



EDGELINK
TECHNOLOGY

Your Future Our Vision

Digital Marketing Proposal

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About Us

Welcome to Edgelink Technology Pvt. Ltd., where we specialize in turning your business potential into tangible success through strategic digital marketing and comprehensive business optimization. Since our inception in 2016, we have been committed to providing businesses with the tools and expertise they need to thrive in an ever-evolving digital landscape.

From the perspective of business optimization, we offer a comprehensive suite of services designed to maximize efficiency, reach, and profitability. We are a full-service digital marketing organization dedicated to helping businesses of all sizes thrive in the digital landscape. With a team of passionate experts, innovative strategies, and a data-driven approach, we empower our clients to achieve their business goals and drive growth through effective online marketing. Our expertise in healthcare, automotive, food industry, education & other industries sets us apart from the rest in the digital space.

Projects Done

1,000+

Happy Customer

600+

Customer Rating

5



Vision

To be a leading force in the digital transformation of businesses worldwide, empowering organizations to achieve excellence through innovation, strategic partnerships, and measurable results. We envision a future where technology seamlessly bridges the gap between businesses and their customers, driving sustainable growth and lasting impact.

Mission

Our mission at EdgeLink Technology is to deliver cutting-edge digital solutions that empower businesses to thrive in a competitive marketplace. By leveraging expertise across diverse industries, we aim to:

- Enhance online visibility and engagement.
- Simplify operations through technology-driven solutions.
- Drive business success through data-backed strategies.
- Foster growth and build enduring partnerships with our clients.



Why Choose Us

At EdgeLink Technology, we go beyond traditional digital marketing services. We are your dedicated partners in business optimization, helping you navigate the complexities of the digital landscape. Here's why businesses trust us:

- **Industry Expertise:** With extensive experience in Healthcare, Automotive, Food Industry, Education, and more, we understand your unique needs and challenges.
- **Result-Driven Approach:** We focus on measurable outcomes, boosting your online presence, streamlining operations, and driving business growth.
- **Innovative Solutions:** Our team combines creativity and technology to deliver tailored strategies that set you apart in the digital space.
- **Client-Centric Philosophy:** Your success is our priority. We foster strong partnerships, ensuring every decision aligns with your goals.



Proposed Budgets

Services	Page No.
<u>Google My Business (GMB)</u>	5-6
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Google My Business (GMB)

In today's digital-first world, Google My Business (GMB) is an essential tool for local businesses to increase their visibility, attract new customers, and establish credibility. Our GMB services are designed to optimize your business's online presence, ensuring maximum reach and engagement with your target audience.

Service Packages

- **Profile Creation and Local GMB Optimization**

Cost: ₹20,000 + 18% GST Per Month

Inclusions:

- Comprehensive GMB profile setup
- Accurate business information input (name, address, phone number, and website)
- Professional business description with relevant keywords
- High-quality image uploads (logo, cover photo, and additional visuals)
- Category and service selection tailored to your business
- Weekly updates and posting to maintain engagement
- Monitoring and responding to reviews to boost customer trust
- Insights and analytics reporting to track performance
- **Assistance in ranking for 3-5 relevant keywords**

- **Profile Creation and City-Level GMB Optimization**

Cost: ₹40,000 + 18% GST Per Month

Inclusions:

