

### Objective

To drive measurable business growth through performance-based digital marketing strategies including paid ads, conversion optimization, and ROI-focused reporting.

### Package Overview

Package	Starter	Growth	Pro
Monthly Fee	₹20,000	₹40,000	₹80,000
Ad Spend (Paid to Platforms)	₹15,000	₹30,000	₹60,000
Ideal For	Local Business	Growing Brands	National / Global Reach

### Ad Platforms Covered

Service	Starter	Growth	Pro
Google Search Ads	✓	✓	✓
Facebook & Instagram Ads	✓	✓	✓
YouTube Ads	✗	✓	✓
LinkedIn Ads	✗	Optional	✓

### Campaign Setup & Management

Service	Starter	Growth	Pro
Account Setup / Audit	✓	✓	✓
Campaign Creation	Basic	Standard	Advanced
Ad Group Structuring	✓	✓	✓
Keyword Targeting / Audience Setup	✓	✓	✓
A/B Ad Testing	✗	✓	✓

Comprehensive Marketing Services Comparison			
Service Offerings by Plan			
Service	Starter	Growth	Pro
Ad Copywriting (Text Ads)	✓	✓	✓
Ad Banner Design	✗	2/Month	4/Month
Video Creative Support	✗	Optional	✓
Creative & Copywriting			
Service	Starter	Growth	Pro
Landing Page Suggestions	✓	✓	✓
Custom Landing Page Design	✗	Optional	✓
Conversion Rate Optimization (CRO)	✗	Basic	Advanced
Landing Page Support			
Service	Starter	Growth	Pro
Google Analytics Integration	✓	✓	✓
Conversion Tracking Setup	✓	✓	✓
Weekly Optimization	✗	✓	✓
Bid Strategy Management	✓	✓	✓
Tracking & Optimization			
Service	Starter	Growth	Pro
Monthly Performance Report	✓	✓	✓
Ad Spend vs ROI Report	✓	✓	✓
Recommendations & Strategy Calls	✗	1/Month	2/Month
Reporting & Insights			
Service	Starter	Growth	Pro
Campaign Strategy & Keyword Plan	-	-	-
Ad Copies, Creatives & Targeting Sheets	-	-	-
Monthly ROI Report	-	-	-
Optimization Summary & Next Steps	-	-	-
Deliverables			
- Campaign Strategy & Keyword Plan	-	-	-
- Ad Copies, Creatives & Targeting Sheets	-	-	-
- Monthly ROI Report	-	-	-
- Optimization Summary & Next Steps	-	-	-

## **Thanks & Regards**

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