



## Digital Marketing Proposal from Needtoday.com DIGITAL

“Needtoday.com 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”. Please find the Main features and details of the Packages below:

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### Om99 Online Private Limited

Address: 3<sup>RD</sup> Floor, Ganesha Complex, Ganesh Block, No. 7 Dinnur Main Road, Bangalore - 560032

Mobile: 6364 413322, WA: 6364 593322 | Mail: digital@needtoday.com

Web: needtoday.com | digital.needtoday.com

# 1. Needtoday.com DIGITAL - Creative & Branding

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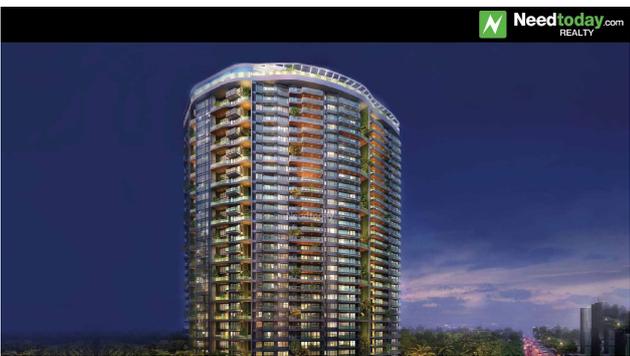


1500+ Schools • 42000+ Installations • 70% Market Share

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**Phoenix Kessaku**  
3, 4 & 5 BHK Apartments starting from ₹ 5 Cr. onwards in Rajkumar Road, Bengaluru

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Palladium Constructions

**ModiPlus**

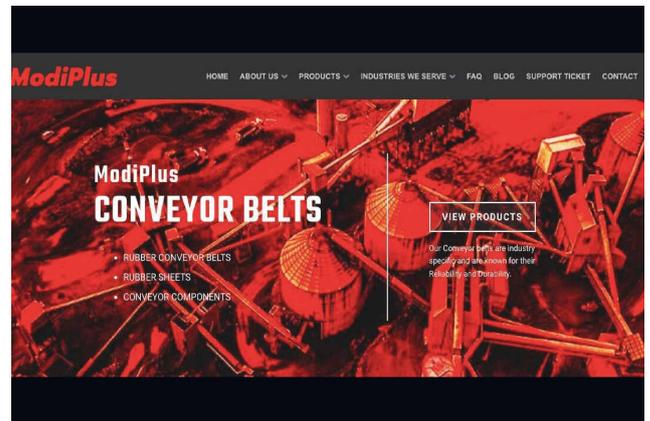
HOME ABOUT US PRODUCTS INDUSTRIES WE SERVE FAQ BLOG SUPPORT TICKET CONTACT

**ModiPlus CONVEYOR BELTS**

- RUBBER CONVEYOR BELTS
- RUBBER SHEETS
- CONVEYOR COMPONENTS

VIEW PRODUCTS

Our Conveyor Belts are industry specific and are known for their Reliability and Durability.



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Medstar Specialty Hospital

**Aluminium Profile Lights**

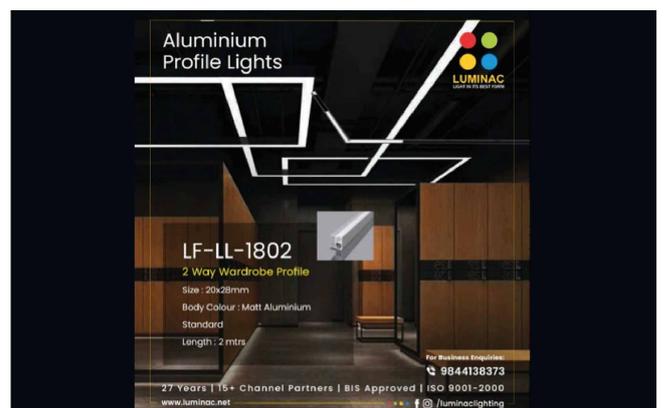
**LUMINAC**

**LF-LL-1802**  
2 Way Wardrobe Profile

Size : 20x28mm  
Body Colour : Matt Aluminium  
Standard  
Length : 2 mtrs

For Business Enquiries: 9844138373

27 Years | 15+ Channel Partners | BIS Approved | ISO 9001-2000  
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Luminac

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## 2. Needtoday.com DIGITAL MARKETING PACKAGES - Main Feat.

