



Digital Marketing Proposal

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This proposal describes the implementation of a complete set of services and related products. All assumptions inherent in this proposal are based upon the integrated nature of the project described, and Walk2digi. and/or "Client" must acknowledge any modifications to this proposal in writing All the Logo's presented in the proposal are the property & trademark of their respective companies

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Walk2digi: - Knowing us

Its February 2018 in Noida, India, Information Technology was at its boom across the globe and the planet was buzzing about the latest innovations and demanding for more. Energized by these thrilling technological and ingenious changes, it determines the generation is accomplished to launch an IT company. And so the biography of **Walk2digi** begins.

It was inaugurated with offering web design services, online promotions, providing web design concepts and notions and other value added services. Initially it emerged into other facet of website solutions and safeguarding along with programming to welcome client demands and requirements but in the downstream it began to endow with the entire spectrum of Internet and Online Business Solutions. The company kept on expanding its aptitude in multimedia compositions and software development. Our web services are accomplished by our individual cloud solutions, hosting packages, domain names, email & search engine optimization (SEO). Those clients that have partnered with us during the early years are still dynamic on our mounting listing of pleased and satisfied client foundation, confirming that our joint venture endeavour is not just geared for the instantaneous present but for the extensive run.

We appreciate client's business and pay attention to their ideas. If you necessitate an online web occurrence to furnish your business with the credibility it be worthy of or a refurbish of your existing web design then we can facilitate it. We use the right imagery, typography, photography and designs to generate an eye-catching web charisma. We have proven our expertise over the years and we desire for more. With **Walk2digi**, you are partnering with an established winner. You are partnering with verified experience. You are partnering with demonstrated proficiency.



Our Services

Web Services

- Domain Name & Web Hosting
- Web Site Designing
- Flash Based Designing
- Multimedia Presentations
- E-Brochures
- Newsletter Development
- Copywriting Services
- Language Conversion
- Corporate Branding
- Website Maintenance

SEM / Online Marketing Services

- Search Engine Optimization
- Link / PR Building Services
- Pay Per Click Campaigns
- Email Marketing Campaigns
- Articles & Blogs posting

Customized Web Application Services

- ERP Solutions
- CRM Solutions
- Web Application Development
- Database Development
- E-Commerce Solutions
- Content Management Systems
- Portals Development
- Software Development
- Forums & Blogs Development

SMO

- Facebook
- Twitter
- LinkedIn
- Google+
- Instagram
- Pinterest
- Youtube

Project Details

The Digital marketing of both the brands shall include following services:

- Search Engine optimization

Search Engine Optimization

- Search engine optimization (Organic)
- Evaluation of your website by our SEO
- Keyword research and Competition Analysis of **XYZ Company**.
- Google Analytics Installation
- Meta Tags Creation
- Set of Keywords to be used for promotions
- Directory Submission for Link Building
- Posting through Blog & Reviews
- Press Release Submission
- Submission to Google Local Business Listings
- Optimization of HTML pages as per search engine guidelines
- Professional consultation throughout the promotions
- Using RSS for better performance & Generation of RSS Feeds
- Image Optimization
- Article Submission
- Forum Postings
- H1 & H2 Heading Creation
- Sitemap.xml Creation
- Sitemap.html Creation
- Site RSS Creation (ROR File)
- Robots.txt File Generation
- Webmaster Tools Submissions
- Google Analytics Submissions
- Top Targeted Search engines on Priority Etc.

DELIVERABLE	Keyword Plan
Targeted Number of Key Phrases	As per Requirement
Detailed Site Analysis	✓
Content Revision & Optimization for Keyword Density.	✓
Creation of XML Site Map / Google Sitemap	✓
Manual Submissions to Google	All Pages / Once a Month
Blog / Forums Commenting for Back Links	5 per month
Ranking & Traffic Reports	One Month
Webmaster & Analytics (Manage by Company)	✓
Classified Submission	As per Requirement
Directories Submission	As per Requirement
Manual Submissions to E-commerce Related Blogs/Forums	As per Requirement
Social Bookmarking	As per Requirement
Google Local Map Listing	✓

Social Media Optimization(SMO)

Facebook

- Post images, videos and texts
- Increase likes, shares and comments
- Run contests
- Create ads
- Create user engagement through social commenting
- Create banners and cover images

Twitter

- Create business profile
- Get your audience to join via SMS
- Post images, videos and texts
- Regular tweets
- Using @tag to let audience know about your page
- Autograph posts on other fan pages
- Monitor and manage Twitter

LinkedIn

- Create business profile
- Use images relevant to your business
- Research keywords to optimise your profile
- Add cover photo
- Update video, audio and text posts regularly
- Provide complete contact information
- Monitor and manage LinkedIn profile

Google+

- Create business profile
- Add a professional profile image
- Provide complete contact information
- Provide an effective business description
- Send invites to potential customers
- Update company information, products, and promo actions from time to time
- Monitor and manage Google+ page

FINANCIALS

Commercials – Digital Marketing

Inclusions	Details	Amount
SEO/Online Marketing/Web Development/Website Maintenance/SMO/PSD to HTML	On Discussion	On Discussion

Terms & Conditions

- Taxes as applicable.
- Contract is valid for 3 months, post which the contract will be renewed after mutual discussion.
- Anything which is not mentioned in proposal will be charged extra.
- We will not disclose, publish, or otherwise disseminate Confidential Information to anyone other than our employees, and shall take reasonable precautions to prevent any unauthorized use, disclosure or dissemination of Confidential Information
- SPOC from Client's side is required to be allocated for coordination and timely approvals.
- Fortnightly meetings over skype (initially) might be required for strategy discussions.
- Monthly reports shall be shared by Walk2digi. Though the first report might take more than 1 month to be shared as already discussed.

For & behalf of:

Agreed and accepted by:

Walk2digi.com