Digital Marketing Proposal
from
Needtoday Digital

"Needtoday Digital is a Digital Branding and Marketing Platform of Needtoday.com where we create and execute unique Digital Marketing strategies for each customer to create their online presence, build their digital brand, grow their business online and achieve their marketing goals".

PRODUCTS & SERVICES

Please find the main features and details of our products and services below:

1. NEEDTODAY ALL IN ONE DIGITAL MARKETING PACKAGES

Needtoday All in One Digital Marketing Packages are complete packages for your Digital Marketing needs starting from Rs. 12,50,000 per year for your website or Microsite. Please find the main features and details below.

Needtoday All in One Digital Marketing Packages – Main Features			
Package Name	**Silver**	**Gold**	**Platinum**
Minimum Contract Period	1 Year	1 Year	1 Year
Price	₹12,50,000	₹13,50,000	₹14,50,000
Digital Branding & Marketing Strategy	✓	✓	✓
Website SEO Audit	✓	✓	✓
Competitive Analysis	✓	✓	✓
Search Engine Optimization (SEO)	30 Keywords	40 Keywords	50 Keywords
Content Creation and Marketing	Monthly	Monthly	Monthly
Creative Images	12	14	16
Instagram Reels	8	12	16
Video	8	12	16
Infographics	6	8	10
Blogs	12	16	20
Articles	8	11	20
Social Media Optimization	✓	✓	✓
Lead Generation Campaign	Extra	Extra	Extra
Online Reputation Monitoring	✓	✓	✓
Blog Optimization	✓	✓	✓
CRO Strategy	✓	✓	✓
Tracking, Monitoring & Reporting	✓	✓	✓

2. LEAD GENERATION CAMPAIGN

Needtoday Digital generates leads for your business through Digital Marketing and charges you only a small percentage of your Advertisement budget as campaign service charges. The campaign amount has to be paid by the Advertiser.

LEAD GENERATION CAMPAIGN – Main Features			
Package	**Basic**	**Silver**	**Gold**
Project Landing Page	1	1	1
Number of Campaign	1	1	1
Campaign Amount	Upto ₹1 Lac	Upto ₹3 Lac	Upto or > ₹5 Lac
Landing Page Creation Charge (One Time)	₹5,000	₹5,000	₹5,000
Campaign Setup Charge (One Time)	₹15,000	₹15,000	₹15,000
Campaign Service Charge	₹25,000	10% of the Campaign amount subject to min. of ₹ 25,000	8% of the Campaign amount subject to min. of ₹ 25,000
Expected Leads			
Cost Per Lead - Assumed	**Expected Leads**	**Expected Leads**	**Expected Leads**
@ ₹100 - ₹500	1000 - 200	3000 - 600	5000 - 3000
@ ₹500 - ₹1000	200 - 100	600 - 300	1000 - 500
@ ₹1000 - ₹1500	100 - 66	300 - 200	500 - 333
@ ₹1500 - ₹2000	66 - 50	200 - 150	333 – 250
> ₹2000	50	150	250

Om99 Online Private Limited
Address: 3RD Floor, Ganesha Complex, Ganesh Block, No. 7 Dinnur Main Road, Bangalore - 560032
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Web: needtoday.com | digital.needtoday.com

3. MICROSITE PROMOTION PACKAGE

Needtoday Digital creates a Microsite on Needtoday Platform, which will be digitally promoted by us for one year to reach more potential buyers, generate more organic traffic with sustained Lead flow. It will also increase the client's share in the search traffic within the industry increasing lead flow. The URL's will be e.g. microsite.needtoday.com/your-name. Please find the salient features below:

- o Creation of Microsite or Landing Page on Needtoday.com MICROSITE Platform
- o Dedicated Team to enhance Project visibility in Search Engine results
- o Increase the Client's share in the search traffic within the industry
- o Enhanced Project visibility across major Digital Platforms

Project Page	microsite.needtoday.com/your-name
Duration	1 Year
Package Price	₹ 4,60,000 + GST @ 18%
Leads	Unlimited
Search Engine Optimisation	
Search Engine Optimisation (SEO)	50 Keywords
Off Page	✓
On Page	✓
Local Search Optimisation	✓