Needtoday.com DIGITAL offers Digital Marketing Packages for client's website or Microsite wherein client's can choose modules from one or more packages to meet their Digital Marketing requirements. The client can also provide their own content and will only be charged for content posting on digital and social media Platforms. The client can buy any package and can choose to add Custom modules to make their Custom Package. The Packages are as follows:

### Needtoday.com DIGITAL MARKETING PACKAGES

<b>FEATURES</b>	<b>Details</b>	Choose modules from one or more packages to meet your Digital Marketing requirements
	<b>Client's Website URL</b>	www.your-name.com
	<b>Microsite URL</b>	www.microsite.needtoday.com/your-name
	<b>Content Creation</b>	Content can be provided by the client or created by Needtoday.com DIGITAL
	<b>Content Posting</b>	Content is posted on Client's website. The content is posted on Needtoday.com Social Media Channels for Microsite.

#### SEO PACKAGE

Needtoday.com DIGITAL will promote the client's website or Microsite for one year and increase project visibility on search engines, digital and social media platforms to reach more potential buyers and generate more organic traffic with sustained Lead flow.

- Dedicated Team to enhance Project visibility in Search Engine results
- Enhanced Project visibility across major Digital Platforms

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	Features	Basic	Silver	Gold	Custom
<b>SEO PACKAGE</b>	Keywords	10	20	30	Select Multiple Packages
	<b>Price/month</b>	<b>₹ 7,000</b>	<b>₹ 9,300</b>	<b>₹ 12,300</b>	-

### LEAD GENERATION CAMPAIGN PACKAGE

Needtoday.com DIGITAL generates leads for your business by running Lead generation campaigns on digital and Social media platforms and charges you only a small percentage of your Advertisement budget as campaign service charges. The campaign amount per month has been added in the Pricing

	Features	Basic	Silver	Gold	Custom
<b>LEAD GENERATION PACKAGE</b>	Campaign Amount Per Month	₹ 3000	₹ 6000	₹ 15000	Advertisement Budget paid by the client
	Service Charge	₹ 3000	₹ 3200	₹ 3500	5% subject to minimum of ₹ 3000 per month
	<b>Price/month</b>	<b>₹ 6,000</b>	<b>₹ 9,200</b>	<b>₹ 18,500</b>	-

### SOCIAL MEDIA CONTENT CREATION PACKAGE

Needtoday.com DIGITAL will create engaging Social Media content for client's website or Microsite. The created content will be uploaded on client's Social Media accounts. In case of Microsite, the Social Media content will be uploaded on relevant Needtoday.com Social Media Channel account.

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SOCIAL MEDIA CONTENT CREATION PACKAGE	Features	Basic	Silver	Gold	Custom
	Project Videos	1	2	4	₹ 1500 / Video
	Instagram Reels	2	5	8	₹ 1500 / Reel
	Blogs	2	8	15	₹ 1500 / Blog
	Articles	2	8	15	₹ 1500 / Article
	Creatives	4	5	6	₹ 1500 / Creative
	Infographics	0	1	2	₹ 1500 / Infogra.
	<b>Price/month</b>	<b>₹ 9,700</b>	<b>₹ 19,000</b>	<b>₹ 30,000</b>	<b>-</b>

### SOCIAL MEDIA CONTENT POSTING PACKAGE

Needtoday.com DIGITAL will optimize and post the content created by the client or by Needtoday.com DIGITAL on digital and Social Media Platforms.

SOCIAL MEDIA CONTENT POSTING PACKAGE	Features	Basic	Silver	Gold	Custom
	Project Videos	1	2	4	₹ 290 / Post
	Instagram Reels	2	5	8	
	Blogs	2	8	15	
	Articles	2	8	15	
	Creatives	4	5	6	
	Infographics	0	1	2	
	<b>Price/month</b>	<b>₹ 3,200</b>	<b>₹ 6,800</b>	<b>₹ 10,900</b>	

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## 1. Needtoday.com LISTING PROMOTION PACKAGES

Needtoday.com is an All in one Platform with multiple channels like Realty, Travel, Jobs etc. and Marketplaces connecting buyers and sellers.

