

# DIGITAL MARKETING

## PROPOSAL FOR YOU

**Prepared By :**  
DigitX Buddy

**Prepared For :**  
XYZ Company



# About DigitX Buddy

## OUR CORPORATION

DigitX Buddy is one of the best digital marketing agency in Dwarka, Delhi India that has set new and better quality norms for services delivered inside the area of digital marketing. We at DigitX Buddy, endeavor persistently to keep awake with client assumptions and satisfaction inside the field of selling and ad. It end up being the premier imaginative and client friendly top digital marketing agency in Delhi, India.

# Our Team

GREAT TEAMWORK



## AVINASH JHA

Avinash Jha, the founder and CEO of a premier digital marketing company, is a visionary leader driving innovation in the industry. His expertise and strategic insight have propelled the company to the forefront of digital marketing excellence.

FOUNDER & CEO



## JITENDER SHAKYA

Jitender Shakya, the co-founder of a leading digital marketing company, is a trailblazer in the field. With a deep understanding of digital strategies, Jitender Shakya has been instrumental in driving the company's success and innovation.

CO FOUNDER

# Mission & Vision

## MISSION



With our excellent strategies, our aim is to construct an authentic brand value and awareness. We understand how important it is for you and your business to gather and build organic traffic, and that's exactly what we are here for, to assist you with unique, useful, and relevant insights about your websites.

## VISION



We aspire to empower businesses and individuals with innovative marketing services that transcend boundaries and drive exceptional growth. Through cutting-edge technologies, creative thinking, and a customer-first approach, we aim to unlock the full potential of the digital world for you, making your dreams a reality in the ever evolving digital landscape.

**OUR VISION IS TO BE A CATALYST FOR YOUR DIGITAL SUCCESS.**

# Goals & Objective

## OUR GOAL

The goal of DigitX Buddy, a digital marketing company, is to empower businesses by maximising their online presence through innovative digital strategies. We aim to deliver measurable results, enhance brand visibility, and foster long-term growth for our clients in the competitive digital worlds.

## OUR OBJECTIVE

The objective of DigitX Buddy, a digital marketing company, is to provide tailored solutions that optimise client ROI through targeted digital campaigns. We prioritise client satisfaction, leveraging cutting-edge technologies and strategic insights to achieve sustainable business growth in the digital Era.

**WE HAVE A TEAM OF DEDICATED PROFESSIONALS, READY TO DO  
WHAT EVER IT TAKES TO MAKE YOUR BUSINESS GROW**

## SEO SERVICES 01

We put in a lot of effort using our impeccable SEO strategies to make sure your company appears on the first page of search results.

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## PPC SERVICES 02

Our team consists of industry specialists, and not just another marketing team, who fulfil the demand in the market. Our firm's real strength is its dedicated workforce, which is the reason for the success.

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## SMO SERVICES 03

We directly engage your brand with your audiences through our specialist and targeted services, generating or growing followers who could become leads.

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## WEB DEVELOPMENT 04

Building a website is an exciting venture, and at DigitXBuddy, we're here to guide you through every step of the process. Here's a roadmap outlining our collaborative approach to web development:

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## GRAPHICS & LOGO 05

We provide high resolution logo and graphics service to our clients in several formats. We provide seamless flow of services with guaranteed customer satisfaction.

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## ORM & EMAIL SERVICES 06

DigitX Buddy offers a wide range of digital marketing solutions including online reputation management services and email marketing in India and abroad.

