



**Digital Ads work**

DIGITAL MARKETING AGENCY

# Digital Marketing Proposal

PRESENTED BY:

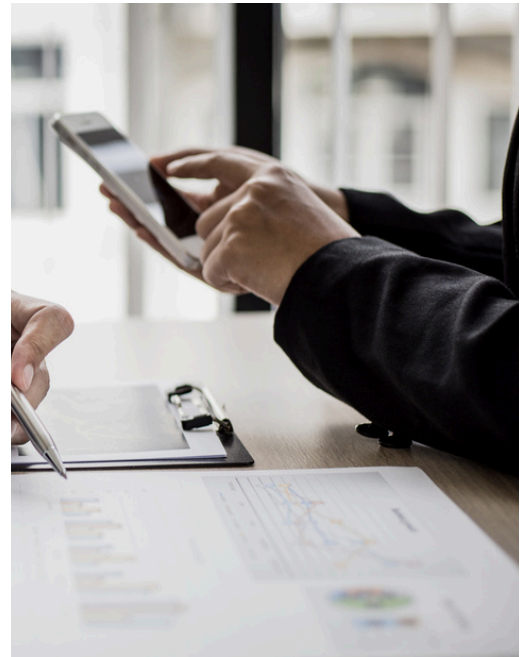
Digital Ads Work

# About Us

At Digital Ads Work, we believe in crafting personalized marketing solutions that drive real results. Whether you're a budding startup or a well-established business, we're here to elevate your brand and expand your reach. Trust us to be your partner in growth, innovation, and success.

Our diverse portfolio includes successful collaborations with clinics, hospitals, restaurants, hotels, bars, real estate firms, educational institutions, and more. Our specialized team, filled with creative minds and strategic thinkers, is dedicated to helping your business thrive in the digital landscape.

Established in 2022, Digital Ads Work is a dynamic digital marketing agency committed to transforming businesses across various industries. Based in Nagpur and Pune, we extend our expert services throughout India, catering to startups and large-scale enterprises alike.



# Mission and Vision

Digital Ads Work is a dynamic digital marketing agency specializing in innovative strategies for businesses across all sectors.



## MISSION

Our mission at Digital Ads Work is to empower businesses of all sizes by delivering innovative, data-driven digital marketing solutions that drive growth, enhance brand visibility, and foster long-term success. We are committed to providing exceptional service, leveraging our expertise to create impactful campaigns that connect with audiences, and helping our clients achieve their business objectives in the ever-evolving digital landscape.



## VISION

Our vision is to be the leading digital marketing agency in India, recognized for our creativity, strategic excellence, and unwavering commitment to our clients' success. We aspire to set new standards in the industry by continuously evolving our practices, embracing the latest technologies, and fostering a culture of innovation. Our goal is to help businesses thrive in the digital age, creating lasting value and making a positive impact on the global marketplace.



# Goals for the quarter

100%

## Expertise and Innovation

Possess in-depth knowledge of diverse digital marketing strategies and continuously embrace new technologies and creative approaches to stay ahead in the industry.

100%

## Strong Communication and Collaboration

Maintain clear and effective communication with clients and stakeholders, while fostering collaborative relationships to align strategies and achieve common goals.

100%

## Data-Driven Decision Making

Utilize analytics to track campaign performance and optimize strategies, ensuring adaptable and results-focused marketing solutions.

Project proposals are outlines that describe the steps being taken to complete a project. It can be used in practically any industry, as long as it contains all the important details. This includes the research behind the project, the basic idea and its relationship to the brand, and what needs to be implemented to achieve the project.

A good way to start your project proposal is by summarizing your idea. List the reasons behind it, the people involved, your own involvement, and how much the overall project will cost. Add your objectives and pay particular attention to the problems you're trying to solve with your idea. Next, figure out how you're going to accomplish your goals. Write down the steps you're planning to take, the people you'll be working with, and the estimated time of completion.

# Proposed Timeline

Marketing proposals are an essential tool to establish relationships with potential clients. You need to make a great first impression with your presentation and get them interested.

Where do you begin? Before you start with your proposal, tell the client about your work. Why should they rely on you for their marketing needs? Show them your accomplishments, goals, target market, methods, and potential campaigns.

1

Expand Client Portfolio

2

Enhance Online Presence

3

Improve Client Retention

4

Increase Revenue

5

Strengthen Brand Reputation



# Proposed Timeline

Remember to also use visuals and media in your presentations. You don't necessarily have to include video or audio but maybe create mockups of campaigns. Or, you can also use vector illustrations to highlight important points.

Lastly, keep your presentation easy to read and pleasant to look at. Don't overload a slide with too many words, and choose a color palette that won't distract the audience.



