



Needtoday
DIGITAL BRANDING & MARKETING
CONSULTING PROPOSAL
from
Needtoday Digital

“Needtoday Digital evaluates the current Digital Marketing efforts of the organisation, identifies opportunities, outlines a roadmap to build their digital brand and achieve their marketing goals”

Om99 Online Private Limited

Address: 3RD Floor, Ganesha Complex, Ganesh Block, No. 7 Dinnur Main Road, Bangalore -

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DIGITAL BRANDING & MARKETING CONSULTING PROPOSAL

Main Features

Needtoday Digital evaluates the current Digital Marketing efforts and performance of the customer on all Digital Marketing channels, identify opportunities, outlines a roadmap to build their digital brand, grow their business online and achieve their marketing goals.

Process

Digital Branding & Marketing Strategy Audit

Digital Audit

- Website SEO Audit
- Competitive Analysis
- Search Engine Audit
 - On Page Optimization
 - Off Page Optimization
 - Local Search Optimization
- Content Creation & Marketing Audit
 - Creative Images
 - Instagram Reels
 - Video
 - Infographics
 - Blogs

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- Articles
- Press Releases
- Google AdWords (PPC) Audit
- Social Media Audit
- Paid Ads Audit
 - Google Ads
 - Facebook , Instagram, Twitter, Linkedin and All Social Media
- Lead Generation Campaigns Audit
- Email Marketing
- SMS, Whatsapp & Voice Marketing
- Lead Management
- Conversion Rate Optimization (CRO) Strategy
- Online Reputation Monitoring (ORM) Audit
- Influencer Marketing
- Tracking & Monitoring
- Reporting

KEY RECOMMENDATIONS

ROADMAP

TRACKING & MONITORING

REPORTING

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DIGITAL BRANDING & MARKETING CONSULTING PROPOSAL

Main Features

Process

Digital Branding & Marketing Strategy Audit

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

Digital Audit

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

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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) Audit
Website Analysis
Content Duplicity Check
Initial Backlinks Analysis
Google Penalty Check
Competition Analysis
In Depth Keyword Research
No. Of Keywords
On Page Optimization
On page Changes
Title Tags Optimization
META Tags Optimization
Content Optimization
Voice Search Optimization (AI Based)

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HTML Code Optimization
Canonicalization / 301 Redirect
Website Permalinks Analysis
Internal Linking
Hyperlink Optimization
Website Responsive Check
Check Mobility Issues
Custom 404 Page
URL Structure Analysis / Optimization
No Follow on External Links
Pages H tags optimization
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
Blogs Social Bookmarking Links
Webpage / Blog Post
Custom Graphics And / Or Illustrations To Support Your Blogs
Contextual Links

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Keyword Used In Anchor Text
Web 2.0 Profile Creation
Press Release Submission
Premium PR Distribution
Social Bookmarking Links
Classified Submissions
Guest Blogging
Blog Commenting
Article Submissions
Image Submissions
PPT Submission
DOC / PDF Submission
Forum Posting
Directory Submissions with high DA website
Video Submission
Local Search Optimization
Google My Business / Bing Local Listing
NAP Syndication
Citation Building / Local Business Listing
Classified Submissions
Customer Review /Testimonial Submission
Local Search Engine Submission
Setting Geo Targeting in Google
Contact Address in Footer
Content Creation and Marketing Audit
Content Marketing Assessment
Keywords Targeted Content Creation
Creative Image Creation
Instagram Reel Creation
Video Creation (From Stock Images)
Infographic Creation every
Blog Writing

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Article Writing
Press Release Writing
Web 2.0 Profile Writing
PPT Creation
Guest Blog Writing
Google AdWords (PPC) Audit
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
Cost Per Acquisition Optimization
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
Social Media Optimization (SMO) Audit
Social Media Strategy
Social Profile Creation / Bookmarking
Social Media Profile Optimization
Reporting
Facebook / Instagram
Facebook Account Setup

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Facebook Cover Image
Facebook Timeline Design
Custom URL Creation
Group Join
Post Sharing In Groups
FB / Insta Timeline Status Posting
Video Sharing (Provided By Client)
Facebook Wall Updates
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
Targeted Twitter Followers Increase
Retweets
Cover Photo Creative And Upload
#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
Targeted LinkedIn Connection

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Relevant Group Joining
Company Page Creation
Pinterest
Pinterest Account
Profile Optimization
Profile Content Writing
Website Verification
Business Account
Board Creation
Pins Posted
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
Paid Ads Audit
Google Ads Campaigns

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Facebook Ad Campaigns
Instagram Ad Campaigns
Twitter Ad Campaigns
Linkedin Ad Campaigns
Youtube Ad Campaigns
All Social Media Ad Campaigns
Lead Generation Campaign Audit
Paid Ad Campaigns per month
Online Reputation Monitoring (ORM) Audit
Company Profile Creation
Search Positions Monitored
Blog Posting
Blog Promotion
Social Bookmarking
Article Posting
Article Promotion
Business Listing
Customer Reviews / Ratings
Development of Micro Sites (Paid by the Client)
Q&A Posting
ORM Monthly Report
E-Mail Marketing
Monthly Email distribution
Custom Template
Target Customer Keywords & Demographics
Campaign Run
Campaign Reporting
SMS, Whatsapp & Voice Marketing
Lead Management
Conversion Rate Optimization (CRO) Strategy
Visitor Analysis

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Google Page Speed Optimization
Google Website Optimizer
Website Copy Analysis
Site Navigation Analysis/Modification
A/B Testing & Implementation
Call To Action Analysis & Design
Website Conversion Optimization
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
Applying Spam Filters
Loading Speed Optimization
Enhancement Suggests
Customer Support
Account Manager
Dedicated Resources
Meeting
Email
Chat
Phone

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