

Digital Marketing Pricing



Elements	Sliver	Gold	Platinum
Monthly Management Fee	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 (Info Graphic)	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
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	✓	✓
Email Marketing			
Campaign & target strategy	✓	✓	✓
Performance Tracker Strategy	✓	✓	✓
Email copywriting	2	3	4
Custom email template design	1	3	4
Monthly Email Marketing*(unlimited reciepent)	2	3	4
Split testing subject lines	X	✓	✓
Conversion tracking	✓	✓	✓
Distribution of emails	✓	✓	✓
List split testing	✓	✓	✓

*If paid bulk email platform is provided by client than email limitation will according to service provider

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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	✓	✓	✓
Reporting			
Monthly Performance & Traffic Report	✓	✓	✓
Social Media Advert (Advert cost on actual)			
	cost will 9% of the ad spent	cost will 6.5% of the ad spent	cost will 4% 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)

Note

- * creative cost same all ads as per package
- Social Media Advert Creative Work will be charged at 80/- AED per creative work.
- Google page optimization for silver package will be at 250/- AED
- Extra keyword will be charged at 80/-AED per keyword
- Extra Directory Listing will be charged at 75/- AED
- Guest posting will be charged at 150/- AED per guest
- Link building will be charged 50/- AED per 10 Backlinks
- Blog Maintenance will be charged at 120/- AED per blog
- Press Release Writing & Syndication will be charged at 50/- AED
- Premium Infographics banner Creation & Distribution will be charged at 90/- AED (PNG / JPG Format)
- PPT Creation & Distribution will be charged at 100/- AED extra
- Video Creation & Distribution 2D animation (basic motion graphic video not more then 30sec) charged at 300/- AED
- 3d animation videos tart at 50/-AED /Per sec video
- 3d modelling still image starts at 220/- AED per image
- Social Media Marketing Post charged at 90/-AED per post
- Facebook/Twitter/YouTube Cover Design charged at 150/- AED per extra post
- Landing Page Design & Optimization charged at 300/- AED
- Display Advert Banner Designing charged at 250/- AED per banner