# Social Media Plans

Features	Basic	Standard	Advanced
Platform Management	Facebook, Instagram, Youtube,GMB	Facebook, Instagram, Youtube,GMB	Facebook, Instagram, Youtube,GMB
Content Creation	8 Posts per month	16 Posts per month	30 Posts per month
Content Types	Text and Image Posts	Text, Image, and Basic Video Posts	Text, Image, Video, and Carousel Posts
Monthly Strategy Meeting	1 Brief Meeting	2 Detailed Meetings	Weekly Strategy Meetings
Social Media Advertising	Basic Ad Setup	Standard Ad Setup and Management	Advanced Ad Setup, Management, and Optimization
Analytics & Reporting	Basic Performance Report	Detailed Monthly Report	Comprehensive Weekly Reports with Insights
Engagement	Basic Engagement (Reply to Comments)	Regular Engagement and Community Management	Advanced Engagement and Influencer Outreach
Competitor Analysis	Not Included	Quarterly Analysis	Monthly Analysis with Strategic Insights
Custom Graphics	Basic Graphics for Posts	Custom Graphics for Posts	Premium Custom Graphics and Templates
Hashtag Research	Basic Hashtag Usage	Intermediate Hashtag Research	Advanced Hashtag Research and Strategy
Crisis Management	Not Included	Basic Crisis Management	Comprehensive Crisis Management Plan

# SEO Plans

Features	Basic	Standard	Advanced
Keyword Research	Basic 5 Keyword Research	Detailed 10 Keyword Research	Comprehensive 15 Keyword Research and Analysis
On-Page Optimization	Basic Optimization (Title Tags, Meta Descriptions)	Advanced On-Page Optimization (Header Tags, Internal Linking)	Comprehensive On-Page Optimization (Content, Schema Markup, Technical SEO)
Technical SEO	Basic Technical Checks (Site Speed, Mobile-Friendliness)	Standard Technical SEO (Site Audit, Fixes)	Advanced Technical SEO (Crawl Errors, Structured Data, HTTPS)
Content Creation	Basic Content (1-2 Blog Posts/Month)	Regular Content (4-6 Blog Posts/Month)	Extensive Content (8-12 Blog Posts/Month + Infographics)
Link Building	Basic Link Building (Directory Submissions)	Intermediate Link Building (Guest Posts, Local Citations)	Advanced Link Building (High-Authority Backlinks, Outreach)
Local SEO	Basic Local SEO (Google My Business Setup)	Standard Local SEO (Local Citations, Reviews)	Advanced Local SEO (Local Listings Management, Reputation Management)
Monthly Reporting	Basic Performance Report	Detailed Monthly Report	In-Depth Weekly Reports with Insights
Competitor Analysis	Not Included	Quarterly Analysis	Monthly Competitor Analysis with Strategic Insights
SEO Audit	Not Included	Standard SEO Audit	Comprehensive SEO Audit with Recommendations
Consultation and Support	Limited Support (Email)	Regular Support (Email and Phone)	Priority Support (24/7, Dedicated Account Manager)
Crisis Management	Not Included	Basic Crisis Management	Comprehensive Crisis Management Plan



# Website Plans

Features	Basic	Standard	Advanced
Website Design	Basic Design Templates	Custom Design with Predefined Layouts	Fully Custom Design with Unique Features
Number of Pages	Up to 5 Pages	Up to 10 Pages	15+ Pages or Customizable
Responsive Design	Mobile-Friendly	Fully Responsive Across Devices	Advanced Responsive Design with Optimized Speed
Content Management System	Basic CMS (e.g., WordPress)	Advanced CMS with Custom Functionality	Enterprise CMS with Custom Features
On-Page SEO	Basic SEO Setup (Title Tags, Meta Descriptions)	Standard SEO (Keyword Integration, Alt Text)	Comprehensive SEO (Content Optimization, Schema Markup)
E-Commerce Functionality	Not Included	Basic E-Commerce Setup (Product Listings, Cart)	Advanced E-Commerce (Payment Gateway, Product Variations)
Blog Integration	Not Included	Basic Blog Setup	Advanced Blog with Custom Features
Contact Forms	Basic Contact Form	Advanced Forms (Multi-step Forms)	Custom Forms with Conditional Logic
Analytics Setup	Basic Google Analytics	Google Analytics and Enhanced Tracking	Advanced Analytics and Heatmaps
Hosting and Domain	Basic Hosting and Domain Registration	Standard Hosting with Additional Features	Premium Hosting with High Performance and Security
Maintenance and Support	Basic Support (Email)	Regular Support (Email and Phone)	Priority Support (24/7, Dedicated Account Manager)
Content Updates	Limited Updates (1-2 Updates/Month)	Regular Updates (4-6 Updates/Month)	Regular Updates (8-10 Updates/Month)
Website Backup	Monthly Backup	Weekly Backup	Daily Backup and Recovery

# Ads Plans

Features	Basic	Standard
Ad Campaign Setup	Google or Meta (One platform only)	Google and Meta (Both platforms)
Ad Budget Management	Up to ₹10,000	Up to ₹50,000
Number of Campaigns	1-2 Campaigns	3-5 Campaigns
Target Audience	Basic Demographic Targeting	Advanced Audience Targeting (interests, behaviors)
Ad Creative Design	Standard Ads (Basic graphics/text)	Customized Ads (Professional design)
Keyword Research	Basic Keyword Research (Google only)	In-depth Keyword Research (Google and Meta)
Ad Copywriting	Standard Ad Copy	Advanced Ad Copy for High Conversions
Ad Extensions	Basic Extensions (Google only)	All Relevant Extensions (Google only)
Ad Optimization	Basic Performance Monitoring	Regular Optimization (Weekly)
Reporting	Monthly Reporting	Bi-Weekly Reporting
A/B Testing	No	Yes (For improving performance)
Remarketing	No	Yes (Google or Meta)
Support	Chat + Phone Support	(24/7) Chat + Phone Support


# TRANSFORMING IDEAS INTO DIGITAL SUCCESS STORIES





**For inquiries,  
contact us.**

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