Needtoday.com DIGITAL creates a Landing Page or Microsite on one of Needtoday.com Channels platform e.g. Realty Microsites will be created in Needtoday.com REALTY platform (i.e. realty.needtoday.com/projects/your-name). Similarly Deals Microsites will be created in Needtoday.com DEALS Platform (i.e. deals.needtoday.com/merchant/your-name). The customers can access the Microsite from needtoday.com or the platform website i.e. realty.needtoday.com

Channel	Platform Name	Platform Address	Listing Address
REALTY	Needtoday.com REALTY	realty.needtoday.com	realty.needtoday.com/your-name
DEALS	Needtoday.com DEALS	deals.needtoday.com	deals.needtoday.com/ your-name

The Microsites will be digitally promoted by us for one year on to reach more potential buyers, generate more organic traffic with sustained Lead flow. This will also increase the client's share in the search traffic in their industry as the search results will show the microsite along with the client's website and increase lead generation. The clients can also create a landing page in their own website which can also be promoted by us. The salient features are below:

- Creation of Microsite or Landing Page on Needtoday.com Channels platform
- Social Media Content to be uploaded on relevant Needtoday.com Social Media channel
- Dedicated Team to enhance Project visibility in Search Engine results
- Increase the Client's share in the search traffic within the industry
- Enhanced Project visibility across major Digital Platforms

**PRICING: The pricing is same as Needtoday.com Digital Marketing Packages**

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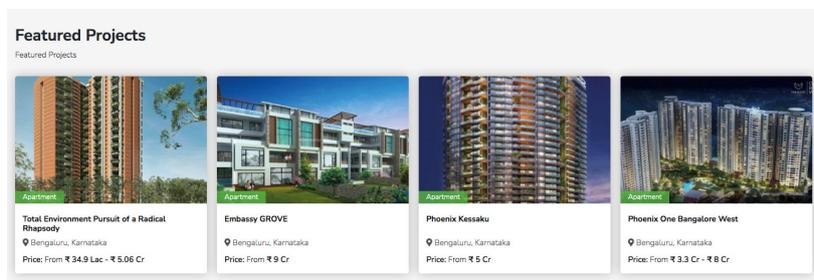
## PROJECT LISTING in Needtoday.com REALTY - realty.needtoday.com

Needtoday.com REALTY is an online Digital Branding & Marketing Real Estate platform from needtoday.com where we showcase the project on realty.needtoday.com, enhance project visibility on search engines, digital and social media platforms to generate more organic traffic and Leads. The customers can access the portal through needtoday.com and realty.needtoday.com.

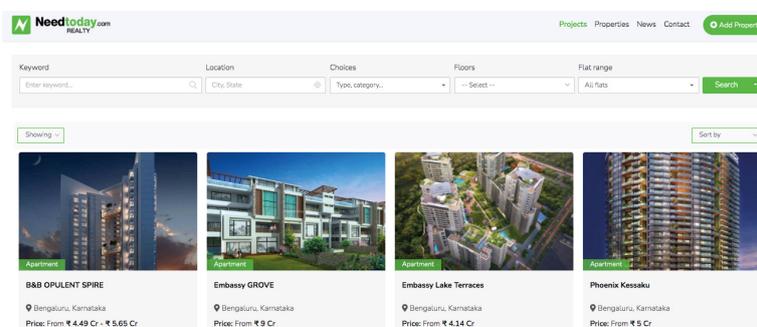
This will also increase the project share in the search traffic in the project vicinity as the search results will show the microsite along with the client's website and increase lead generation. The salient features are as follows:

- Creation of Project Page on Needtoday.com REALTY Platform
- Project Display on Search Page
- Dedicated Team to enhance Project visibility in Search Engine results
- Enhanced Project visibility across major Digital Platforms
- Increase Brand visibility on Social Media through Needtoday.com REALTY

