

# Digital Marketing Proposal

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# INTRODUCTION

The purpose of this digital marketing proposal is to give you s bit of information about Pixel Data Solutions and the various digital; marketing services we offer, along with information and pricing for a custom digital marketing solution based on your needs. Based on our previous discussion, I feel like we are a good fit for one another. I have spoken with my team and they are excited to get to work helping you reach your marketing goals.

At the end of this document, you will find a pricing table that includes the services we have discussed previously. If after reviewing our full list of services, you feel like the items in the pricing table do not fit your needs appropriately, just send me a comment and I will make any necessary changes.

Once you are happy with the services and prices for our custom digital marketing solution, kindly go ahead and approve this proposal and we will move forward from there.

# ABOUT US



Pixel Data Solutions is a reputable Website Designing, Development & Digital Marketing Company known for its excellence in Kolkata, India. With a wide range of services including Website Designing & Development, Mobile Apps, Custom Software & Portal Development, SEO, Digital Marketing, and more, we offer comprehensive solutions to meet our clients' diverse needs, all at affordable prices.

Since our establishment in 2020, we have embarked on a journey of delivering exceptional results and satisfying our clients' requirements. Our primary focus has always been to ensure our clients' satisfaction, considering it as our greatest achievement. We take pride in the success and growth of our clients, and we continuously strive to exceed their expectations.

At Pixel Data Solutions, we combine our years of experience with innovative ideas and cutting-edge technology to create websites that are visually stunning, functional and user-friendly. Our talented team of designers and developers possesses the skills and expertise to transform your vision into a reality, providing you with a powerful online presence that sets you apart from the competition.

# OUR SERVICES



Pixel Data Solutions is an end-to-end provider of digital marketing services. Whether you are looking for turnkey managed strategy, an independent audit or services specific to a short-term campaign, our experience and approach are sure to prove to be a valuable asset.

## **Our in-house services include:**

- Website Design & Development
- App Development
- Social Media
- Search Engine Optimization
- Pay-Per-Click
- Digital Content & Video

## **Website Design & Development**

Your website is the center of your digital presence. It is one of the few places on the internet here you can deliver your brand's message free of distortion or distraction. Pixel Data Solutions's web development services are perfect for brands at any stage.

Our web development team can help you build your brand's website from the ground up. We specialize in building websites that tell a unique brand story while meeting the expectations of today's most discerning consumers.

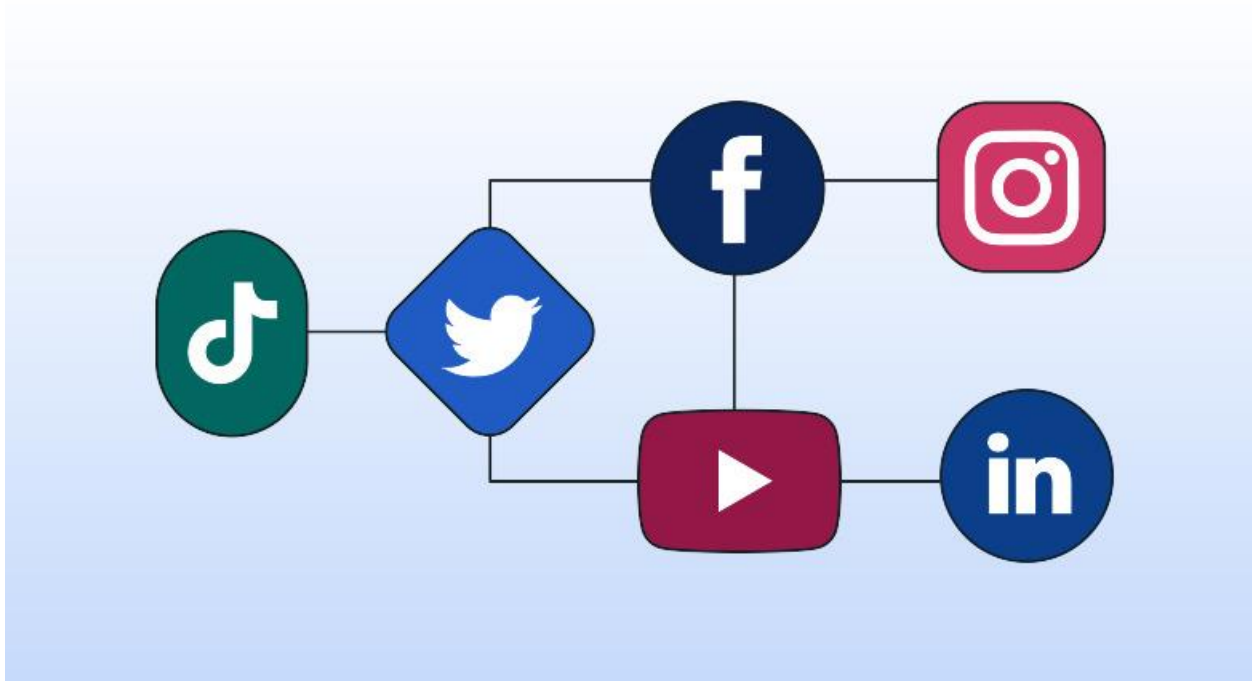
If your website is already built but isn't performing to expectations, we can perform a detailed audit and work with you to improve the site architecture, design and responsiveness.