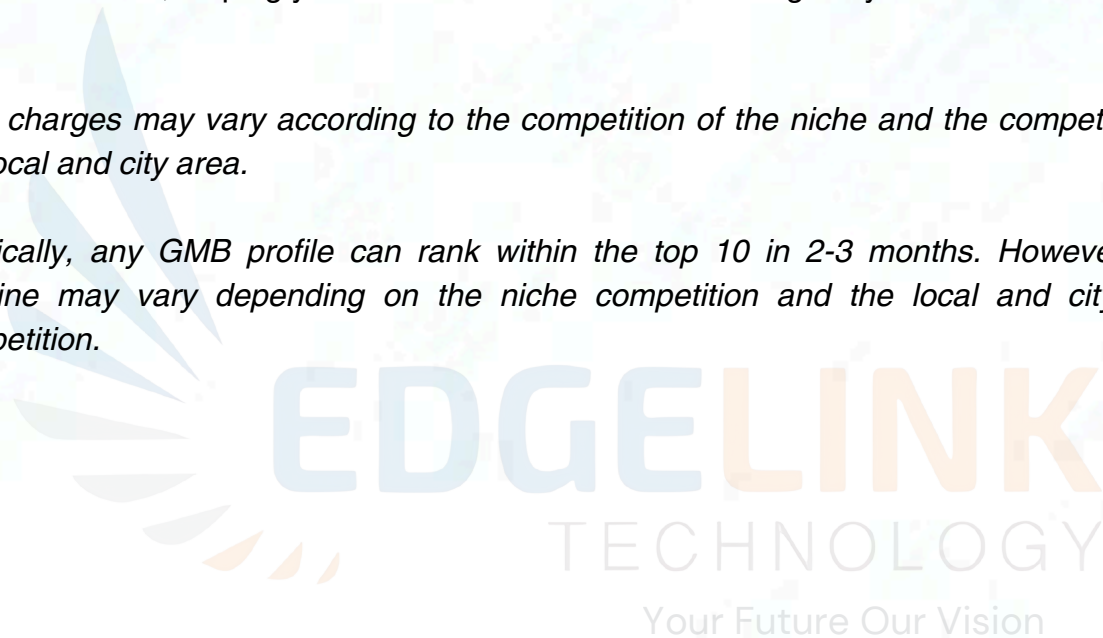
- All features of the Local GMB Optimization package
- Multi-location management and city-wide strategy implementation
- Local SEO tailored to multiple locations for city-level reach
- Hyperlocal keyword research and optimization
- Competitor analysis to outpace regional competition
- Advanced insights to monitor city-level impact and growth
- **Assistance in ranking for 3-5 relevant keywords**

Why Our Pricing Is Justified:

- **Expertise and Experience:** Our team has extensive experience in GMB profile creation and optimization, ensuring your business stands out in search results and maps.
- **Time Investment:** GMB management requires significant time for profile creation, regular updates, and performance monitoring. Our services save you valuable time while delivering professional results.
- **Tailored Strategies:** We develop customized strategies based on your business goals and location, ensuring a higher return on investment.
- **Improved Visibility:** Proper GMB optimization enhances your online visibility, driving more traffic to your business and increasing potential revenue.
- **Comprehensive Analytics:** We provide detailed insights into your GMB performance, helping you make data-driven decisions to grow your business.

**The charges may vary according to the competition of the niche and the competition in the local and city area.*

**Typically, any GMB profile can rank within the top 10 in 2-3 months. However, this timeline may vary depending on the niche competition and the local and city area competition.*



Search Engine Optimization (SEO)

We specialize in improving local and city-based search engine rankings to help businesses achieve greater online visibility and attract more customers. Below is a detailed outline of our service packages and the value they bring to your business.

Service Packages

- **Local SEO Optimization**

Cost: ₹20,000 + 18% GST Per Month

Inclusions:

- Target specific local areas to boost visibility.
- Optimize Google My Business (GMB) profiles and local directories.
- Conduct on-page SEO for local keywords.
- Build local citations and backlinks to enhance credibility.
- Rank for 5-10 relevant keywords that drive local traffic.

- **City SEO Optimization**

Cost: ₹30,000 + 18% GST Per Month

Inclusions:

- Broaden the optimization to target an entire city.
- Comprehensive keyword research for city-level competition.
- Advanced on-page and off-page SEO strategies.
- Build high-quality city-focused backlinks and citations.
- Rank for 5-10 relevant keywords targeting city-based customers.

