

Digital & Social Media Marketing

One-time charges

Strategy formulation; account set-up and integration	LinkedIn, Facebook, Twitter and Instagram	Charges per account: ₹ 2,000
Digital templates for email marketing	Set of two templates. Messaging and design	Basic: ₹ 1,200 Advanced: ₹ 2,000

Monthly charges

	Basic plan	Advanced plan
	Suitable for small enterprises and start-ups	Suitable for large and medium enterprises
	₹ 8,000 per month	₹ 15,000 per month
Daily news, facts and figures [Uploads or re-shares]	2 per day	4 per day
Single page marketing collateral – [infographics, postcards, flyers]	1 per week	1 per week
Blogs [Copy and upload]	1 per month	2 per month
Basic teaser/promo videos [Create and upload]	-	1 per quarter
Surveys/opinion polls [Create and upload]	-	1 per month
Response tracking, comments handling and moderation	-	Unlimited
Metrics reporting and insights	-	1 per quarter