## **App Development**

Mobile applications, or apps, offer a multitude of benefits for both users and businesses. Pixel Data Solutions has successfully developed apps involving the creation and implementation of software applications for various platforms, such as iOS, Android, or web-based environments.

Our developers choose the appropriate technology stack and embark on the coding and testing phases, rigorously addressing bugs and issues. Deployment involves making the app available on app stores or servers, and subsequent marketing efforts aim to attract users.

Pixel Data Solutions specially cares on legal considerations, security measures and adherence to industry standards which are crucial elements throughout the development lifecycle. Successful app development requires a holistic approach, balancing technical expertise with user-centric design and effective marketing strategies.



## **Social Media**

Social Media has changed how brands communicate with their audiences forever. Whether your business is a B2B or B2C brand, social media is a powerful way to build brand awareness, build a positive image and drive lead generation. We specialize in strategic social media campaigns that focus on building and protecting a positive brand image, creating loyalty among fans and driving new leads for your business. Our full suite of social media services includes:

- Social Strategy Development
- Social Media Consulting
- Social Media Awareness
- Community Engagement





## **Search Engine Optimization**

Billions of web browsing sessions begin with a search query every day. With more than a billion websites competing for the top spot in search results, it can be difficult to drive traffic to your site from search engines. At Pixel Data Solutions, we specialize in an innovative approach to SEO that uses white-hat tactics to put your website at the top of your target audience's searches. Our SEO services include:

- Keyword Research
- Technical SEO
- Full SEO Audits
- SEO Consulting

## Pay-Per-Click



More than 60% of website traffic starts with a search engine query. Pay-Per-Click (PPC) puts your brand at the top of search results for queries relevant to your brand and audience. This valuable advertising can provide an immediate source of targeted traffic to your website, driving conversions and contributing to revenue growth. Our PPC services include:

- PPC Strategy Development
- PPC Research Campaign Setup
- Turnkey PPC Campaigns
- PPC Optimization

At Pixel Data Solutions, we have extensive experience leveraging PPC to drive growth for our clients. Our approach to PPC is data-driven, which allows us to deploy campaigns that focus on efficiency and constant improvement.





## **Digital Content & Video**

Content is the king of today's marketing environment. The most successful brands in the world have developed detailed content strategies that help them inspire, entertain and educate their audience. At Pixel Data Solutions, we specialize in helping our clients plan, produce and promote content that drives audience engagement and conversions. Our full suite of content services includes:

- Digital Content Strategy
- Content Production
- Video Production
- Graphic Design
- Multi-language Content

Whether you are producing blog posts, images or videos, Pixel Data Solutions can be trusted to support your content marketing efforts.

## **YOUR UNIQUE DIGITAL MARKETING PACKAGE/ PRICING**

In this section, you will find a pricing table that includes the digital marketing services that I feel are appropriate based on our previous discussion. If you have any questions or comments, feel free to write us, we will do the needful.

If you agree that the services and price given below meet your expectations, go ahead and send us an approval so that we can get things started.

<b>Name</b>	<b>Service</b>	<b>Price</b>
Facebook page	12 display ad post in a month	5000
Facebook page	12 display ad post in a month	5000
Facebook Paid Campaign	As per Client requirement	As per Client requirement
YouTube Channel	Maintenances (per month)	5000
		<i>** All the cost is without GST</i>