

Email Marketing Services

(Static to Fully Dynamic & Multi-Vendor Solutions)



Prepared By:

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Prepared For:

Client Name: _____

Company Name: _____

Project Type: _____

Email Marketing



UI/UX Design



Frontend & Backend



Admin Panel & CMS



Payment & Delivery

Proposal Date: _____

Authorized Signatory

Website By Ranking

PLAN A – Basic Email Marketing (Starter Plan) - ₹7000 – ₹10000 + GST

Scope of Work

- Email Campaign Setup
- 2–4 Campaigns per Month
- Basic Email Templates
- Contact List Upload & Management
- Basic Analytics (Open Rate, Click Rate)

Not Included

- Automation
- Advanced Segmentation
- CRM Integration

Best For: Small businesses, beginners, local brands

PLAN B – Standard Email Marketing (Growth Plan) - ₹12,000 – ₹25,000 + GST

Scope of Work

- 6–8 Email Campaigns per Month
- Custom Designed Templates
- Audience Segmentation
- Basic Automation (Welcome Emails, Follow-ups)
- A/B Testing

Best For: Growing businesses, startups

PLAN C – Advanced Email Marketing (Automation Plan) - ₹25,000 – ₹60,000 + GST

- Full Automation Setup (Funnels, Drip Campaigns)
- Customer Journey Mapping
- Advanced Segmentation
- Behavioral Emails (Abandoned Cart, Retargeting)
- Detailed Analytics & Reporting

Best For: E-commerce, SaaS, scaling businesses

PLAN D – E-commerce Email Marketing - ₹40,000 – ₹1,00,000 + GST

- Abandoned Cart Emails
- Product Recommendation Emails
- Order Emails
- Customer Retention Campaigns
- Website/App Integration

Best For: Online stores, D2C brands

Tools & Platforms (Client Provided)

- Mailchimp
- Brevo
- HubSpot
- Zoho Campaigns

Important Note (Very Important)

- Email marketing tools (Mailchimp, Brevo, etc.) client ko khud purchase karna hoga
- Hum sirf:
- Email design (Mailer Design)
- Campaign setup
- Campaign execution (Shoot / Send)
- Optimization & reporting
- ka work handle karenge
- Tool subscription, email credits, aur third-party charges client side se honge

Additional Notes:

- Pricing depends on email volume & database size
- Content & design complexity extra ho sakti hai
- Bulk email limits tools ke according depend karte hain