### Featured Projects



### Search Page



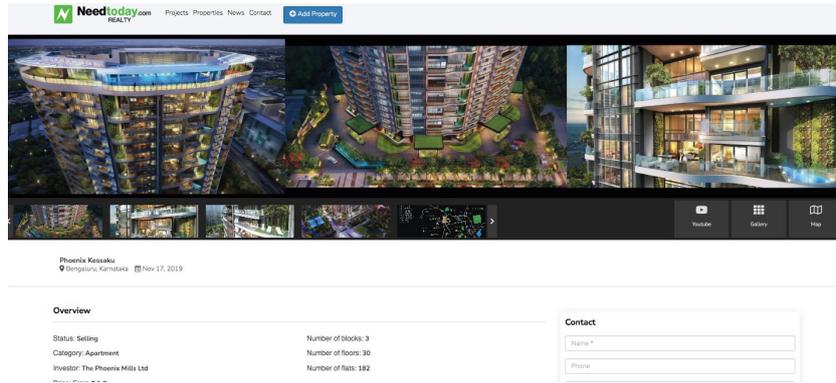
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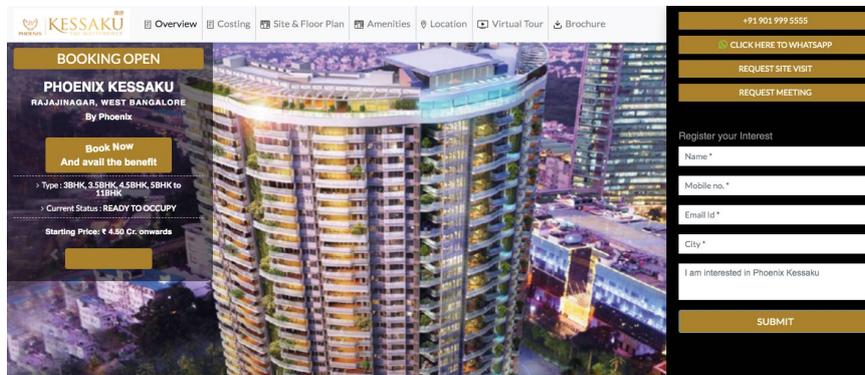
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## Project Page



## Lead Generation Campaign – Landing Page



PROJECT LISTING	URL
Embassy Grove	<a href="http://www.realty.needtoday.com/projects/embassy-grove">www.realty.needtoday.com/projects/embassy-grove</a>
Phoenix Kessaku	<a href="http://www.realty.needtoday.com/projects/phoenix-kessaku">www.realty.needtoday.com/projects/phoenix-kessaku</a>

LEAD GENERATION	URL
Phoenix Kessaku	<a href="http://realty.needtoday.com/bengaluru/phoenix-kessaku">realty.needtoday.com/bengaluru/phoenix-kessaku</a>
Phoenix One Bangalore West	<a href="http://realty.needtoday.com/bengaluru/phoenix-one-bangalore-west">realty.needtoday.com/bengaluru/phoenix-one-bangalore-west</a>

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## 2. WEBSITE DESIGNING & DEVELOPMENT

Needtoday.com 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 ₹ 35,000.

### 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	₹ 5,000 + GST @18%

S.No.	Dynamic Website – Designing	Amount
1.	Web Design – HTML / PHP (Laravel) / MySQL	₹ 35,000 + GST @ 18%
2.	Content Management System (CMS)	
	About Us	
	Login / Register	
	Customer Panel	
	Web Admin Panel	
	Product Pages Management	
	Service Pages Management	
	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	₹ 5,000 + GST@18%

S. No.	E-Commerce Website - Designing	Amount
1.	<b>Web Design – HTML / PHP (Laravel) / MySQL</b>	₹ 45,000 + GST @ 18%
2.	<b>Content Management System (CMS)</b>	
	About Us	
	Login / Register	
	Customer Panel	
	Web Admin Panel	
	Product Page	
	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.

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<b>SEO PACKAGE - Details</b>			
<b>Package Name</b>	<b>Silver</b>	<b>Gold</b>	<b>Platinum</b>
<b>Minimum Contract Period</b>	<b>1 Year</b>	<b>1 Year</b>	<b>1 Year</b>
<b>Price Per Month</b>	<b>₹ 7,000</b>	<b>₹ 9,300</b>	<b>₹ 12,300</b>
<b>Digital Branding &amp; Marketing Strategy</b>			
Business Marketing Consultation	✓	✓	✓
Current Scenario Analysis	✓	✓	✓
Objectives & KPI's	✓	✓	✓
Identifying Strength & Weakness	✓	✓	✓
Identifying New Opportunities	✓	✓	✓
Ideation, Growth & Improvement Strategies	✓	✓	✓
Strategic Planning	✓	✓	✓
<b>Website SEO Audit</b>			
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	✓	✓	✓
Duplicate Content Check	✓	✓	✓
Initial Rank Report	✓	✓	✓
In-depth Site Analysis	✓	✓	✓
Broken link Check	✓	✓	✓
Backlink/inbound links analysis	✓	✓	✓
Online Reputation Check	✓	✓	✓
Social Metrics Analysis	✓	✓	✓
Link Building strategy	✓	✓	✓
Mobile Responsiveness Check	✓	✓	✓
SSL Check & Recommendations Only	✓	✓	✓
AMP Check	✓	✓	✓
Site Favicon Check	✓	✓	✓