CUSTOM CONTENT CREATION

TYPE	Qty.	Estimated Costing
Keyword	1	750 /Month
Blog – Creation (1300 Words)	1	1000
Infographic Creation	1	1000
Post Creation - Image by Customer	1	900
Video Editing – Content by Customer	1	1500
Video Creation (From Free Stock Images)	1	1500

4. WEBSITE DESIGNING & DEVELOPMENT

Needtoday Digital offers Website design / Revamp Services with Content Management System (CMS), Shopping cart with Payment Gateway, Support Manager, Blog Manager, Appointment Manager, Knowledge Manager etc. starting from Rs. 80,000.

Dynamic Website

S.No.	Dynamic Website – Web Hosting	Amount
1.	1 Year / 4 vCPU / 8 GB Ram / 10 GB Storage / CPanel/ Unmetered Traffic / SSL / Daily Backup /CDN via Cloudflare / Free Email / SSH	Rs. 5,000 + GST @18%

S.No.	Dynamic Website – Designing	Amount
1.	**Web Design – HTML / PHP (Laravel) / MySQL**	
2.	**Content Management System (CMS)**	
	About Us	
	Login / Register	
	Customer Panel	
	Web Admin Panel	
	Product Pages Management	
	Service Pages Management	Rs. 80,000 + GST @ 18%
	Appointment Management	
	Event Management	
	BLOG Management	
	Knowledge Base Management	
	Support Ticket System	
	Contact Us	

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E - Commerce Website

S. No.	E-Commerce Website – Web Hosting	Amount
1.	1 Year / 4 vCPU / 8 GB Ram / 10 GB Storage / CPanel/ Unmetered Traffic / SSL / Daily Backup / CDN via Cloudflare / Free Email / SSH	**Rs. 5,000 + GST @18%**

S. No.	E-Commerce Website - Designing	Amount
1.	**Web Design – HTML / PHP (Laravel) / MySQL**	
2.	**Content Management System (CMS)**	
	About Us	
	Login / Register	
	Customer Panel	
	Web Admin Panel	
	Product Page	**Rs. 90,000 + GST @ 18%**
	Service Page	
	Shop Management	
	Payment Gateway Integration	
	Appointment Management	
	Event Management	
	BLOG Management	
	Knowledge Base Management	
	Support Ticket System	
	Contact Us	

Custom Website Development

Our Website design and development team can help you build your brand's website, e- commerce applications, custom web applications from ground up. If your website is already built but isn't performing to expectations, we can perform a detailed audit and work with you to improve site architecture, design and responsiveness etc. We develop websites and e- commerce applications in PHP (Laravel). We deploy a powerful Content Management System (CMS) which manages your website content in a productive way with PHP (Laravel) based web development. The development platform is robust, secure and scalable, manages customisations easily and integrates well with APIs and third-party plug-ins

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Needtoday All in One Digital Marketing Packages - Details

Package Name	Silver	Gold	Platinum
Minimum Contract Period	1 Year	1 Year	1 Year
Price	₹12,50,000	₹13,50,000	₹14,50,000
Content Creation & Posting Frequency	Monthly	Monthly	Monthly
Digital Branding & Marketing Strategy			
Business Marketing Consultation	✓	✓	✓
Current Scenario Analysis	✓	✓	✓
Objectives & KPI's	✓	✓	✓
Identifying Strength & Weakness	✓	✓	✓
Identifying New Opportunities	✓	✓	✓
Ideation, Growth & Improvement Strategies	✓	✓	✓
Strategic Planning	✓	✓	✓
Website SEO Audit			
Business Marketing Consultation	✓	✓	✓
In depth Audit of Your Website	✓	✓	✓
Site map / Navigation flow Assessment	✓	✓	✓
Assess website friendliness to Search engine robots	✓	✓	✓
Check Header Status, Meta Robots, Google Cache of Pages	✓	✓	✓
Content Duplicity Check	✓	✓	✓
Initial Backlinks Analysis	✓	✓	✓
Google Penalty Check	✓	✓	✓
Competition Analysis	✓	✓	✓
Keyword Research	✓	✓	✓
Duplicate Content Check	✓	✓	✓
Initial Rank Report	✓	✓	✓
In-depth Site Analysis	✓	✓	✓
Broken link Check	✓	✓	✓
Backlink/inbound links analysis	✓	✓	✓
Online Reputation Check	✓	✓	✓
Social Metrics Analysis	✓	✓	✓

