



# Results

## Driven DM Company

## INTRODUCTION

*In today's digital age, marketing your business online is crucial for its success. Digital marketing is a term used to describe the techniques and strategies used to promote products, services, or brands through digital channels, such as search engines, social media, email, websites, and mobile apps.*

*Digital marketing services include a variety of tactics and methods to reach and engage with potential customers online. These services can include search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, content marketing, email marketing, and more.*

*The main goal of digital marketing is to increase brand awareness, generate leads, and ultimately drive conversions and sales. By leveraging digital channels, businesses can reach a larger audience, build relationships with customers, and improve their bottom line.*

## WHY DIGITAL MARKETING IS IMPORTANT?

*Digital marketing is important for many reasons, especially in today's digital age where consumers spend a significant amount of time online. Here are some of the main reasons why digital marketing is crucial for businesses:*

**Reach a larger audience:** Digital marketing allows businesses to reach a larger audience than traditional marketing methods. With the right digital marketing strategies, businesses can reach potential customers on a global scale, regardless of their location.

**Build brand awareness:** By promoting your business through digital channels, you can build brand awareness and increase your online visibility. This helps to establish your business as a trusted and reliable brand in the eyes of your target audience.

**Targeted advertising:** Digital marketing enables businesses to target their advertising to specific demographics, interests, and behaviours. This ensures that your advertising efforts are reaching the right people, increasing the chances of conversions and sales.

**Cost-effective:** Compared to traditional marketing methods, digital marketing can be much more cost-effective. With digital marketing, you can reach a larger audience for a fraction of the cost of traditional advertising methods.

**Measure success:** With digital marketing, you can track and measure the success of your campaigns in real time. This allows you to adjust your strategies and tactics as needed to optimize your results and improve your return on investment (ROI).

**Overall, digital marketing is essential for businesses that want to stay competitive and reach a larger audience in today's digital age. By investing in digital marketing strategies, businesses can increase their online visibility, build brand awareness, and ultimately drive conversions and sales.**