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404 Custom URL Check	✓	✓	✓
<b>Competitive Analysis</b>			
Your Competitors	✓	✓	✓
Competitors Current Strategy	✓	✓	✓
Competitors Backlink Analysis	✓	✓	✓
Social Media Competitive Analysis	✓	✓	✓
Identifying Strength & Weakness	✓	✓	✓
<b>Technical SEO</b>			
Custom 404 Page	✓	✓	✓
Schema Markup Analysis	✓	✓	✓
HTML & XML Sitemap Creation	✓	✓	✓
Google Penalty Check	✓	✓	✓
HTML Code Optimization	✓	✓	✓
Google Analytics Setup & Integration	✓	✓	✓
Google Analytics	✓	✓	✓
Broken links	✓	✓	✓
301 Redirections	✓	✓	✓
Canonicalization	✓	✓	✓
Structure Data Implementation	✓	✓	✓
Optimizing Core Web Vitals	✓	✓	✓
Index and No- Indexing check	✓	✓	✓
Robots.Txt Creation / Optimization	✓	✓	✓
Website Page Load Optimization (Desktop/ Mobile)	✓	✓	✓
Mobile Responsive Optimization	✓	✓	✓
Google Tag Manager Set Up	✓	✓	✓
<b>On Page Optimization</b>	✓	✓	✓
Site Content Optimization	✓	✓	✓
Title Tags Optimization	✓	✓	✓
META Tags Optimization	✓	✓	✓
Website Permalinks Analysis	✓	✓	✓
Internal Linking	✓	✓	✓
Hyperlink Optimization	✓	✓	✓
User Engagement	✓	✓	✓
No Follow on External Links	✓	✓	✓
Pages H tags optimization	Upto 30 Pages	Upto 50 Pages	Upto 100 Pages

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URLs Optimizations	✓	✓	✓
HTTPs Check	✓	✓	✓
External Linking	✓	✓	✓
Images Alt Text Optimization	✓	✓	✓
Footer Optimization	✓	✓	✓
<b>SEO Off Page</b>	✓	✓	✓
Backlinks Submissions	300	400	500
Social Bookmarking Links	✓	✓	✓
Webpage / Blog Post	✓	✓	✓
Local Search Engine Submission	✓	✓	✓
	✓	✓	✓
	✓	✓	✓
Web 2.0 Profile Creation	✓	✓	✓
Social Bookmarking Links	✓	✓	✓
Classified Submissions	✓	✓	✓
Guest Blogging	Additional Charges	Additional Charges	Additional Charges
Blog Commenting	✓	✓	✓
Article Submissions	✓	✓	✓
Image Submissions	✓	✓	✓
PPT Submission	✓	✓	✓
DOC / PDF Submission	✓	✓	✓
Forum Posting	✓	✓	✓
Directory Submissions with high DA website	✓	✓	✓
<b>Local Search Optimization</b>	✓	✓	✓
Google My Business / Bing Local Listing	✓	✓	✓
Citation Building / Local Business Listing	✓	✓	✓
Customer Review /Testimonial Submission	✓	✓	✓
Setting Geo Targeting in Google	✓	✓	✓

