

# Digital Marketing Presentation And Packages

Focus Media is a Leading Digital marketing company in Center India



# SEO PACKAGE

SEO Packages	Local SEO	Global SEO	ECOM. SEO
<b>Monthly Budget</b>	<b>₹:14,000</b>	<b>₹:26,000*</b>	<b>₹: 34,000*</b>
Keyword Plan	Upto 30	Upto 50	Upto 100
Focus Keyword	15	25	50
Other Relevant Keywords	15	25	50
Keywords Top 10 Guarantee (%)*	25%	30%	45%
<b>INITIAL REVIEW &amp; ANALYSIS</b>			
In Depth Website Analysis	Yes	Yes	Yes
Competitor Analysis	2	4	6
Content Duplicity Check	Yes	Yes	Yes
Initial Ranking Report	Yes	Yes	Yes
Keywords Research	Yes	Yes	Yes
<b>O N-P AGE SEO ANALYSIS</b>			
Title Meta & Tags Optimization	Yes	Yes	Yes
Canonicalization	Yes	Yes	Yes
URL Structure Analysis	Yes	Yes	Yes
Website usability analysis	Yes	Yes	Yes
Schema Markup	Yes	Yes	Yes
Custom 40-4page analysis	Yes	Yes	Yes
Content Optimization	Yes	Yes	Yes
Image Optimization	Yes	Yes	Yes
Heading (H1 & H2) Tag Optimization	Yes	Yes	Yes
Website Speed Optimization	Yes	Yes	Yes
Robots.txt	Yes	Yes	Yes
Check Mobility Issue	Yes	Yes	Yes
XML Sitemap Creation	Yes	Yes	Yes
HTML Sitemap Creation	Yes	Yes	Yes
Google Analytics Setup	Yes	Yes	Yes
Search Console Setup	Yes	Yes	Yes
Product Optimization Suggest (ioUnI/UX)		Yes	Yes
Blog Optimization	2	5	10

# Social Media Marketing

SMM Packages	Enterprise	Business	SME
Monthly Budget	₹: 36,000	₹: 22,000	₹: 14,000
Minimum Duration	6 Months	3 Months	3 Months
Account Management	Any 4 Platforms	Any 3 Platforms	Any 2 Platforms
Identify business Goals	Yes	Yes	Yes
Analyze your audiences	Yes	Yes	Yes
Dedicated Relationship Manager	Yes	Yes	Yes
Content Strategy Creation	Yes	Yes	Yes
Create Social Media Calendar	Yes	Yes	Yes
Hash tag Trend Research	Yes	Yes	Yes
Sponsored Ads (AdditionalCost)	Yes	Yes	Yes
<b>Facebook Management</b>			
Page Creation	Yes	Yes	Yes
Facebook Cover And Profile Pic Creation	Yes	Yes	Yes
Page Optimization	Yes	Yes	Yes
Creative Image Post	25	20	15
Facebook Story Creation	Yes	Yes	No
Campaign Suggestions	5	3	1
Video Posting (Provided by Client)	Yes	Yes	No
Video Creation	3	1	No
Call To Action Button Creation	Yes	Yes	Yes
Creation Of Facebook Polls/ Quiz	Yes	Yes	No
Responding To Comments	Yes	No	No
Page Monitoring	Yes	Yes	Yes
Competitor Analysis	Yes	No	No
<b>Instagram Management</b>			
Profile Creation	Yes	Yes	Yes
Profile Optimization	Yes	Yes	Yes
Posting Per Month	25	20	15
Engagement Strategy	Yes	Yes	Yes
Instagram Targeted Followers Increase	Yes	Yes	No
Instagram Stories Creation	Yes	Yes	No
Competitors Analysis	Yes	No	No

# Paid Advertising (PPC) Services

PPC Packages	Enterprise	Business	SME
Monthly Budget	<b>₹: 34,000</b>	<b>₹: 24000</b>	<b>₹: 14000</b>
Identify business Goals	Yes	Yes	Yes
Dedicated Relationship Manager	Yes	Yes	Yes
Sponsored Ads (Additional Cost)	Yes	Yes	Yes
Initial Estimate Report	Yes	Yes	Yes
Suggested No. Of Keywords	50	100	150
Campaign	Yes	Yes	Yes
AD Groups	Yes	Yes	Yes
Ad Copies	Yes	Yes	Yes
Unlimited Keywords	Yes	Yes	No
A/B testing	Yes	No	No
Google Analytics setup	Yes	Yes	No
Google Tag Manager Setup	Yes	Yes	No
Search Ads	Yes	Yes	Yes
Display Ads	Yes	Yes	Yes
Gmail Ads	Yes	Yes	No
Video Ads	Yes	Yes	No
Shopping Ads	Yes	No	No
App Promotion Ads	Yes	No	No
Conversion Tracking	Yes	Yes	Yes
Remarketing Ads	Yes	Yes	No
<b>PPC CAMPAIGN MANAGEMENT</b>			
Competitor Analysis	Yes	Yes	Yes
Keyword Optimization	Yes	Yes	Yes
Ad Copy Optimization	Yes	Yes	Yes
<b>VALUE ADDS</b>			
ROI Analysis	Yes	Yes	Yes
Landing Page Optimization	Yes	Yes	Yes
<b>MONTHLY REPORTING</b>			
Reports - Monthly	Yes	Yes	Yes
Google Analytics Report	Yes	Yes	NO







# Thank You

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