

# Digital Marketing Pricing



Elements	Sliver	Gold	Platinum
	1200 AED	1800 AED	2400 AED
Research & Analysis			
Brand & Website Analysis	✓	✓	✓
Keyword Research	✓	✓	✓
Competitive Analysis	✓	✓	✓
Marketing Channels			
Search Marketing (SEO)	✓	✓	✓
Content Marketing	✓	✓	✓
Social Media Marketing (SMO)	✓	✓	✓
Pay Per Click (PPC)	✓	✓	✓
Conversion Rate Optimization (CRO)	X	✓	✓
Social media Advertising	✓	✓	✓
Search Marketing (SEO) Strategy			
Keywords	5	10	15
On Page Optimization	✓	✓	✓
Unnatural Link Removal*	✓	✓	✓
OFF Page (Link Building)	✓	✓	✓
Rich Snippet Implementation	X	✓	✓
Schema Implementation	X	✓	✓
Local SEO Optimization	✓	✓	✓
Content Marketing			
Directory Listing	5	10	15
Guest posting	2	4	6
link building (backlink)	50	100	200
Blog Maintenance	X	2/Month	4/Month
Press Release Writing & Syndication	X	1	3
Premium Infographics Creation & Distribution	1	2	4
Blogger Outreach (Guest Blogging)	X	1	2
PPT Creation & Distribution	2	3	5
Video Creation & Distribution	2	3	5
Social Media Marketing (SMO)			
Post	7 + Festive Posts	10 + Festive Posts	15 + Festive Posts
Twitter Marketing	✓	✓	✓
Facebook Marketing	✓	✓	✓
Pinterest Marketing	X	✓	✓
Linkedin Marketing	X	✓	✓
Facebook/Twitter/YouTube Cover Design*	Extra Charges	Free	Free
Social Media Advert (Advert cost on actual)			
	cost will 10% of the ad spent	cost will 8% of the ad spent	cost will 6% of the ad spent
Facebook Ads	✓ (1)	✓ (2)	✓ (4)
Instagram Ads	✓ (1)	✓ (2)	✓ (4)
Twitter Ads	✓ (1)	✓ (2)	✓ (4)
Youtube Ads	✓ (1)	✓ (2)	✓ (4)
Reddit Ads	X	✓ (2)	✓ (4)
Snapchat Ads	X	X	✓ (4)
Pinterest Ads	X	✓ (2)	✓ (4)
Telegram Ads	X	✓ (2)	✓ (4)
LinkedIn Ads	✓ (1)	✓ (2)	✓ (4)
Amazon Ads	X	X	✓ (4)
Pay Per Click (PPC) Strategy			
Ads worth ( Google Ads)	1000	2000	2000
Search Advertising	✓	✓	✓
Display Advertising	✓	✓	✓
Remarketing	✓	✓	✓
Product Listing Ads (PLAs)*	If Applicable	If Applicable	If Applicable
Campaign & Adgroup Development	✓	✓	✓
Keyword Research	✓	✓	✓
Creative Ad Copy	✓	✓	✓
Cost Per Acquisition Optimization	X	✓	✓
A/B Split Testing	X	✓	✓
Landing Page Design & Optimization*	Extra Charges	Extra Charge	Free
Display Advert Banner Designing*	Extra Charges	Free	Free
Conversion Rate Optimization (CRO) Strategy			
Google Website Optimizer	X	✓	✓
A/B Testing & Implementation	X	✓	✓
Visitor Analysis	X	✓	✓
Call To Action Analysis & Design	X	✓	✓
Site Navigation Analysis/Modification	X	✓	✓
Website Copy Analysis	X	✓	✓
Google Page Speed Optimization	Extra Charges	✓	✓
Website Conversion Optimization	X	✓	✓

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Setup & Tracking/Monitoring			
Google Analytics Setup & Monitoring	✓	✓	✓
Google Webmasters Setup & Monitoring	✓	✓	✓
Google Adwords Conversion Code Setup	✓	✓	✓
Google Adwords Remarketing Code Setup	✓	✓	✓
Goal Conversion Setup & Tracking in Analytics	✓	✓	✓
Google My Business Setup and Analysis	✓	✓	✓
Google Tag Manager Setup	✓	✓	✓
Email Marketing			
Campaign & target strategy	✓	✓	✓
Performance Tracker Strategy	✓	✓	✓
Email copywriting	2	3	4
Monthly Emails*	500	1000	1500
Split testing subject lines	X	✓	✓
Conversion tracking	✓	✓	✓
Distribution of emails	✓	✓	✓
List split testing	✓	✓	✓
Landing page implementation	X	✓	✓
Custom email template design	X	✓	✓
*If paid bulk email platform is provided by client than email limitation will be according to service provider			
Reporting			
Monthly Performance & Traffic Report	✓	✓	✓

Note

- \* creative cost same all ads as per package
1. Social Media Advert Creative Work will be charged at 80/- AED per creative work.
  2. Google page optimization for silver pacakage will be at 250/- AED
  3. Extra keyword will be charged at 800/-AED per keyword
  4. Extra Directory Listing will be charged at 75/- AED
  5. Guest posting will be charged at 150/-AED per guest
  6. Link building (backlink) will be charged per 10 Links 100/- AED
  7. Blog Maintenance will be charged at 120/- AED per blog
  8. Press Release Writing & Syndication will be charged at 50/- AED
  9. Premium Infographics Creation & Distribution will be charged at 400/-AED
  10. PPT Creation & Distribution will be charged at 100/- AED extra
  11. Video Creation & Distribution (basic motion graphic video not more then 30sec) charged at 300/- AED
  12. Social Media Marketing Post charged at 90/-AED per post
  13. Facebook/Twitter/YouTube Cover Design charged at 150/- per extra post
  14. Landing Page Design & Optimization charged at 300/- AED
  15. Display Advert Banner Designing charged at 250/- AED per banner