

# **Custom digital marketing strategy**

**Kota pride is one of the reputed company in the field of digital marketing situated in Kota Rajasthan From year 2011,. Marketing is the backbone of any Business and has taken the new form known as digital marketing. With Digital marketing we can create online business presence to target customers and advertising or promoting products and services online.**

## **What is Custom Marketing Strategy ?**

**Digital Advertising and Marketing as Per Customer and Market Demand.**

## **Why ?**

- ❖ As per Your Requirement**
- ❖ As per your Budget**
- ❖ As Per Your Business Needs**

**Bulk sms –**

**BULK SMS (DLT COMPULSORY)**

**Bulk SMS Panel - 1000/-Rs.**

**Per Message Cost - 16 Paisa**

**1 Lakh SMS Cost - 16000/-Rs.**

**5 Lakh SMS Cost - 70,000/-Rs.**

**10 Lakh SMS Cost - 1,30,000/-Rs.**

**We provide Transactional Bulk SMS.**

**Price details are as follows :-**

**• NOTE :- DLT REGISTRATION MANDATORY (DLT fees will**

**have to be paid at the site where the DLT will register,**

**• Without DLT you can't send Bulk SMS.**

**• Featured**

**• 1:24\*7 working**

**• 2:Sender id (six character Approved by trai)**

● **3:SMS delivered on DND Numbers & NON DND Numbers**

## **Voice sms –**

**Voice Call Sms**

**Voice Call Panel - 900/-Rs.**

**Per Voice Call Cost - 35 Paisa**

**50k Voice Call Cost - 17,000/-Rs.**

**1 Lakh SMS Cost - 32,000/-Rs.**

**3 Lakh SMS Cost - 84,000/-Rs.**

**5 Lakh SMS Cost - 1,25,000/-Rs.**

**20 Lakh SMS Cost - 2,22,000/-Rs.**

● **Audio up to 28 Sec.**

● **SendingTime : 9AM to 9PM**

● **Charged Onsuccessfully  
AnsweredCalls(Answer Basis)**

● **Audio in MP3 Format**

● **Panel Validity is one year**

# **Digital informative card and Smart online Digital profile –**

**Online Visibility Profile @Rs.1100 only**

**(one year Validity)**

**Smart business visiting Card @Rs 399 (1yr)**

- ❖ **Custom website design**
- ❖ **Dynamic Featured Profile**
- ❖ **Responsive Profile that look great on all devices**
- ❖ **Secure Profile with SSL certificates**
- ❖ **Profile maintenance and support**

## **Smart Static Website – 6999/-Rs**

**Information\_Create a strong online presence with our affordable static website package.**

**Showcase your information, products, or services in a sleek and simple design that captures your essence.**

**1. Hosting ( 1 year)**

**2. Design & development (1 year)**

**3. Enquiry Forms with & Content Us Details**

**4. About your Company details & Content**

**News & Gallery Category**

**Services pages**

**Social media links – Facebook page, twitter, youtube, ,linkedin**

**Blog links with content**

**E-mail Ids Represent your company**

**Testimonial and Reviews**

## **Dynamic Website –**

**Smart Energetic Dynamic Website (Starting at ₹25,000):**

**Information\_ Elevate your business with a smart and dynamic website that adapts to your users' needs. Our experts combine innovation and functionality to provide you with a website that evolves with the ever-changing digital landscape.**

- 1. Smart energetic website**
- 2. Fully dynamic**
- 3. Business mail**
- 4. product and services**
- 5. Showcase**
- 6. admin panel**
- 7. SSL security guard**
- 8. web security featured**
- 9. Google Console**

**10. Google analytics**

**11. Social media Connectivity**

**NOTE:- 1. Domain and hosting will be renewed every year**

**2. Editing & Changes are free for one year**

**3. Id Proof and Business registration is compulsory**

**E-commerce website - Smart Ecommerce  
Magical Website (Starting at Rs.35,000):**

**Information\_Ready to start selling online? Our  
ecommerce package is designed to help you**

**set up a powerful online store. Showcase your  
products, manage inventory,**

**process payments, and offer a seamless shopping  
experience to your**

**customers.**

**Web soft creation is a best website design  
company kota, Rajasthan.**

**We worked with many clients as a website designing and development service provider and met their Expectations successfully to run their online business successfully.**

**Website design and development are our major areas of services. We also deal in SEO services and provide top quality results within limited Time bounds to make your brand visibility and generate quality traffic to your online portal. We had done many projects in these web based medium that you can check our extensive portfolio. We understand that only great web design services can take your business into next higher level. We**



**concentrated on customer satisfaction and timely delivery of our projects.**

## **Ecommerce store Design Features**

**Easily customize your website**

**Responsive design themes**

**Multi-level category flyout menus**

**Homepage carousel builder to easily highlight products**

**and promotions**

**Email templates editable from control panel**

**Works in all popular web browsers**

**Web-based control panel**

**Static website text editable using your mouse**

**NOTE:- 1. Domain and hosting will be renewed every year**

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**3. Id Proof and Business registration is compulsory**

# **Social Media Advertising Package (Facebook,Instagram)**

**Monthly Price: Rs. 11,000**

**Quarterly : Rs. 25,000**

- ❖ Page Creation (One-Time)**
- ❖ Post Sharing in Various Groups**
- ❖ Regular Post Creations**
- ❖ Extra Post Creations for Festivals**
- ❖ Content Creation**
- ❖ Facebook Instagram Page Management**
- ❖ Facebook , Instagram Ads Campaign**

