

DIGITAL MARKETING

What is digital marketing?

“Digital Marketing” is the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products, and services that satisfy the goals of both parties.



Marketing Objectives

One way to make sure you are found on the web is with an optimized digital marketing strategy. Most digital marketing strategies and campaigns have following 5 objectives.

- ✓ Reaching the right audience
- ✓ To engage with your audience
- ✓ To motivate your audience to take action
- ✓ Efficient spending on your campaign
- ✓ Return on investment (ROI)

Why Digital Marketing?

Digital marketing is about generating sales and/or capturing leads from customers that are searching on the Internet for answers.

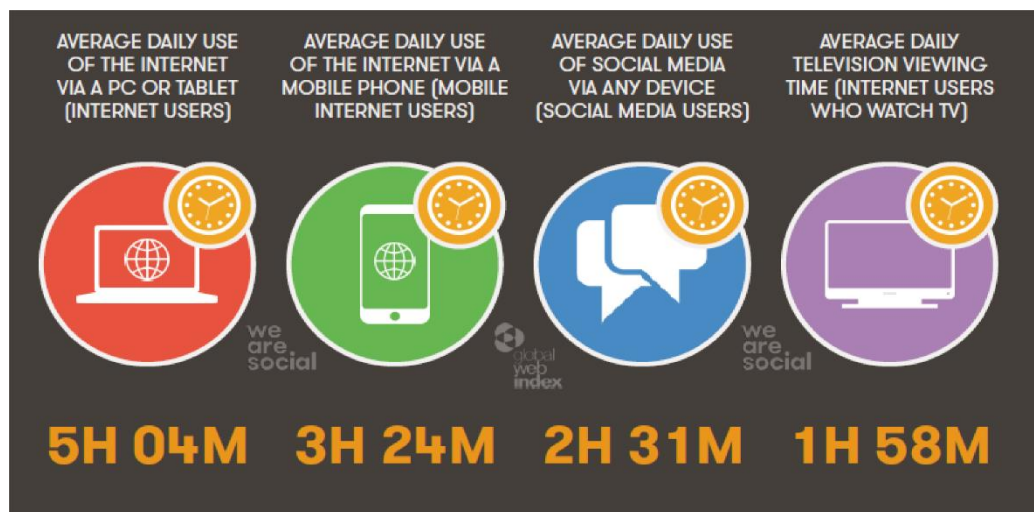
GLOBAL DIGITAL FOOTPRINT



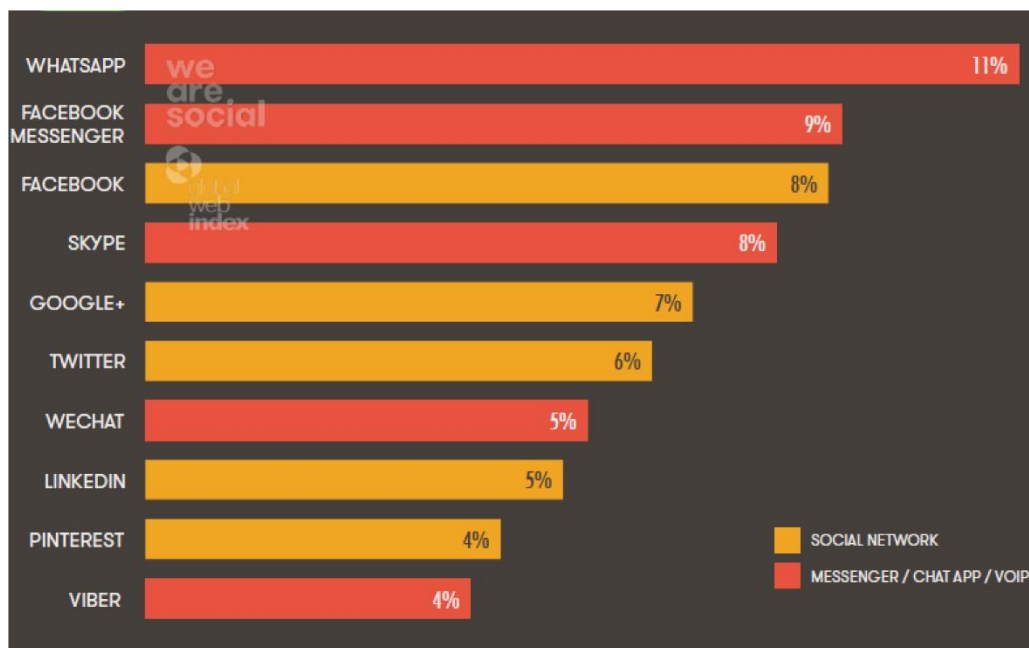
INDIAN DIGITAL FOOTPRINT



TIME SPENT OVER INTERNET



TOP ACTIVE SOCIAL PLATFORMS



Why Mobile Marketing is best?