## What you can expect



**MORE  
TRAFFIC**

*Continues Flow Of  
Targeted Traffic*



**More Leads**

*Qualified Leads*



**MORE CALLS**

*More  
Appointments &  
Bookings*



**MORE  
Business**

*More Sales &  
Revenue*

# Our Process



Strategy Development



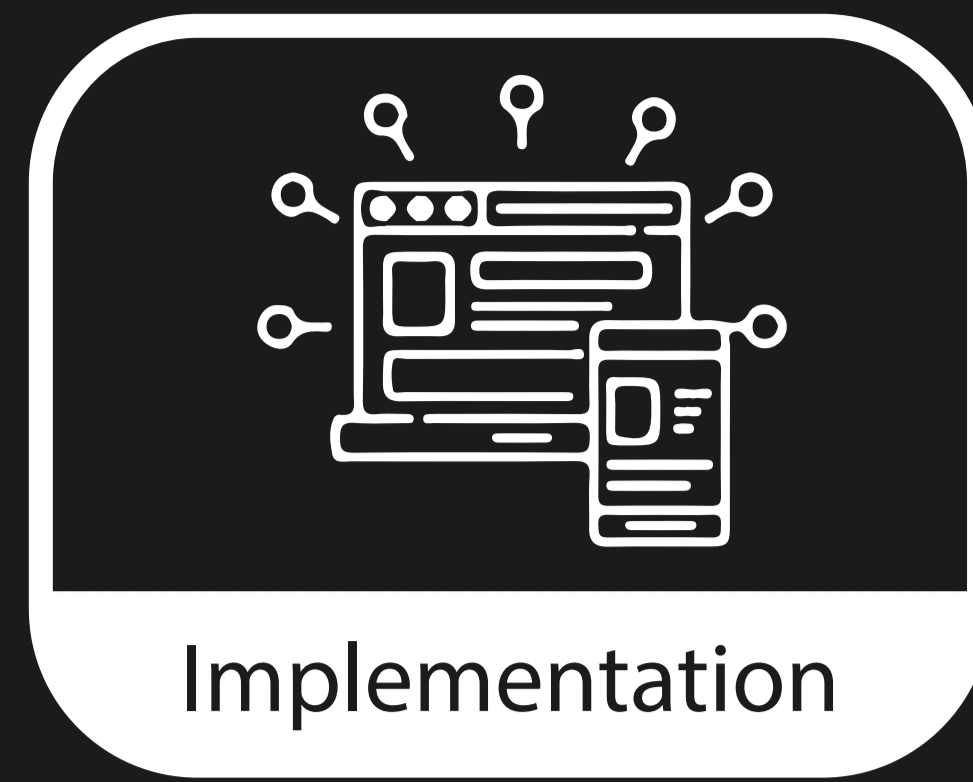
Research and Analysis



Testing and Optimization



Measurement and Reporting



Implementation

# OUR Activities

"We will Do following Activities on your website."

## basic seo setup

- Google Search Console Setup
- Google Analytics Setup
- SEO monitoring Tool setup
- WordPress Setup
- Website Structure Analysis
- Install and Configure SEO Plugin

## On-Page SEO

- On-Page SEO factors (20+)
- Silo Structure
- Google Featured Snippets
- Google EAT Optimization
- Schema setup
- Rich Snippets
- Robot Txt & Sitemap Setup

## Off-page SEO (Link building)

- Guest Posting & Outreach
- Blog Submission & Web 2.0
- Article Submission
- Social Bookmarking submission
- Classified Submission
- Forum Posting
- Image/ PDF/PPT Submission
- Business Listing
- Contextual Link Building
- Profile Link Building
- Quora Submission
- Press Release Submission
- RSS Feed Submission.

## Content Optimization

- Manual Quality Review
- Content Gap Analysis
- Duplicate Content Optimization
- Keyword Cannibalization
- Content Enhancement
- Target page Content Optimization

## Technical SEO

- Technical SEO Factors Audit & Fix ( 20+)
- Website Speed Optimization
- Responsive Optimization
- SEO Errors Optimization
- Hosting & Server Error Optimization
- Mobile Optimization
- Technical SEO tools Setup

# Local Listing Optimization

## HYPER LOCAL CITATION

- Citation By City
- Trusted Citation Sites Only
- Manual Submissions Only
- NAP Constant For Citation

## TOP LOCAL CITATION SITES

- Top Local Citation Sites
- Manual Submissions Only
- NAP Constant For Citations
- No Duplicate Listing

## NICHE CITATION

- Citation By Category
- Trusted Citation Sites Only
- Manual Submissions Only
- NAP Constant For Citation

# PPC SERVICES

## 1. Google Ads Services

### GOOGLE ADS BASIC SETUP

- Account Setup
- Billing Setup
- Competitor Analysis

### Landing Page Creation & Optimization

- Landing Page Creation
- Landing page Optimization
- Website Page Optimization

### Keyword Research

- Keyword Research
- Competitor keyword research
- Brand Keyword Research

### CONVERSION TRACKING SETUP

- Lead & Sale Tracking Setup
- Conversion tracking Setup
- Call Tracking setup

### Campaign Setup

- Campaign Setup
- Adgroup Setup
- Ad copy & Assets Setup

### Bid adjustment

- Device Bid Adjustment
- Location Bid Adjustment
- Demographic Bid Adjustment

### FACEBOOK & INSTAGRAM BASIC SETUP

- Page Creation
- Instagram Business Account Creation
- Business Manager Creation

### Competitor Analysis

- Competitor Ad Copy Analysis
- Competitor Page Analysis
- Competitor Audience Analysis

### Ad Creation Creation

- Ad Creative Creation
- Banner & Post Design
- Video/Reel Creation

### Audience Research

- Audience Research
- Competitor Audience Research
- Page Audience Audit

### Campaign Setup

- Campaign Creation
- Adset Creation
- Adcopy Creation

### Campaign Management

- Managing Performance
- Managing Budget
- Managing Bidding

## 2. Facebook & Instagram Ads Services

### Facebook & Instagram Basic Setup

- Page Creation
- Instagram Business Account Creation
- Business Manager Creation

