

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	₹40000	₹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	X	✓	✓
LinkedIn Ads	X	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	X	✓	✓

Creative & Copywriting

Service	Starter	Growth	Pro
Ad Copywriting (Text Ads)	✓	✓	✓
Ad Banner Design	X	2/Month	4/Month
Video Creative Support	X	Optional	✓

Landing Page Support

Service	Starter	Growth	Pro
Landing Page Suggestions	✓	✓	✓
Custom Landing Page Design	X	Optional	✓
Conversion Rate Optimization (CRO)	X	Basic	Advanced

Tracking & Optimization

Service	Starter	Growth	Pro
Google Analytics Integration	✓	✓	✓
Conversion Tracking Setup	✓	✓	✓
Weekly Optimization	X	✓	✓
Bid Strategy Management	✓	✓	✓

Reporting & Insights

Service	Starter	Growth	Pro
Monthly Performance Report	✓	✓	✓
Ad Spend vs ROI Report	✓	✓	✓
Recommendations & Strategy Calls	X	1/Month	2/Month

Deliverables

- Campaign Strategy & Keyword Plan
- Ad Copies, Creatives & Targeting Sheets
- Monthly ROI Report
- Optimization Summary & Next Steps
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Thanks & Regards

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