On an average the consumer check their phone 150 times a day, and a notification within 5 seconds, which can be converted in potential targeting. Apart from this mobile marketing includes various services within like

Bulk SMSs

Whatsapp messages

SEO (Search Engine Optimization)

Search engine optimization (SEO) is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” listings on search engines. All major search engines such as Google, Yahoo and Bing have such results, where web pages and other content such as videos or local listings are shown and ranked based on what the search engine considers most relevant to users. Payment isn’t involved, as it is with paid search ads.

SMO (Social Media Optimization)

Social Media an instrument of communication over internet, like a newspaper or a radio, so social media would be a social instrument of communication. Social media optimization (SMO) is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” form all major social media platforms, like FACEBOOK, TWITTER, INSTAGRAM etc.

Paid Search (PPC: Pay Per Click)

Pay per click (PPC) is a type of sponsored online advertising that is used on a wide range of websites, including search engines. Advertisers place bids on keywords or phrases that they think their target audience would type in a search field when they are looking for specific goods or services.

Conclusion

- ✓ Puts the consumer in control
- ✓ Provides convenience
- ✓ Increases satisfaction
- ✓ Drives brand loyalty
- ✓ Reduces the selling cycle
- ✓ Reduces the cost of sales
- ✓ Builds your brand
- ✓ Provides targeted results
- ✓ It is measurable *
- ✓ Cost effective *

Plan & Pricing

Initial Level – 10k/month

- ✓ 5 Keywords SEO
- ✓ Mobile marketing
(12000 text and Whatsapp messages) *Non-DND
(10000 email campaign)
- ✓ 1000 demographic based data of potential customer for the business segment
- ✓ On-page optimization
- ✓ Listing on major search engines
- ✓ Content marketing
- ✓ Social media management
- ✓ PPC campaign (paid)
Google Ads
Facebook Ads

Secondary Level – 14k/month

- ✓ 10 Keywords SEO
- ✓ Mobile marketing
(24000 text and Whatsapp messages) *Non-DND
(30000 email campaign)
- ✓ 5000 demographic based data of potential customer for the business segment

- ✓ On-page optimization
- ✓ Listing on major search engines (Google, Bing, Yahoo, Duck Duck Go, Yandex)
- ✓ Listing on major online directories (Justdial, Yellow Pages, India Mart, Sulekha, Trade India, Ask, OLX, Quicker)
- ✓ Content marketing
- ✓ Social media management
- ✓ PPC campaign (paid)
 - Google Ads
 - Facebook Ads

Advance Level – 20k/month

- ✓ 20 Keywords SEO
- ✓ Mobile marketing
 - (50000 text and Whatsapp messages) *DND
 - (50000 email campaign)
- ✓ 50000 demographic based data of potential customer for the business segment
- ✓ On-page optimization
- ✓ Listing on major search engines (Google, Bing, Yahoo, Duck Duck Go, Yandex)
- ✓ Social media & business marketing profiles (LinkedIn , Quora , twitter , TradeIndia, Justdial , G+, indiamart, slideshare, Tumblr, Pinterest etc. 300+ websites)
- ✓ Content marketing
- ✓ Blogging

- ✓ Article submission
- ✓ Graphics and Banner Design
- ✓ Social media management
- ✓ PPC campaign (paid)
 - Google Ads
 - Facebook Ads

Ecommerce (Product Branding and Promotion)

(Initial Plan/Secondary Plan/Advance Plan + Product Sale on Ecommerce Platform like AMAZON, FLIPKART etc. on sale basis)

Website Design Package

Basic - starting from ₹6000/- (Duration – 1 week)

- ✓ No Designing charges
- ✓ Web Hosting
- ✓ 5 Static Pages
- ✓ 1 company e-mails

- ✓ 500 MB web space
- ✓ Social Media Links (Facebook, Twitter, Google+ etc.)
- ✓ User Friendly
- ✓ Business Oriented Website
- ✓ 1 Year Service
- ✓ 24X7 Support