ORM Keywords Analysis	✓	✓	✓
Link Building strategy	✓	✓	✓
Mobile Responsiveness Check	✓	✓	✓
SSL Check & Recommendations Only	✓	✓	✓
AMP Check	✓	✓	✓
Site Favicon Check	✓	✓	✓
404 Custom URL Check	✓	✓	✓
Competitive Analysis			
Your Competitors	✓	✓	✓
Competitors Current Strategy	✓	✓	✓
Competitors Backlink Analysis	✓	✓	✓
Social Media Competitive Analysis	✓	✓	✓
Identifying Strength & Weakness	✓	✓	✓
Solving Strength & Weakness	✓	✓	✓
Search Engine Optimization (SEO)			
Website Analysis	✓	✓	✓
Content Duplicity Check	✓	✓	✓
Initial Backlinks Analysis	✓	✓	✓
Google Penalty Check	✓	✓	✓
Competition Analysis	✓	✓	✓
In Depth Keyword Research	✓	✓	✓
No. Of Keywords	**30**	**40**	**50**
On Page Optimization	✓	✓	✓
On page Changes	✓	✓	✓
Title Tags Optimization	✓	✓	✓
META Tags Optimization	✓	✓	✓
Content Optimization	✓	✓	✓
Voice Search Optimization (AI Based)	✓	✓	✓
HTML Code Optimization	✓	✓	✓
Canonicalization / 301 Redirect	✓	✓	✓
Website Permalinks Analysis	✓	✓	✓
Internal Linking	✓	✓	✓
Hyperlink Optimization	✓	✓	✓
Website Responsive Check	✓	✓	✓
Check Mobility Issues	✓	✓	✓
Custom 404 Page	✓	✓	✓

	Upto 30 Pages	Upto 50 Pages	Upto 100 Pages
URL Structure Analysis / Optimization	✓	✓	✓
No Follow on External Links	✓	✓	✓
Pages H tags optimization	Upto 30 Pages	Upto 50 Pages	Upto 100 Pages
Robots.Txt Creation / Optimization	✓	✓	✓
Schema Mark-up Implementation	✓	✓	✓
Featured Snippet Optimization	✓	✓	✓
Images Optimization	✓	✓	✓
Schema Markup Analysis	✓	✓	✓
Footer Optimization	✓	✓	✓
Website Page Load Optimization (Desktop)	✓	✓	✓
Page Speed Analysis	✓	✓	✓
HTML & XML Sitemap Creation	✓	✓	✓
Google Webmaster Tools Setup	✓	✓	✓
Google Analytics Setup & Integration	✓	✓	✓
Bing Webmaster Tools Set Up	✓	✓	✓
Link Google Analytics to Google Tag Manager	✓	✓	✓
Off Page Optimization	✓	✓	✓
Search Engine Submissions	✓	✓	✓
Social Bookmarking Links	30	60	150
Webpage / Blog Post	1	2	4
Custom Graphics And / Or Illustrations To Support Your Blogs	✓	✓	✓
Contextual Links	✓	✓	✓
Keyword Used In Anchor Text	✓	✓	✓
Web 2.0 Profile Creation	5	10	15
Premium PR Distribution	Additional Charges	Additional Charges	Additional Charges
Social Bookmarking Links	10	20	30
Classified Submissions	5	7	10
Guest Blogging	Additional Charges	Additional Charges	Additional Charges
Blog Commenting	5	10	20
Article Submissions	5	10	20
Image Submissions	5	10	20