Why Our Pricing Is Justified:

- **Expertise and Tools:** Our team utilizes advanced tools, analytics, and proven strategies to deliver measurable results.
- **Customized Strategies:** Each plan is tailored to your business niche and competition level, ensuring maximum ROI.
- **Comprehensive Services:** From keyword research to technical SEO, we cover all aspects to ensure your website ranks higher and attracts organic traffic.
- **Long-Term Benefits:** Our efforts result in sustained visibility, helping you build a loyal customer base and grow revenue.
- **Time Investment:** SEO requires consistent efforts over time, and our team dedicates extensive hours to analyzing, optimizing, and monitoring performance.

Combo Package (GMB + SEO)

Take your business to new heights with our GMB + SEO Package. This comprehensive solution ensures your business ranks higher locally and city-wide with expert Google My Business and SEO strategies. By combining visibility, optimization, and user-friendly design, we provide a complete approach to drive growth and establish a strong online presence.

Services	Price
Local GMB + Local SEO	35,000 ₹ + 18% GST Per Month
City GMB + City SEO	50,000 ₹ + 18% GST Per Month



Web Development

A well-designed, user-friendly website is essential for creating a strong online presence and engaging with customers effectively. Below are the details of our packages and the value they bring to your business.

Content	BASIC	PRIMARY	ADVANCE
Price	15000 ₹ + 18% GST	20000 ₹ + 18% GST	25000 ₹ + 18% GST
Pages	5	5 + Services Pages	Up to 14 Pages
SSL	✗	✓	✓
Domain & Hosting (1 Year)	✗	✗	✓
Chat Bot	✓	✓	✓
Mobile Responsive	✓	✓	✓
Theme	Free	Purchase	Customize
Content Writing	✗	✓	✓
Designing & Creativity	✗	✓	✓
SEO Friendliness	✓	✓	✓

Justification for Pricing:

- **Customized Solutions:** Each website is uniquely designed to reflect your brand identity and meet your specific needs.
- **Technical Expertise:** Our skilled developers use the latest technologies to ensure your website is modern, secure, and scalable.
- **Responsive Design:** All websites are designed to be fully functional across devices, improving user experience and accessibility.
- **Value Addition:** Our services include basic SEO optimization and performance enhancements, ensuring long-term benefits.
- **Time and Effort:** Every website requires a significant investment of time for design, coding, testing, and deployment to deliver a high-quality product.

**Custom Requirements: Charges may vary based on the specific features and functionalities requested.*

**Timeline for Delivery: Websites are typically delivered within 2-4 weeks, depending on the complexity of the project.*



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Social Media Marketing (SMM)

In an age where social media is central to consumer engagement, having a strategic presence across platforms is crucial for business growth. We specialize in creating targeted social media marketing campaigns that increase brand awareness, drive traffic, and foster lasting customer relationships. This proposal outlines our approach to elevating your brand's social media presence, ensuring measurable results and sustained success. Let's unlock the full potential of your business through effective social media marketing.

Basic Package: 11,000 ₹+18% GST Per Month			
Post	Platforms	Reach Per Post	Ad Budget
10 Image Creatives	Facebook Instagram	25 Average Reach 45 Typical Post	2000 ₹

- **10 Image Creatives:** We provide 10 professionally designed image posts for both Instagram and Facebook. This ensures consistent brand presence and engagement across both platforms, targeting your audience effectively.
- **Targeted Ad Budget:** The package includes a ₹2,000 ad budget, allowing us to run paid advertisements on social media platforms. This helps to boost post reach, increase engagement, and attract more potential customers.
- **Comprehensive Social Media Presence:** By offering content creation and a targeted ad budget, we ensure that your brand is visible, attracting attention and driving interaction on key social platforms. This results in better brand awareness and customer engagement.
- **Affordable and Scalable:** At ₹11,000 + 18% GST per month, this package provides cost-effective marketing with measurable results, making it ideal for businesses looking to build their social media presence without significant investment.

