categories	Basic	Advanced	Enterprise
	15,000 INR Monthly (EXCLUSIVE OF ALL TAXES)	23,000 INR Monthly (EXCLUSIVE OF ALL TAXES)	33,000 INR Monthly (EXCLUSIVE OF ALL TAXES)
Youtube Marketing			
Youtube Channel Creation	✓	✓	✓
Cover Photo And Profile Pic Creation	✓	✓	✓
Video Optimization	1 Video Per Week	2 Video Per Week	4 Video Per Week
Custom Thumbnail Creation	✓	✓	✓
Keyword Research	✗	✓	✓
Status Posting*	✗	✗	✓
Responding To Comments	✗	✓	✓
Playlist Creation	✗	✓	✓
Video Backlinks Creation	✗	✗	✓
Video Creation	✗	✗	1 Min Video Per Month
End Screen Cards Creation	✓	✓	✓
Information Cards Creation	✓	✓	✓
Video Tags Creation	✓	✓	✓
Youtube Analytics Monitoring	✗	✓	✓
Competitors Analysis	✗	✓	✓
Youtube Ads			
YouTube Ad Account Set Up	✓	✓	✓
Video Ads	2 Per Month	4 Per Month	6 Per Month
Skippable In-Stream Ads	✓	✓	✓
Non-Skippable In-Stream Ads	✗	✓	✓
Bumper Ads	✗	✓	✓
Discovery Ads	✗	✗	✓
YouTube Video Sequence Ads	✗	✗	✓
Detailed Audience Creation	✓	✓	✓
Custom Audience Creation	✗	✓	✓
A/B Testing Of Targeting	✗	✓	✓
Remarketing Video Ads	✗	✓	✓
Video Ads With Promotion Of Your Products	✗	✗	✓
Monthly Report	✓	✓	✓

TWITTER ADVERTISING PACKAGES

Categories	Small Business	Midsize Business	ECommerce Business
	13,000 INR Monthly (EXCLUSIVE OF ALL TAXES)	17,000 INR Monthly (EXCLUSIVE OF ALL TAXES)	23,000 INR Monthly (EXCLUSIVE OF ALL TAXES)
Twitter Marketing			
Profile Creation	✓	✓	✓
Background Picture Creation	✓	✓	✓
Tweet	2 Per Week	5 Per Week	10 Per Week
Cover Pic Creation	✓	✓	✓
Hashtag Research	✓	✓	✓
Active In Trending Hashtag	✗	✓	✓
Creation Of List	✗	✗	✓
Creation Of Poll	✗	✓	✓
Following Industry Related People	✗	✓	✓
Twitter Analytics Monitoring	✗	✓	✓
Creation Of Moments	✗	✗	✓
Twitter Ads Management			
Twitter Ads Set Up	1	2	5
Ad Set	1	3	6
Ads	1	6	10
Tweet Engagement Ads	✓	✓	✓
Video Or GIF View Ads	✗	✗	✓
Awareness Ads	✗	✓	✓
Website Conversion Ads	✗	✗	✓
In stream Video View Ads	✗	✗	✓
Follower Ads	✗	✓	✓
App Insatll Ads	✗	✗	✓
App Reengament	✗	✗	✓
Audience Creation	✓	✓	✓
Monthly Report	✓	✓	✓

LINKEDIN MARKETING PACKAGES

Categories	Small Business	Midsize Business	ECommerce Business
	13,000 INR Monthly (EXCLUSIVE OF ALL TAXES)	20,000 INR Monthly (EXCLUSIVE OF ALL TAXES)	30,000 INR Monthly (EXCLUSIVE OF ALL TAXES)
LinkedIn Marketing			
LinkedIn Business Page Creation	✓	✓	✓
Goal Analysis	✓	✓	✓
Competitors Analysis	✗	✓	✓
Audience Research	✗	✓	✓
LinkedIn Business Page Optimization	✓	✓	✓
Creation Of Group	✗	✗	✓
Invite Connection To Like Your Page	✗	✓	✓
Posting In LinkedIn Groups	✗	✗	✓
Video Posting	✗	1 Per Month(Only 30 Sec)	2 Per Month(Only 30 Sec)
Image Posting	2 Per Week	4 Per Week	6 Per Week
Hashtag Research	✓	✓	✓
Creation Of Showcase Page	✗	✗	✓
Responding To Comments	✗	✓	✓
LinkedIn Ads Management			
Campaign Manager Account Set Up	✓	✓	✓
Creation Of Campaign	1	3	5
Ad Set	1	3	6
Ads	1	6	10
LinkedIn Insight Tag Installation	✗	✗	✓
Creation Of Custiom Conversion	✗	✓	✓
Ads Monitoring	✓	✓	✓
Monthly Report	✓	✓	✓