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<b>LEAD GENERATION CAMPAIGN PACKAGE - DETAILS</b>	
<b>Lead Generation Platform</b>	Google / Facebook / Instagram / Linked In / All Social Media
<b>Local Business Listing</b>	Google My Business
<b>Digital Branding, Marketing &amp; Strategy</b>	
Business Marketing Consultation	✓
Current Scenario Analysis	✓
Objectives & KPI's	✓
Identifying Strength & Weakness	✓
Identifying New Opportunities	✓
Ideation, Growth & Improvement Strategies	✓
Strategic Planning	✓
<b>Competitive Analysis</b>	
Your Competitors	✓
Competitors Current Strategy	✓
Social Media Competitive Analysis	✓
Identifying Strength, Weakness	✓
	✓
<b>Google AdWords (PPC)</b>	
Initial Setup	✓
Keyword Research	✓
Landing Page Design & Optimization	✓
Search Advertising	✓
Display Advertising	✓
Video Ads	✓
App Promotion Ads	✓
Remarketing	✓
Product Listing Ads (PLAs)	✓
Campaign & Adgroup Development	✓
Creative Ad Copy	✓
A/B Split Testing	✓
Display Advert Banner Designing	✓
Monthly Ad Spend (Paid by Client)	✓
Initial Estimate Report	✓
Conversion Tracking	✓
Campaign Management	✓
Google Adwords Monthly Report	✓

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<b>Reporting</b>	
Standard Reporting	✓
Acquisition Reporting	✓
Performance Reporting	✓
<b>Customer Support</b>	
Account Manager	✓
Dedicated Resources	✓
Meeting	Monthly Once
Email	✓
Chat	✓
Phone	✓

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## SOCIAL MEDIA CONTENT CREATION PACKAGE - Details

Package Name	Silver	Gold	Platinum
Content Creation & Posting Frequency	Monthly	Monthly	Monthly
Content Marketing Assessment	✓	✓	✓
Keywords Targeted Content Creation	✓	✓	✓
Creative Image Creation	4	5	6
Instagram Reel Creation	2	5	8
Video Creation (From Stock Images)	1	2	4
Infographic Creation	0	1	2
Blog Writing	2	8	15
Article Writing	2	8	15
Guest Blog Writing (Charges to be paid by Client)	✓	✓	✓
<b>Social Media Optimization (SMO)</b>			
Social Media Strategy	✓	✓	✓
Social Profile Creation / Bookmarking	3	5	7
Social Media Profile Optimization	3	5	7
Reporting	✓	✓	✓
<b>Facebook / Instagram</b>	✓	✓	✓
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	✓	✓	✓

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<b>Twitter</b>	✓	✓	✓
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	✓	✓	✓
<b>Linked In</b>	✓	✓	✓
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	✓	✓	✓
<b>Pinterest</b>	✓	✓	✓
Pinterest Account	✓	✓	✓
Profile Optimization	✓	✓	✓
Profile Content Writing	✓	✓	✓
Website Verification	✓	✓	✓
Business Account	✓	✓	✓
Board Creation	5	10	15
Pins Posted	10	25	50
Followers	✓	✓	✓
Reporting	✓	✓	✓
<b>YouTube</b>	✓	✓	✓
Account Creation / Management	✓	✓	✓
YouTube Channel Creation	✓	✓	✓
Keyword Research	✓	✓	✓
YouTube Channel Setup / Optimization	✓	✓	✓

**Om99 Online Private Limited**

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Web: needtoday.com | digital.needtoday.com

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	✓	✓	✓
<b>Blog Optimization</b>			
Blog Setup	✓	✓	✓
Blog Keyword Research	✓	✓	✓
Blog Optimization	✓	✓	✓
Blog RSS Feed Submission	✓	✓	✓
Blog Directory Submission	✓	✓	✓
Blog Social Media Integration	✓	✓	✓
<b>Tracking &amp; Monitoring</b>			
Google Analytics Monitoring	✓	✓	✓
Google Webmaster Monitoring	✓	✓	✓
Google Adwords Conversion Code Setup	✓	✓	✓
Google Adwords Remarketing Code Setup	✓	✓	✓
Goal Conversion Setup & Tracking In Analytics	✓	✓	✓
<b>Reporting</b>			
Standard Reporting	✓	✓	✓
Acquisition Reporting	✓	✓	✓
Performance Reporting	✓	✓	✓
Event Tracking	x	x	✓
Applying Spam Filters	x	x	✓
Loading Speed Optimization	x	x	✓
Enhancement Suggests	x	x	✓
<b>Customer Support</b>			

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Account Manager	✓	✓	✓
Dedicated Resources	✓	✓	✓
Meeting	✓	✓	✓
Email	✓	✓	✓
Chat	✓	✓	✓
Phone	✓	✓	✓

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