



**Sarangi Tech Solutions**

*Solutions to success always*

# **BRANDING & SMO PROPOSAL**



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# ABOUT US

**Saranghi Tech Solutions** is an Internet Development Company based in Kerala, India. We offer a complete package of web design services, from initial planning stages to final implementation and testing. Our main objective is your success.

At Saranghi Tech Solutions, we analyze your needs to set up appropriate Internet services for your organization. We collaborate to create web pages that speak about your business or on more complete Internet sites for larger organizations and businesses. Whilst developing a web site we concentrate on the goal of creating a professional and dynamic site that represents you and your business. Every site is uniquely developed and we try to give the most cost efficient result using the latest technology.



# INTRODUCTION

Dear Sir,

First of all thank you so much for the interest shown towards Sarangi Tech solutions, Subject to the discussion we have had, sending herewith our cost proposal based on what has been mentioned during our meeting.

We are doing Branding and Social Media Promotion designs like Websites, Logos, Brochures, Visiting Cards, Flyers, Social Media Ads, Letter Heads, Envelopes etc for our clients. We are confident that the following proposals will meet all your requested goals.

Should you have any queries at any point please do not hesitate to contact us on the matter.

Sincerely,

**Mithun Manohar**

Sales Consultant

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# OUR SOCIAL MEDIA MARKETING PLANS



## Face book — Targeted Connections

Facebook can be an amazing space; if you have a clear idea of what brings people together, what people love to share and where you want them to go and how to get them there.

What brings people together: common pain, common solutions, sense of shared traits, common purpose.

What people love to share: beautiful images, quotes, human faces, funny text/images/stories, powerful statements by celebrities, offers and discounts.

Where do you want them to go: always take them to a place that solves their problem, sales page, video page.

- We can develop a series of custom apps for the Facebook Page; email capture,• document presentation page, video sales page.
- Promoted Posts will be very important to use, but the number of Page likes will need to be increased to at least 200 in order to use that service. I can develop several posts that would be perfect for Promoted Posts. These can be posted and used anytime.
- Posting at least twice a day is suggested. I can develop the posts and schedule them to post at high traffic times on Facebook
- Facebook ads that are targeted to a targeted audience would be great, if the budget allows. I can create and manage an ad campaign for you. The costs of the ads are not part of the fee for creating the marketing plan, but managing a campaign is included.

**Strategy in a nutshell:** The focus of this phase is to expand your target market on Facebook using a re-occurring contest strategy. These contests can be targeted to your top target locations or demographics. This process will give you more Page Likes and more engagement on the Page and more traffic to your website.



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## Twitter —Traffic and Reach

Twitter is used mainly for its ability to move traffic to a site. 90% of the tweets are designed to engage interest and make the click to the site. After that, the site needs to manage the interest and move people to the sale.

- Twitter will work for you when you make the tweets as down-home and authentic and as non-sales-y as possible. This is done through quotes from presentations and presenters, images from the site, facts and figures, and conversations.
- What to Tweet: teaser text for the products, parts of testimonials, statement of benefits, vocabulary that captures the voice of your company, 80% with links
- Voice: The most important part to define is the “voice” of the tweets; highly energetic, forceful, sweet, etc. The voicing will be the emotional mover in the tweet creation process.
- A global list of hashtags will be developed that will increase the reach of each tweet beyond the Followers of the accounts.
- A collection of tweets (50) and the instructions on how to vary them, will be developed. Each tweet will include links and hashtags. This excel file will be available for all principals and supports to use in any marketing campaigns.

The most important about using Twitter for marketing is the voicing, frequency and landing pages the tweets take people to.

Strategy in a nutshell:

- tweet at least 50 times a week on all designated accounts (TBD)
- tweet during peak online attention of targeted potential customers
- use the top hashtags for the product in most tweets
- connect with top Twitter Chat hosts to schedule Twitter Chats
- Optional: Twitter ad campaign – budget to be determined – suggested \$10/day



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## YouTube—SEO

The main reason you want to be on YouTube is the SEO benefit. Several videos need to be developed to use all the targeted keywords you want to own for this program. These video do not need to be on-camera interviews. The videos can be presentations, ads, testimonials with static images etc.

YouTube can be an amazing space if you provide an entertaining, professional and highly optimized video channel.

**Entertaining:** Please make sure there is an element of entertainment woven into every video you create. Also, please make sure you are following the template created by James Wedmore.