# TIME FRAME

Prepared by: DigitX Buddy  
Signed By - Avinash Jha (Founder)

## TIME FRAME TO ACHIEVE PAGE ONE RANKS

Our main focus is to generate more leads and relevant traffic from Google SERP and all social communities (Facebook, Google+, LinkedIn, directories, and more) with SMO activities mentioned above. We also help in getting traffic from Organic Google search by bring maximum keywords in page 1st rank. Increasing ROI from the website with help of SEO, SMO & SEM strategy

## TIME FRAME TO ACHIEVE PAGE ONE RANKS

- **Low Competition keywords: 3-4 Months**
- **Medium Competition keywords: 4-8 Months**
- **High Competition keywords: 8-12 Months**

## TARGET LOCATION

- **According to client demand and need of the company**

## OPTIONAL COST

- **PPC Ads for Branding & Traffic (initially recommended budget XXX)**
- **Social Media Ads including Facebook ads (initially recommended budget XXX)**

# OUR CRITERIA

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Signed By - Avinash Jha (Founder)

XYZ COMPANY HAVE TO FOLLOW THIS

## BUDGET AND TERM OF USE

- No contract & No locking period
  - Includes Content writing/article charges
  - On-Page, SEO and SMO Progress Report every 15-30 days
  - Per month cost of complete digital marketing XXXX
- (This will include graphic and video creation)

## CLIENT RESPONSIBILITIES

- Company Logo need to be given by client.
- Managing Company emails will be client's responsibility.
- One email id with password and blog login id password will be required.
- Login id and password of social media (Facebook, LinkedIn, twitter, YouTube Instagram etc)



**We would be performing below task monthly for each website:-**

Sr. No.	Activity	Quantity	
		Weekly Approx Figure	Monthly Approx Figure
1	Social Bookmarking	30 (3-5 for each keyword)	120
2	Directory Submission	20 (3-5 for each keyword)	80
3	Search Engine Submission	1st month only	
4	Classified	12 in a week	50
5	Business Listing	5 in a week	20
6	RSS feeds submission	Every Week	
7	URL Pinging	once in a month	
8	Blog Creation & posting	2 in a week	8
9	Forum	8 in a week	30
10	Article	2 in a week	8
11	Article Bookmarking	10 for approved article URL	40
12	Blog Bookmarking	10 for approved blog URL	40
13	Content Sharing	Each approved blog and article in 5 top sites	
14	Press Release submission	Provided by client	
15	Question & Answering	4 in a week	16
16	Social Profile creation	5 in a week	20
17	Facebook Likes	8-10 in a week	30-40 in a month
18	Twitter Followers	8-10 in a week	30-40 in a month
19	Facebook Posting	2 in a day (10 in a week)	40 in a month
20	Twitter tweet	2 in a day (10 in a week)	40 in a month
21	Each approved blog and article URL sharing in Facebook, Stumble, digg, delicious, diigo.		
22	Integrate external blog with Social Account.		
23	Create External Blogs (Wordpress, tumblr) and Customized.		
24	Increase people talking about.		
25	RSS Feed generation and submission.		
26	Social Profile creation.		
27	Photos Sharing		
28	Quality Check up		
29	On-Page, SEO and SMO Progress Report every 15 days.		
	Continued below SMO Strategy:		

# PAYMENT TERMS\*

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S. No.	Services	Monthly Cost	Final Cost
01	SEO Services	XXX	XXX
02	PPC Services	XXX	XXX
03	SMO Services	XXX	XXX
04	Graphics & Logo	XXX	XXX
05	Website Development	XXX	XXX
06	ORM Services	XXX	XXX
07	Email Marketing	XXX	XXX
08	Other Services	XXX	XXX
<b>Advance Payment</b> - Rs. _____ <b>Total Payment (Including GST)</b> - Rs. _____			

## To Be Noted!

- **Monthly Running fees/ User Cost to be paid in Advance every month**
- **Additional Paid advertisements and campaigns are not included in this amount**  
Submitted Proposal is valid for 30 days
- **Additional charges will be included as per other different requirement of services like calling on data, b2b, physical advertisement etc.**

# Thank You

E-67, Bhagwati Garden, Dwarka, Delhi

Contact US

+91 93109 33658

Web:- [digitxbuddy.com](http://digitxbuddy.com)

[info@digitxbuddy.com](mailto:info@digitxbuddy.com)