

PROPOSAL

**Digital
Marketing**

**Website
Designing**

**E-Commerce
&
ERP Solutions**



Office No: 702, GD ITL Tower(B-8)
Netaji Subhash Place, Pitampura, Delhi-34



Dear Sir/Madam

Further to our discussion, we are glad to forward you Web / Digital Marketing proposal for your organisation.

We have the expertise, experience and ability to solve complex business problems by understanding your business goals and strategic & marketing objectives by utilizing our technical knowledge, domain expertise, methodological processes, etc. Our highly-skilled team understands your business to deliver solutions that work for you.

This proposal outlines our company information, benefits, services offered, pricing, terms of our services.

We hope our proposal would be of interest to you.

Please feel free to contact the under signed for doubts, if any.

Waiting for positive response.

Thanks & Regards

Business Head

Call: 09958366124 / 09711195821

Email: info@websofttechnology.in

www.websofttechnology.in

ABOUT US



Welcome to Websoft Technology -Your Gateway to Digital Excellence!

At Websoft Technology, we're more than just a web and digital marketing agency. We are your strategic partner in navigating the dynamic and ever-evolving online landscape. Our commitment to innovation, creativity, and results sets us apart as we propel businesses into the digital age with confidence.

We are dedicated to helping businesses and brands thrive in the digital landscape. With a passion for technology and a commitment to innovation, we offer a comprehensive range of web development and digital marketing services that empower our clients to achieve their goals.

Our Story:

Founded in 2009, Websoft Technology has emerged as a dynamic player in the realm of web solutions and digital marketing. What started as a small team of enthusiastic tech enthusiasts has now grown into a full-fledged agency, serving clients from diverse industries worldwide. Our journey has been marked by continuous learning, adapting to industry shifts, and staying ahead in the ever-evolving digital sphere.

Who We Are:

Websoft Technology is a trailblazing web and digital marketing agency with a passion for crafting remarkable online experiences. From designing visually captivating websites to orchestrating data-driven digital campaigns, we are here to transform your brand's vision into a compelling online presence.

Our Philosophy:

In the digital realm, where trends shift rapidly and algorithms evolve, staying ahead requires a unique blend of expertise and creativity. That's where we come in. Our philosophy revolves around merging cutting-edge technology with human-centric design to deliver solutions that not only impress but also engage and convert.

What Drives Us:

Curiosity, innovation, and the pursuit of excellence fuel our every step. We relish challenges and thrive on transforming ideas into digital realities. Our team of seasoned professionals brings diverse skills to the table, creating a synergy that amplifies the impact of our services.

OUR SERVICES



Join Us in Redefining Possibilities:

At Websoft Technology, we're not content with the status quo. We thrive on challenges, welcome change, and are passionate about empowering businesses to thrive in the digital age. If you're ready to embrace innovation, embark on a journey of transformation, and elevate your brand to new heights, we're here to join hands with you.

Together, let's drive forward, explore the uncharted, and carve a path to success in the digital realm. Your aspirations ignite our passion, and your victories fuel our drive. Welcome to a future powered by Websoft Technology.

Our services include:

- Search Engine Optimization
- Social Media Marketing
- Pay-Per-Click
- Lead Generation
- Google Ads
- Video Marketing
- Content Writing
- Web Design & Development
- E-Commerce & ERP Solutions
- Mobile App Development

Pricing for SEO(Search Engine Optimisation)

Google, Yahoo & Bing

Minimum 6 Month Contract Period

SEO Details	Price
Minimum 10 keywords to be optimized	Rs.10000 / Month
11 to 20 Keywords	Rs.900 / Keyword per Month
Above 20 Keywords	Rs.800 / Keyword per Month

Pricing for SMO(Social Media Optimisation)

Platforms: Facebook / Instagram / Twitter / YouTube / Telegram / LinkedIn / Snapchat / Pinterest

Minimum Contract Period: 3 Month

Package Details (Monthly)	No of Post Per Month			
	Basic	Silver	Gold	Diamond
No of Platform	2 (FB & Insta)	3	4	4
Alternate Day Post (Banner Poster)	√	X	X	X
Daily Post (Banner Poster)	X	1	1	2
Post on Festival (Banner Poster)/Reels	√	√	√	√
Reels Post (Provided By Client)	2	4	6	8
Story Post (Provided By Client)	2	4	6	8
Video with Voice Over Post (Provided By Client)	X	2	4	4
Package Price Per Month	Rs.5000	Rs.7500	Rs.10000	Rs.12500

Likes / Views / Followers / Subscribers will be 100% organic (Minimum 100 to 150 Per month) and can increase gradually only on the basis of regular promotions.