Primary Package: 19,000 ₹+18% GST Per Month

Post	Platforms	Reach Per Post	Ad Budget
15 Image Creatives	Facebook Instagram Linkedin X	325 Average Reach	3000 ₹
05 Video Creatives		245 Typical Post	

- **Comprehensive Content Strategy:** Includes 15 image posts and 5 video posts per month across multiple platforms (Instagram, Facebook, LinkedIn, and X), ensuring diverse and engaging content tailored to each platform's audience and format preferences.
- **Cross-Platform Reach:** Maximizes your brand's visibility by targeting different audience demographics on four key social media platforms, enhancing your online presence and engagement.
- **Dedicated Advertising Budget:** A specific allocation of ₹3,000 for ad campaigns ensures targeted reach, helping your content reach the right audience and achieve measurable results, such as increased followers, leads, or sales.
- **Affordable and Transparent Pricing:** At ₹19,000 + 18% GST, the package offers an all-inclusive approach, combining content creation and advertising at a competitive price, ensuring value for your investment.

Advance Package: 30,000 ₹+18% GST Per Month

Post	Platforms	Reach Per Post	Ad Budget
20 Image Creatives	Facebook Instagram Linkedin	325 Average Reach	5000 ₹
10 Video Creatives	X YouTube	245 Typical Post	

- **Comprehensive Content Creation:** Includes 20 high-quality image posts and 10 engaging video posts tailored to Instagram, Facebook, LinkedIn, X, and YouTube, ensuring a consistent and professional online presence across multiple platforms.
- **Strategic Ad Budget Allocation:** A dedicated ₹5,000 ad budget allows for targeted promotions, driving visibility, engagement, and conversions, effectively reaching your desired audience.
- **Platform Optimization:** Customized content strategies and formats ensure each platform (Instagram, Facebook, LinkedIn, X, YouTube) is used to its full potential, leveraging its unique algorithms and audience behavior.
- **Value for Investment:** At ₹30,000 + 18% GST, the package offers a cost-effective solution for robust content creation and advertising, delivering maximum impact through consistent posting and strategic ad placements.

**Sundays off – because even content needs a break.*

Paid Advertising

In today's digital world, a well-crafted Google Ads campaign is crucial for driving traffic and boosting conversions. We specialize in creating customized advertising strategies that maximize your ROI. This proposal outlines our comprehensive approach, which includes a one-time setup fee and ongoing management to ensure consistent and measurable results. Let's work together to elevate your business and achieve your marketing goals.

Service Packages:

One-Time Google Ads Page Setup: 5,000 ₹ + 18% GST

This includes the creation and optimization of your Google Ads account, setting up ad groups, keyword research, ad copywriting, conversion tracking, and ensuring all elements align with your business goals.

Campaign Management Fee: 20% of Campaign Budget

Ongoing management includes continuous optimization, performance monitoring, A/B testing of ad creatives, bid strategy adjustments, and detailed reporting.

Justification for Pricing:

One-Time Google Ads Page Setup (₹5,000):

- **Expertise:** Setting up a Google Ads account properly requires expertise in campaign structure, audience segmentation, and keyword selection. A well-structured setup ensures a strong foundation for long-term success.
- **Customization:** Our setup process is tailored to your specific business needs, ensuring your ads resonate with your target audience and align with your marketing objectives.
- **Efficiency:** We ensure proper conversion tracking and analytics integration, providing you with measurable results from day one.

20% Campaign Management Fee:

- **Continuous Optimization:** Regular monitoring and tweaking are critical to maximizing ad performance and minimizing cost per acquisition (CPA). This includes testing different strategies to find what works best for your campaigns.
- **Data-Driven Adjustments:** We analyze performance data to refine targeting, keywords, and bidding strategies, ensuring optimal ROI.
- **Expert Insights:** Our team's experience allows us to anticipate and adapt to market trends, staying ahead of competitors.

Graphic Designing & Media

In today's visual-driven world, compelling graphic design and media content are essential for capturing attention and communicating your brand's message effectively. We specialize in creating unique, high-quality designs and media that resonate with your target audience. This proposal outlines our approach to delivering visually engaging content that enhances your brand identity and drives results. Let us help you stand out with creative designs that leave a lasting impression.