**Professional:** Your Channel needs to be beautiful and match the quality of your website. You will need to put some attention on the social aspect to really gain the most from this social site.

**Highly Optimized:** I have a checklist of things to do to make sure each video gets you in the top of the search engines.

Strategy in a nutshell:

- The focus of this phase is to use the second largest search engine to expand your target market and bring them directly to your website.
- SEO SEO SEO

Increase your  
Google Ranking  
with  
**You Tube**



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## Pinterest—Traffic Enhancer

The images that are developed for Facebook can be re-purposed on the website and then Pinned to Pinterest for increased traffic. Pinterest generated more referral traffic for businesses than Google+, YouTube, and LinkedIn combined. (Source: Shareaholic.com).

Pinterest can be an amazing space if you provide beautiful images that inspire curiosity, links back to your landing pages and encourage supporters to Pin your stuff.

**Images that inspire curiosity:** Creating images is a foundational social media task. You use those images on your landing pages, sales pages and websites. The images themselves need to be like teaser text that pulls someone to click through to see the origin of the image.

**Links back to your landing pages:** The whole reason for using Pinterest is to create traffic back to your landing and sales pages. Pinterest is a winner in this function. Pinterest Drives More Traffic Than Google+, YouTube and LinkedIn.

**Encourage Supporters:** By providing a way for your biggest supporters and customers to Pin and Re-Pin you images from your site you'll multiply your marketing efforts.

The focus of this phase is to use the most powerful traffic mover to expand your target market and bring them directly to your sales pages.

Strategy in a nutshell:

- Create Pinnable images on the website
- Inform your fans - Announce your Pinnable images to all your other social sites
- Create a Group Board for wider reach – and hand-select the Pinners



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## Google+ — SEO

We would create this space and connect it up with all the SEO in the company page About section.

A functional Google personal account is needed for private G+ video Hangouts with potential customers and/or existing customers.

Google+ can also be an amazing space if your customers are already there.

Strategy in a nutshell:

- Create a business Page or Local Page or combine ones you already own
- Inform your fans - Announce that you are on G+ to all your other social sites
- Optional: Create a G+ Community for a more intimate discussion between members



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# OUR PACKAGES

## Graphic Design Printing & Social Media Promotions

LOGO DESIGN CHARGES		
Basic Pack	3 Design	<b>Rs 1500</b>
Medium Pack	6 Design	<b>Rs 3000</b>
Advanced Pack	Customer Needs	<b>Rs 6000</b>

VISITING CARD CHARGES			Single Side	1 side Black and White	Double side Color
Normal Quality	1000 copy	Free Design	<b>Rs 600</b>	<b>Rs 750</b>	<b>Rs 950</b>
Medium Quality	1000 copy	Free Design	<b>Rs 750</b>	<b>Rs 950</b>	<b>Rs 1200</b>
High Quality	1000 copy	Design Charge <b>Rs 200</b>	<b>Rs 1100</b>	<b>Rs 1300</b>	<b>Rs 1800</b>



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<b>BROCHURE DESIGN</b>			130 GSM	170 GSM	220 GSM
A4 Single Side Brochure	4000 copy	Single Side Design	<b>Rs 4900</b>	<b>Rs 5900</b>	<b>Rs 7300</b>
A4 Double Side Brochure	2000 copy	Double Side Design	<b>Rs 5800</b>	<b>Rs 6500</b>	<b>Rs 10,500</b>

<b>LETTER HEAD</b>			Normal Quality	Medium Quality	High Quality
A4 Letter Head	1000 copy	100 GSM Paper	<b>Rs 1200</b>	<b>Rs 3900</b>	<b>Rs 6300</b>

<b>SOCIAL MEDIA PROMOTIONS [ DESIGN ONLY ]</b>					
<b>Option 1</b>		<b>Option 2</b>		<b>Option 3</b>	
Facebook	60 Design / year	Facebook	30 Design / year	Facebook	15 Design / year
Google+		Google+		Google+	
twitter		twitter		twitter	
Instagram		Instagram		Instagram	
YouTube		YouTube		YouTube	
Pinterest		Pinterest		Pinterest	
Flickr		Flickr		Flickr	
	<b>Rs 35000</b>		<b>Rs 17,500</b>		<b>Rs 8750</b>

**Other terms and conditions :**

- 50 % as advance.
- 50 % on completion or 90 days from the Down payment (whichever applicable first).



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## Domestic Clients



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# OUR MAJOR CLIENTS

## International Clients



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