Pricing for Social Media Video & Reels Marketing

Platforms: Facebook / Instagram / Twitter / YouTube / Telegram / LinkedIn / Snapchat / Pinterest

Minimum Contract Period: 3 Month

Package Details (Monthly)	Starter	Basic	Silver	Gold	Diamond
No of Platform	2 (FB & Insta)	2 (FB & Insta)	3	3	4
Reels	15	30	30	45	60
Story	15	30	30	45	60
Video	1	2	4	6	8
Post on Festivals(Poster/Reels)	√	√	√	√	√
Video / Reels Shooting & Editing	Monthly	Monthly	Monthly	Fortnightly	Weekly
Package Price Per Month	Rs.10000	Rs.15000	Rs.25000	Rs.35000	Rs.45000

Note: Anchor & Model cost is extra.

Likes / Views / Followers / Subscribers will be 100% organic (Minimum 100 to 150 Per month) and can increase gradually only on the basis of regular promotions.

Pricing for Social Media Followers/Likes

Minimum Monthly Quantity: 10,000

Platform	PRICE		
	Followers / Subscribers	Page Like / Poll Vote	View
Facebook	Rs.6499/-	Rs.14999/-	Rs.4999/-
Twitter	Rs.16999/-	Rs.8999/-	Rs.8999/-
Instagram	Rs.8999/-	Rs.4999/-	Rs.22999/- (Live Video)
YouTube	Rs.34999/-	Rs.32999/-	Rs.4999/-
Linkedin	Rs.6499/-	Rs.14999/-	Rs.4999/-
Telegram	Rs.7999/-		Rs.4999/-
Google Review (Minimum 100 per month)			Rs100/Review

Pricing for Google Ads / PPC / Lead Generation

Platforms: Google / Facebook & Instagram / Twitter / YouTube / Telegram / LinkedIn / Snapchat / Pinterest

Minimum Ads Budget Per Month, Per Network	Service Charges (On Ads Budget)
Till Rs.25000/-	Rs.7500
Rs.50000/-	18%
Rs.100000 & Above	16%
Rs.200000 & Above	13.5%

Note: Landing Page will cost Rs.5000 including free hosting

Pricing for Content writing

Quantity of words	Price
1000 Words	Rs.2.50 /Word
More than 1000 to 5000 Words	Rs.2.00 /Word
More than 5000 to 10000 Words	Rs.1.50 /Word
More than 10000 Words	Rs.1.25 /Word

E-commerce Basic

BROWER LAYER

Home Page: Animated Banner, New Arrivals & Offers

Product Category Menu: up to 5

Products: Unlimited Pages
(3 angle Images, Zoom & Product Details, etc.)

About Us Menu: With Unlimited Pages

Know More Menu: With Unlimited Pages
(Privacy Policy, Term & Conditions, etc.)

Contact Us with Query Form & Google Map

Social Plugins: All with whatsapp link

Admin Login

CUSTOMER LAYER

Sign Up & Sign In

Change Profile

Check Availability of Products

Change Shipping Address

Payment Gateway

Cancel & Return Order

ADMIN LAYER

Add & Update Banner

Add & Update offers

Add & Update About Us Pages

Add & Update Contact Details & Google Map

View & Export Query

Add & Update Social Plugins

View & Download Orders

View & Update Return Order

Update COD Charges

Add & Update New Arrivals

Add & Update Products

Add & Update Know More Pages

View Registered Customer

View & Update Cancel Order

Upload Shipping PIN

Update Admin Password

Delivery Period(in working Days): After Order: 15 working Days

Price: Rs.14999

E-commerce Advance

BROWER LAYER

Home Page: Animated Banner, New Arrivals & Offers

Product Category Menu: up to 5

Product Sub Category Menu: Unlimited

Products: Unlimited Pages
(3 angle Images, Zoom & Product Details, etc.)