Service	Inclusions	Price
Logo	2 Options + 1 Change	4000 ₹ + 18% GST
Social Media Concept Design (Image)	All sizes as per requirement	1500 ₹ + 18% GST
GMB Image Post	-	200 ₹ + 18% GST
Video Editing	Reel 30 Sec.	2000 ₹ + 18% GST
	Reel 60 Sec.	5000 ₹ + 18% GST
Voiceover Video	Simple	3000 ₹ + 18% GST
	Simple + Model	5000 ₹ + 18% GST
	Animated	3000 ₹ + 18% GST

Photography & Video Shooting

In a world where visual storytelling is key to connecting with audiences, professional photography and video production are essential to showcase your brand's essence. We offer expert photography and video shooting services that capture your vision with precision and creativity. This proposal outlines how our high-quality visuals can elevate your brand, engage your audience, and leave a lasting impact. Let us bring your story to life through stunning photography and cinematic video content.

Service	Inclusions	Price
Simple Photography Shoot	50 Pics. (Without Editing)	5000 ₹ + 18% GST
	50 Pics. (With Editing)	7500 ₹ + 18% GST
Product Shoot	50 Pics. (With Editing)	10,000 ₹ + 18% GST
	20 Pics. + 1 Video + 5 Reels (With Editing)	25,000 ₹ + 18% GST
Simple Video Shoot	1 Video + 1 Reel (With Editing)	10,000 ₹ + 18% GST
Concept Based Video Shoot	1 Video + 2 Reel (With Editing, Model, Location, Lights and Setup)	20,000 ₹ + 18% GST
Story Based Video Shoot	1 Video + 1 Treasure + 5 Reel (With Editing, Model, Location, Post Production Vision, Lights and Setup)	50,000 ₹ + 18% GST

All In One

In today's competitive market, having a cohesive and comprehensive approach to your marketing and branding efforts is essential. We offer an all-in-one service that combines expert digital marketing, graphic design, social media management, photography, and video production. This proposal outlines how our integrated solutions can elevate your brand, drive measurable results, and streamline your growth. Let us partner with you to create a unified strategy that covers every aspect of your business's needs.



Services	Silver Package
GMB	<u>Profile Creation and Local GMB Optimization</u>
SEO	<u>Local SEO Optimization</u>
Web Development	<u>Basic Package (One Time)</u>
SMM	<u>Basic Package</u>
Paid Advertising	<u>Google Ads (One Time)</u>
Total	66,000 ₹ + 18% GST Per Month

**The Silver Package does not cover Google advertising campaign costs. This portion must be managed and funded separately by the client, as it falls outside the scope of the Silver Package allocation.*

**Graphic Designing, Photography, Videography services not included in it.*



Services	Gold Package
GMB	<u>Profile Creation and City-Level GMB Optimization</u>
SEO	<u>City SEO Optimization</u>
Web Development	<u>Primary Package (One Time)</u>
SMM	<u>Primary Package</u>
Paid Advertising	<u>Google Ads (One Time)</u>
Total	1,00,000 ₹ + 18% GST Per Month

**The Gold Package does not cover Google advertising campaign costs. This portion must be managed and funded separately by the client, as it falls outside the scope of the Gold Package allocation.*

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**Graphic Designing, Photography, Videography services not included in it.*



Services	Diamond Package
GMB	<u>Profile Creation and City-Level GMB Optimization</u>
SEO	<u>City SEO Optimization</u>
Web Development	<u>Advance Package (One Time)</u>
SMM	<u>Advance Package</u>
Paid Advertising	<u>Google Ads (One Time)</u>
Total	1,20,000 ₹ + 18% GST Per Month

**The Diamond Package does not cover Google advertising campaign costs. This portion must be managed and funded separately by the client, as it falls outside the scope of the Diamond Package allocation.*

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