Business - starting from ₹15000/- (Duration – 2 week)

- ✓ No Designing charges
- ✓ Web Hosting
- ✓ Dynamic Website
- ✓ 5 company e-mails
- ✓ 5GB web space
- ✓ Social Media Presence (Facebook, Twitter, Google+ etc.)
- ✓ User Friendly
- ✓ Business Oriented Website
- ✓ 1 Year Service
- ✓ 3 months Free Maintenance**.
- ✓ 24X7 Support

Corporate - starting from ₹30000/- (Duration – client side dependency)

- ✓ Web Hosting
- ✓ Single Module Web Application
- ✓ Unlimited Pages (Static + Dynamic)
- ✓ Unlimited Company e-mails
- ✓ 10 GB Web Space + E-mail Space
- ✓ Database Integration
- ✓ Admin Panel
- ✓ Contact Form
- ✓ Google Map Integration
- ✓ Query Form
- ✓ Place an Order Form
- ✓ Dynamic News Feed (Operated by Client)
- ✓ User Registration
- ✓ Video Streaming
- ✓ Social Media Links (Facebook, Twitter, Google +, Tumblr etc.)
- ✓ Facebook Like button On Website
- ✓ Cross Browser Compatibility
- ✓ Site Map
- ✓ SEO Friendly
- ✓ User Friendly
- ✓ Responsive Website
- ✓ Business Oriented website
- ✓ 1 Year Service
- ✓ 3 Months Free Maintenance**
- ✓ Free Client Training***
- ✓ 24 X 7 Support

E-commerce - starting from ₹50000/- (Duration – Depends on Client side)

- ✓ 25+ GB Web Space
- ✓ Free Hosting Control Panel
- ✓ Unlimited Email Accounts
- ✓ No Page limit
- ✓ Preinstalled technologies
- ✓ Customizable according to client need
- ✓ 1 Year Service
- ✓ 3 Months Free Maintenance**
- ✓ Free Client Training***
- ✓ 24 X 7 Support

**Free Maintenance will include only the content revision that will be done only 3 times in a month. In case of some urgent changes within reasons, client can contact the company.

Terms & Conditions

- I. Clients are not bound to host their websites or applications on company's servers, if they want they can host it on their own or on any third party servers, however by doing so the client will be solely responsible of the project source code. Any issue thereafter will be resolved under paid services.
- II. Client has to provide the logo in vector file format [Corel Draw (.cdr) or Photoshop (.psd)].
- III. In case, client want their logo to be designed by the company, there will additional charges for Logo Design as per reference to the Graphics Package.
- IV. No. of company mails will be provided as per the Website Package. In case, if client needs any additional mail, he/she can request for it within reasons. No Charges will be applicable up to 2 additional mails.
- V. The contents for the Website shall be provided by the client.
- VI. If client requires the Annual Maintenance for his website. The charges will be as per reference to the Website package.
- VII. If client needs Annual Maintenance Contract (AMC) for their existing projects, Company will first evaluate, then categorize the website under defined Website Packages and charges will be as per the packages annually.
- VIII. In the AMC, only the content and Technical issues will be considered, if needed. There will not be any revision of the designing and features.
- IX. If client wish to transfer the Website Hosting from his existing server to company's service. The transfer order will be submitted by the client. In case if you need any assistance, there will not be any extra charge.
- X. Company can contact through mail/call/video conference or in person as per suited by the client
- XI. Once the project has been completed, company is liable to charge the due amount for the project.
- XII. Company will not be responsible for project time frame in case client suggests changes or modifications after completion of module, however a module is only consider complete if Clients approves it.
- XIII. Company has all the rights to terminate/suspend/withheld the project if there is any miss lead/issue/cause occurred by the client, whether intentional or unintentional. In that case Company is liable to charge the due amount for the project.
- XIV. All the rates will be applied as per the latest packages and tariffs of the company.
- XV. In case of amendments or modification in rules or GST by Indian Government, the company is liable to treat client/customer within new rules
- XVI. The company has full rights to change the terms and conditions.

Payment Terms:

1. For Fixed price projects:

Advance: 50%

Early Proof of Concept: 20%

Beta Release: 20%

Final Release: 10%

2. For per-hour rate projects: Fortnightly/monthly

These rates are typical distributions, individual projects may differ. Contact for more details.

Contact: contact@panasys.in

Thank You!