

Digital Marketing Packages without VAT

Inbound Marketing Elements	Compaq	Starter	Basic	Medium	Corporate	Enterprise
	1,200	2,000	2,800	4,000	5800	9200
Research & Analysis						
Brand & Website Analysis	✓	✓	✓	✓	✓	✓
Keyword Research	✓	✓	✓	✓	✓	✓
Competitive Analysis	✓	✓	✓	✓	✓	✓
Marketing Channels						
Search Marketing (SEO)	✓	✓	✓	✓	✓	✓
Content Marketing	X	✓	✓	✓	✓	✓
Social Media Marketing (SMO)	✓	✓	✓	✓	✓	✓
Pay Per Click (PPC)	X	X	✓	✓	✓	✓
Conversion Rate Optimization (CRO)	X	X	X	X	✓	✓
App Search Optimization (ASO)	±	±	±	±	±	±
Ecommerce Marketing (SEO)	±	±	±	±	±	±
Mobile App Marketing & SEO	±	±	±	±	±	±
Search Marketing (SEO) Strategy						
On Page Optimization	✓	✓	✓	✓	✓	✓
Unnatural Link Removal*	X	✓	✓	✓	✓	✓
OFF Page (Link Building)	X	✓	✓	✓	✓	✓
Rich Snippet Implementation	X	X	✓	✓	✓	✓
Schema Implementation	X	X	✓	✓	✓	✓
Local SEO Optimization	✓	✓	✓	✓	✓	✓
Content Marketing						
Blog Maintenance	X	X	2/Month	3/Month	5/Month	7/Month
Press Release Writing & Syndication	X	1	2	3	5	7
Premium Infographics Creation & Distribution	X	1	1	2	3	4
Blogger Outreach (Guest Blogging)	X	1	2	3	5	7

PPT Creation & Distribution	X	1	2	2	3	4
Video Creation & Distribution (Basic)	X	X	X	1	2	3

Social Media Marketing (SMO)

Twitter Marketing	Non Paid	✓	✓	✓	✓	✓
Facebook Marketing	Non Paid	✓	✓	✓	✓	✓
Instagram	Non Paid	✓	✓	✓	✓	✓
Tiktok Marketing	Non Paid	✓	✓	✓	✓	✓
Pinterest Marketing	Non Paid	✓	✓	✓	✓	✓
Linkedin Marketing	Non Paid	X	X	✓	✓	✓
Facebook/Twitter/YouTube Cover Design*	±	±	±	±	✓	✓

Pay Per Click (PPC) Strategy

Search Advertising	X	✓	✓	✓	✓	✓
Display Advertising	X	X	X	✓	✓	✓
Remarketing	X	X	X	✓	✓	✓
Product Listing Ads (PLAs)*	X	If Applicable	If Applicable	If Applicable	If Applicable	If Applicable
Campaign & Adgroup Development	X	✓	✓	✓	✓	✓
Keyword Research	X	✓	✓	✓	✓	✓
Creative Ad Copy	X	X	✓	✓	✓	✓
Cost Per Acquisition Optimization	X	X	X	X	✓	✓
A/B Split Testing	X	X	X	X	✓	✓
Landing Page Design & Optimization*	±	±	±	±	✓	✓
Display Advert Banner Designing*	±	±	±	±	✓	✓

Conversion Rate Optimization (CRO) Strategy

Google Website Optimizer	X	X	X	X	✓	✓
A/B Testing & Implementation	X	X	X	X	✓	✓
Visitor Analysis	X	X	X	X	✓	✓
Call To Action Analysis & Design	X	X	X	X	✓	✓
Site Navigation Analysis/Modification	X	X	X	✓	✓	✓
Website Copy Analysis	X	X	X	✓	✓	✓
Google Page Speed Optimization	±	±	✓	✓	✓	✓
Website Conversion Optimization	X	X	X	X	✓	✓
Conversion Funnel Optimization	X	X	X	X	✓	✓

Setup & Tracking/Monitoring

Google Analytics Setup & Monitoring	X	✓	✓	✓	✓	✓
Google Webmasters Setup & Monitoring	X	✓	✓	✓	✓	✓
Google Adwords Conversion Code Setup	X	✓	✓	✓	✓	✓
Google Adwords Remarketing Code Setup	X	✓	✓	✓	✓	✓
Goal Conversion Setup & Tracking in Analytics	X	✓	✓	✓	✓	✓

Reporting

Monthly Performance & Traffic Report	✓	✓	✓	✓	✓	✓
Fortnightly Performance & Traffic Report	X	X	X	✓	✓	✓

Minimum Engagement

3 Months	3 Months	6 Months	6 Months	12 Months	12 Months
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