PPT Submission	2	4	6
DOC / PDF Submission	1	2	4
Forum Posting	2	4	6
Directory Submissions with high DA website	3	5	7
Video Submission	5	10	15
Local Search Optimization	✓	✓	✓
Google My Business / Bing Local Listing	✓	✓	✓
NAP Syndication	✓	✓	✓
Citation Building / Local Business Listing	5	7	10
Classified Submissions	5	10	20
Customer Review /Testimonial Submission	✓	✓	✓
Local Search Engine Submission	✓	✓	✓
Setting Geo Targeting in Google	✓	✓	✓
Contact Address in Footer	✓	✓	✓
Content Creation and Marketing			
Content Marketing Assessment	✓	✓	✓
Keywords Targeted Content Creation	✓	✓	✓
Creative Image Creation	12	14	16
Instagram Reel Creation	8	12	16
Video Creation (From Stock Images)	8	12	16
Infographic Creation	6	8	10
Blog Writing	12	16	20
Article Writing	8	11	20
Web 2.0 Profile Writing	1	2	6
PPT Creation	1	2	3
Guest Blog Writing (Charges to be paid by Client)	✓	✓	✓
Social Media Optimization (SMO)			
Social Media Strategy	✓	✓	✓
Social Profile Creation / Bookmarking	3	5	7
Social Media Profile Optimization	3	5	7
Reporting	✓	✓	✓
Facebook / Instagram	✓	✓	✓
Facebook Account Setup	✓	✓	✓

Facebook Cover Image	✓	✓	✓
Facebook Timeline Design	✓	✓	✓
Custom URL Creation	✓	✓	✓
Group Join	3	5	10
Post Sharing In Groups	✓	✓	✓
FB / Insta Timeline Status Posting	5	10	20
Video Sharing (Provided By Client)	1	5	10
Facebook Wall Updates	5	10	15
Fan Page Creation	✓	✓	✓
Facebook Ads Management (Paid by Client)	✓	✓	✓
Facebook Insight Monitoring	✓	✓	✓
Targeted Page Likes	✓	✓	✓
Facebook Call to Action	✓	✓	✓
Twitter	✓	✓	✓
Account Creation	✓	✓	✓
Custom Twitter Background & Profile	✓	✓	✓
Profile Optimization	✓	✓	✓
Tweets Posting	10	25	50
Targeted Twitter Followers Increase	✓	✓	✓
Retweets	✓	✓	✓
Cover Photo Creative And Upload	1	2	3
#Hashtag Trend Research	✓	✓	✓
Twitter Analytics Monitoring	✓	✓	✓
Linked In	✓	✓	✓
LinkedIn Account (Personal Profile)	✓	✓	✓
Profile Keyword Optimization	✓	✓	✓
Company Page Creation	✓	✓	✓
Company Page Follower Increase	✓	✓	✓
Profile Building & Engaging in Conversations	✓	✓	✓
LinkedIn Post Sharing	5	10	20
Targeted LinkedIn Connection	1	1	1
Relevant Group Joining	✓	✓	✓
Company Page Creation	✓	✓	✓
Pinterest	✓	✓	✓

Pinterest Account	✓	✓	✓
Profile Optimization	✓	✓	✓
Profile Content Writing	✓	✓	✓
Website Verification	✓	✓	✓
Business Account	✓	✓	✓
Board Creation	5	10	15
Pins Posted	10	25	50
Followers	✓	✓	✓
Reporting	✓	✓	✓
YouTube	✓	✓	✓
Account Creation / Management	✓	✓	✓
YouTube Channel Creation	✓	✓	✓
Keyword Research	✓	✓	✓
YouTube Channel Setup / Optimization	✓	✓	✓
Video Title / Description Optimization	✓	✓	✓
Video Tags / Channel Tags Optimization	✓	✓	✓
YouTube Background Design	✓	✓	✓
Embedding Videos in Articles/Blogs	✓	✓	✓
Social Sharing of Videos	✓	✓	✓
Embedding / Sharing Videos on Q&A	✓	✓	✓
Video Submissions	✓	✓	✓
Podcast Creations	✓	✓	✓
Podcast Submissions	✓	✓	✓
Video Views	✓	✓	✓
YouTube Video Likes	✓	✓	✓
Subscribers	✓	✓	✓
Video Marketing Monthly Report	✓	✓	✓
Lead Generation			
Paid Ad Campaigns per month	Extra	Extra	Extra
Online Reputation Monitoring (ORM)			
Company Profile Creation	1	2	3
Search Positions Monitored	1 to 10	1 to 20	1 to 30
Blog Posting	1	2	3
Blog Promotion	1	2	3