About Us Menu: With Unlimited Pages

Know More Menu: With Unlimited Pages
(Privacy Policy, Term & Conditions, etc.)

Recently Viewed Products: Client searched recently but did not buy

Most Viewed Products: Maximum visitors searched

Career: With Unlimited Pages.

Social Plugins: All with whatsapp link

Admin Login

CUSTOMER LAYER

Sign Up & Sign In

Change Profile

Add & View Wish list

Check Availability of Products

Shopping Cart

Post Review & Rate

Change Shipping Address

Payment Gateway

Cancel & Return Order

Track Order

Download Invoice

ADMIN LAYER

Add & Update Banner

Add & Update New Arrivals

Add & Update offers

Add & Update Product Sub
Category

Add & Update Products

Add & Update About Us Pages

Add & Update Know More Pages

Add & Update Career Pages

Add & Update Contact Details & Google Map

View & Export Query

Add & Update Social Plugins

View Registered Customer

View & Download Orders

View & Update Reviews/Rate

View & Update Cancel Order

View & Update Return Order

Update Track

Upload Shipping PIN

Update COD Charges

Update Admin Password

Delivery Period(in working Days): After Order: 25 working Days

Price: Rs.35000

Website Designing (Product /Service Based)

BROWER LAYER

Home Page with Animated Banners

Top Products / Services on Home

Product / Service Menu with Unlimited Pages

Product / Service Enquiry Form on every Page.

About Us Menu with Unlimited Pages

Know More Menu with Unlimited Pages
(Privacy Policy, Term & Conditions, etc.)

Blog Menu with Unlimited Pages.

Contact Us Page with Query Form and Goggle Map.

Social Plugins: All with whatsapp link

Admin Login

ADMIN LAYER

Add & Update Banners

Add & Update Top Products / Services on Home

Add & Update Products / Services

View & Export Product / Service Enquiry

Add & Update About Us Pages

Add & Update Know More Pages

Add & Update Blog Pages

Add & Update Contact Details

View & Export Query

Add & Update Social Plugins

Add & Update Google Map

Update Admin Password

Delivery Period(in working Days): After Order: 7 working Days

Price: Rs.7999

Special Features

Domain free for first year

SSL Certificate free for first year

Hosting free for first year

Maintenance of the Website Free for one year.

Google Indexing of the Website Free.

Google Analytics of the Website Free.

Google Indexing of the Website Free.

Business Profile Creation Free on Google.

SEO Friendly Site.

Responsive Site (Mobile / Tab / Laptop Friendly).

Separate Page URL for every Page.

Google Verification of the Website Free.

Terms of Services

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• Digital Marketing:

- ✓ For SEO, website must be SEO friendly.
- ✓ For Digital Marketing Image & Video will be provided by clients else Websoft Technology will use abstract designed Image and Video by converting abstract Images into Video due to copyright issue.
- ✓ Video Editing will cost extra.
- ✓ Likes / Views / Followers / Subscribers will be 100% organic (Minimum 100 to 150) and can increase gradually only on the basis of regular promotions more than it can increase only through Ads Campaign.
- ✓ Payment will be on quarter basis at the time of order.
- ✓ Budget will be paid through Websoft Technology's Account.

• Website Designing / Ecommerce / ERP / Mobile App

- ✓ Payment Gateway, Content, SSL Certificate, SMS API, WhatsApp API, Logo, Image & Video will be provided by client or will cost extra.
- ✓ **User Layer:** This layer is mainly browser layer, for the website visitor on which relevant details added through the admin will display under various sub heads.
- ✓ **Admin Layer:** This adds to the dynamic nature of the website offering overall authorization and facility to update or, change various contents / products / Services / report depicting on the website with an access over the database.
- ✓ Hosting and Domain Cost is not included in price.
- ✓ Payment will be 50% on order and rest 50% before uploading of website on URL.