**Please note - That charges for Paid Campaigns  
and Ad Campaigns are not included in the package  
price. The costs associated with such campaigns  
will be determined separately and will be the  
responsibility of the customer**

# **Google PPC Ads Packages -**

**Rs. 11,000 (Per Month)**

**Rs. 25,000 (Quarterly)**

**This Packages Are Included -**

- ❖ Google Ad Account Creation and Management**
- ❖ Google Ads Campaign Creation**
- ❖ Keyword Marketing**
- ❖ Content Marketing**
- ❖ Google Ads Campaign management**
- ❖ Daily Reporting**

**Please note - That charges for Paid Campaigns and Ad Campaigns are not included in the package price.**

# **YouTube - Vloggers Digital Marketing Strategy**

**\* Rs 21000 Per Month\***

**\*Rs 51000 For 3 Month\***

**\*Rs 1,51,000 Per Year**

**This Packages Are Included -**

- **Creating Channel**
- **Customize and Update Channel**
- **Keyword optimization**
- **Content optimization**
- **Attractive and easy words**
- **Magnetic Marketing strategy.**
- **Extract promotional Contents of Videos**
- **• Online Classified Listings on bdial.in and growonlinebusiness.in for classified marketing.**
- **Creating Your Blog And Posting Your Content**

**with Keyword.**

○ **Listing on other online platforms and Social Medias with classified contents of your Business For Best Searching through Keywords and contents.**

● **Kota pride special OSM (Online Search Marketing), CSM(Content Searching Marketing).**

● **All Campaigns Contents will be Organic Based on Analytics.**

● **High Traffic Volume**

● **Youtube SEO ( Search Engine Marketing )**

● **Virtual Marketing**

● **Youtube Monetization**

➤ **Youtube Ad Account Set Up**

● **Skippable In Stream Ads**

● **Non Skippable In Stream Ads**

● **Bumper Ads**

- **Discovery Ads**
- **Youtube Video Sequence Ads**

## **Seo - Local Seo Package – 5,999/- Per Month**

- **Google Site Kit Sat up Your Website**
- **Google Analytics**
- **Search Google Console**
- **Sitemap Creation**
- **Meta Tags Keyword Managemant**
- **Classified Content your Business**
- **Classified Content Marketing Through Local Search Keywords**

## **SEO Package For Boosting your Website -**

**Basic or small business 13000/- (Monthly)**

- **1. Max keywords – 10**
- **2. Website & compotier analysis – max 1 sites**

- **3. Initial ranking reports**
- **4. Keywords research and selection**
- **5. Metatage creation – 15 pages**
- **6. URL structure**
- **7. Content optimization**
- **8. Image optimization**
- **9. Heading tag optimization**
- **10. Website page speed optimization**
- **11. Robot txt creation and analysis**
- **12. Site map creation**
- **13. Google analysis & search console setup  
and configuration**
- **14. Blog optimization – 2 posts**
- **15. Internal linking optimization**
- **16. On – site blog posting ( 300 – 600 words )**

# **Seo Package For Searching in Global Market -**

**Rs. 25,000 ( Monthly )**

- **Max 20 Keywords**
- **Website & Competitor Analysis**
- **Content Duplicity Check**
- **Initial Ranking Report**
- **Keywords Research**

## **ON PAGE SEO ANALYSIS**

- **Meta Tags Creation**
- **URL Structure**
- **Content Optimization**
- **Heading Tag Optimization**
- **Website Speed Optimization**
- **Robots.txt**
- **Sitemap Creation**



- **Google Analytics & Search Console Setup**
- **Blog Optimization – 5 Posts**

## **LOCAL SEO SETUP**

- **Google Map Integration on website**
- **Google My Business Page Setup and Optimization**

## **CONTENT MARKETING**

- **Blog Posting (500 – 700 words) – 3**
- **Article Writing(500 – 700 words) – 3**
- **Onsite Blog (1000 – 1500 words) – 3**

## **OFF PAGE SEO**

- **Social Sharing – 40(Total)**
- **Blog Social Sharing**

## **MONTHLY REPORTING**

- **Keyword Ranking Report**
- **Google Analytics Report**
- **Acquired Links Report**

# Listings - (OCL) Online Classified Listing

**Rs.2,100 /- Per Annum**

**v Be Online & Be Connected Always Be**

**Available Always Grow your Business Online**

**v List Your Business On 4 Sites -**

**v India 's No.1 Directory ([www.bdial.in](http://www.bdial.in) )**

**v ([www.growonlinebusiness.in](http://www.growonlinebusiness.in) )**

**v ([www.digitalpride.in](http://www.digitalpride.in) )**

**v ([www.socialmediaadvertisement.in](http://www.socialmediaadvertisement.in) )**

**v With Create your content and add your details  
& Contact Number**

**Beginner ignition –**

**Ignition Marketing Package For Online**

**Visibility And Growth.**

**RS – 5999/- For One Time**

**Be digital be Present**

**v Online Classified listings For Your Business**

**v Content writing for Your Business**

**v One Digital Visiting card**

**v One Mini dynamic smart Website On –**

**(Www.growdigitaltech.com)**

**v Create social media profiles for your business –**

**v (Facebook ,instagram,Linkedin, Youtube )**

**v One Blog For Your Business**

**Thanks and regards**

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## **Social Media Link -**

### **Facebook -**

<https://www.facebook.com/growcustomerskota/>

### **Instagram -**

<https://www.instagram.com/kota.pride/>

### **Youtube -**

<https://www.youtube.com/@kotapride3721>

### **Whats up Channel -**

<https://whatsapp.com/channel/0029VaDT0HYEQIasVCYwYb3K>