Social Bookmarking	5	10	15
Article Posting	1	2	3
Article Promotion	5	10	15
Business Listing	5	7	10
Customer Reviews / Ratings	3	5	10
Development of Micro Sites (Paid by the Client)	1	2	3
Q &A Posting	✓	✓	✓
ORM Monthly Report	✓	✓	✓
Blog Optimization			
Blog Setup	✓	✓	✓
Blog Keyword Research	✓	✓	✓
Blog Optimization	✓	✓	✓
Blog RSS Feed Submission	✓	✓	✓
Blog Directory Submission	✓	✓	✓
Blog Social Media Integration	✓	✓	✓
Influencer Marketing			
Influencers Tie up (Charges Paid by Client)	✓	✓	✓
Reporting	✓	✓	✓
Conversion Rate Optimization (CRO) Strategy			
Visitor Analysis	x	x	✓
Google Page Speed Optimization	x	x	✓
Google Website Optimizer	x	x	✓
Website Copy Analysis	x	x	✓
Site Navigation Analysis/Modification	x	x	✓
A/B Testing & Implementation	x	x	✓
Call To Action Analysis & Design	x	x	✓
Website Conversion Optimization	x	x	✓
Conversion Funnel Optimization	✓	✓	✓
Tracking & Monitoring			
Google Analytics Monitoring	✓	✓	✓
Google Webmaster Monitoring	✓	✓	✓
Google Adwords Conversion Code Setup	✓	✓	✓
Google Adwords Remarketing Code Setup	✓	✓	✓

Goal Conversion Setup & Tracking In Analytics	✓	✓	✓
Reporting			
Standard Reporting	✓	✓	✓
Acquisition Reporting	✓	✓	✓
Performance Reporting	✓	✓	✓
Event Tracking	x	x	✓
Applying Spam Filters	x	x	✓
Loading Speed Optimization	x	x	✓
Enhancement Suggests	x	x	✓
Customer Support			
Account Manager	✓	✓	✓
Dedicated Resources	✓	✓	✓
Meeting	✓	✓	✓
Email	✓	✓	✓
Chat	✓	✓	✓
Phone	✓	✓	✓

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LEAD GENERATION CAMPAIGN - DETAILS

Lead Generation Platform	Google / Facebook / Instagram / Linked In / All Social Media
Local Business Listing	Google My Business

Digital Branding, Marketing & Strategy	
Business Marketing Consultation	✓
Current Scenario Analysis	✓
Objectives & KPI's	✓
Identifying Strength & Weakness	✓
Identifying New Opportunities	✓
Ideation, Growth & Improvement Strategies	✓
Strategic Planning	✓

Competitive Analysis	
Your Competitors	✓
Competitors Current Strategy	✓
Competitors Backlink Analysis	✓
Social Media Competitive Analysis	✓
Identifying Strength, Weakness	✓
Solving Strength & Weakness	✓

Google AdWords (PPC)	
Initial Setup	✓
Keyword Research	✓
Landing Page Design & Optimization	1
Search Advertising	✓
Display Advertising	✓
Video Ads	✓
App Promotion Ads	✓
Remarketing	✓
Product Listing Ads (PLAs)	✓
Campaign & Adgroup Development	✓
Creative Ad Copy	✓
Cost Per Acquisition Optimization	✓
A/B Split Testing	✓
Display Advert Banner Designing	✓
Monthly Ad Spend (Paid by Client)	✓
Initial Estimate Report	✓
Conversion Tracking	✓

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Campaign Management	✓
Google Adwords Monthly Report	✓
Reporting	
Standard Reporting	✓
Acquisition Reporting	✓
Performance Reporting	✓
Customer Support	
Account Manager	✓
Dedicated Resources	✓
Meeting	Monthly Once
Email	✓
Chat	✓
Phone	✓