### Competitor Analysis

- Competitor Ad Copy Analysis
- Competitor Page Analysis
- Competitor Audience Analysis

### Ad Creation

- Ad Creative Creation
- Banner & Post Design
- Video/Reel Creation

### Audience Research

- Audience Research
- Competitor Audience Research
- Page Audience Audit

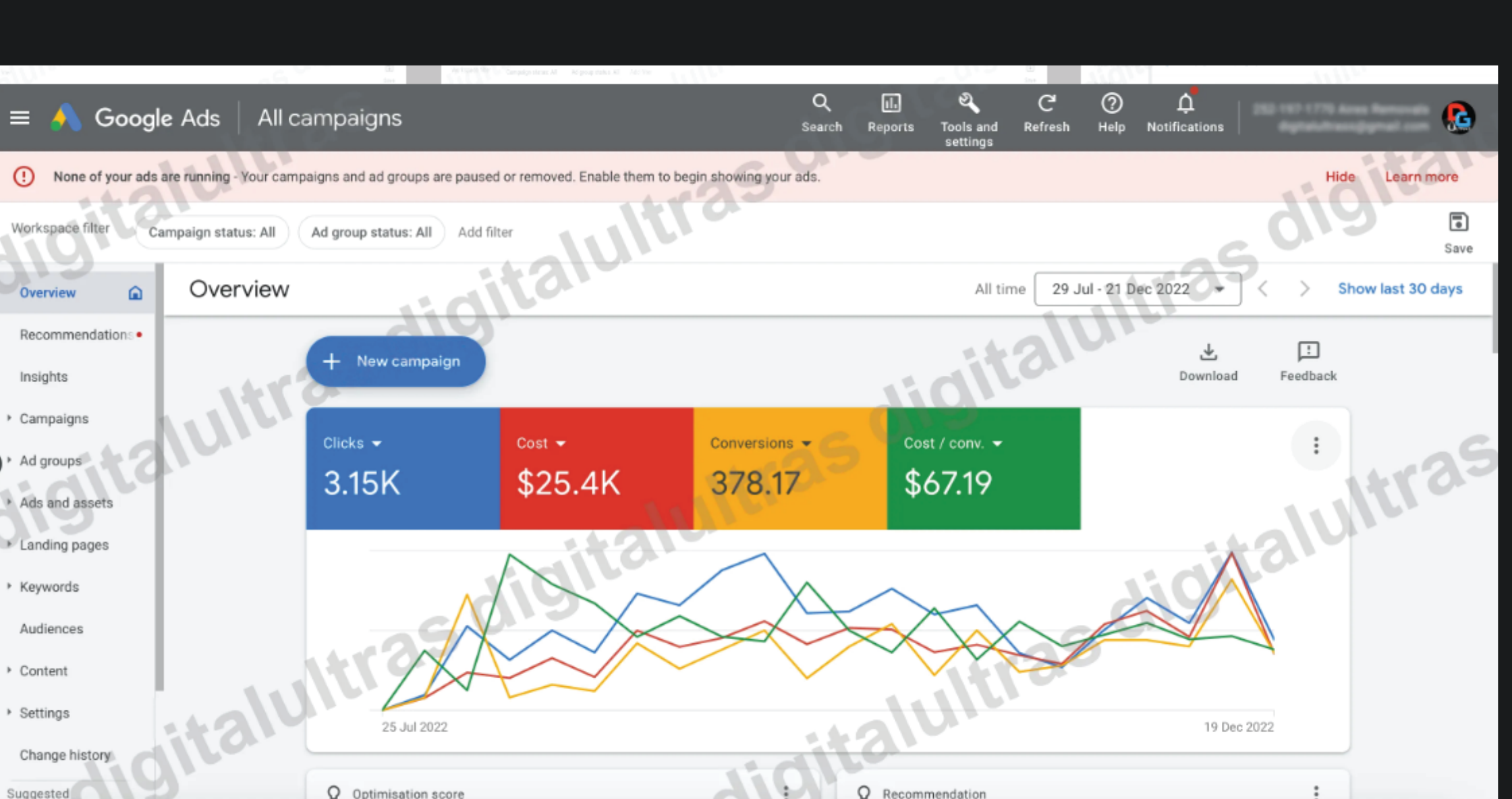
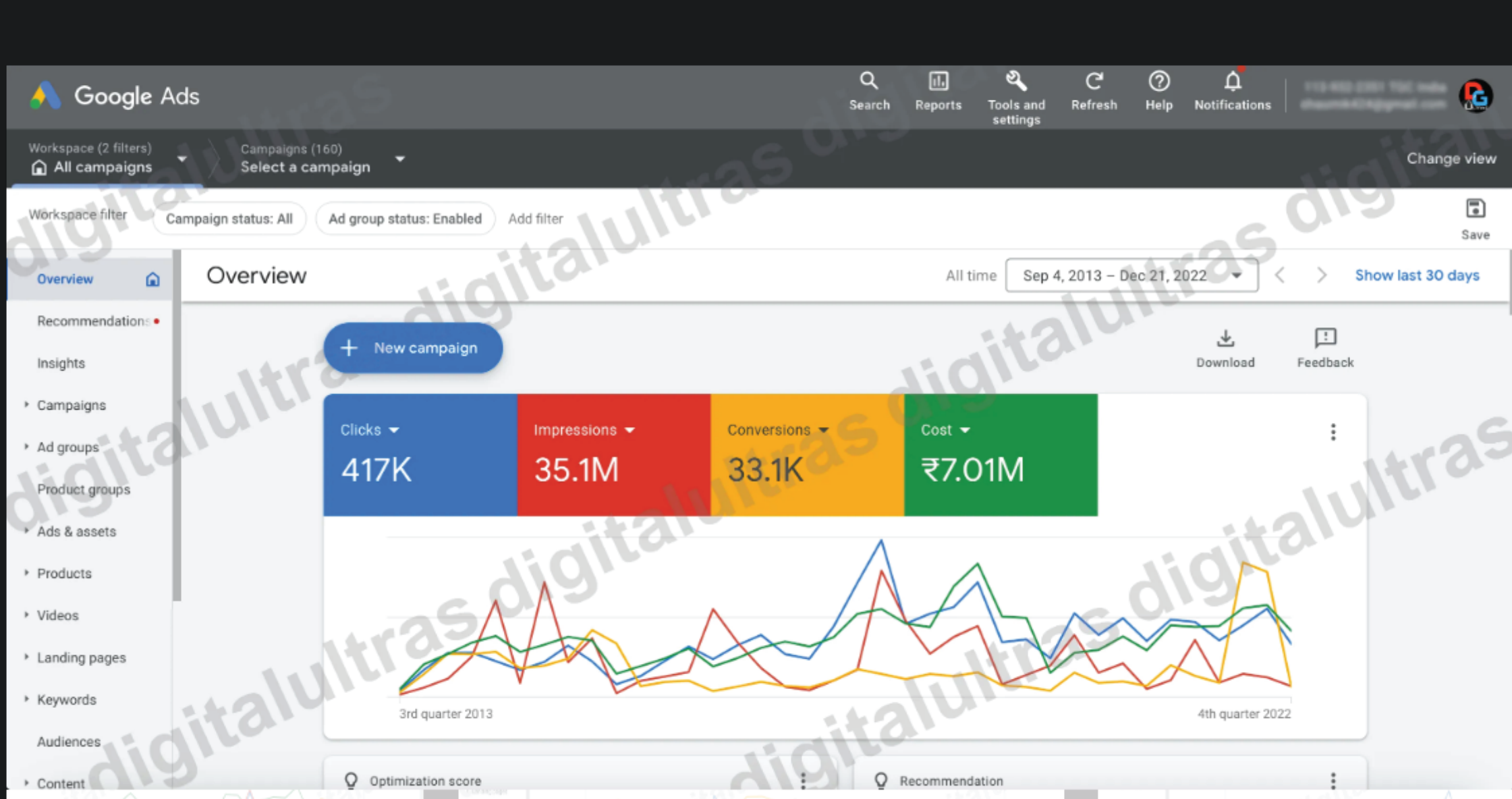
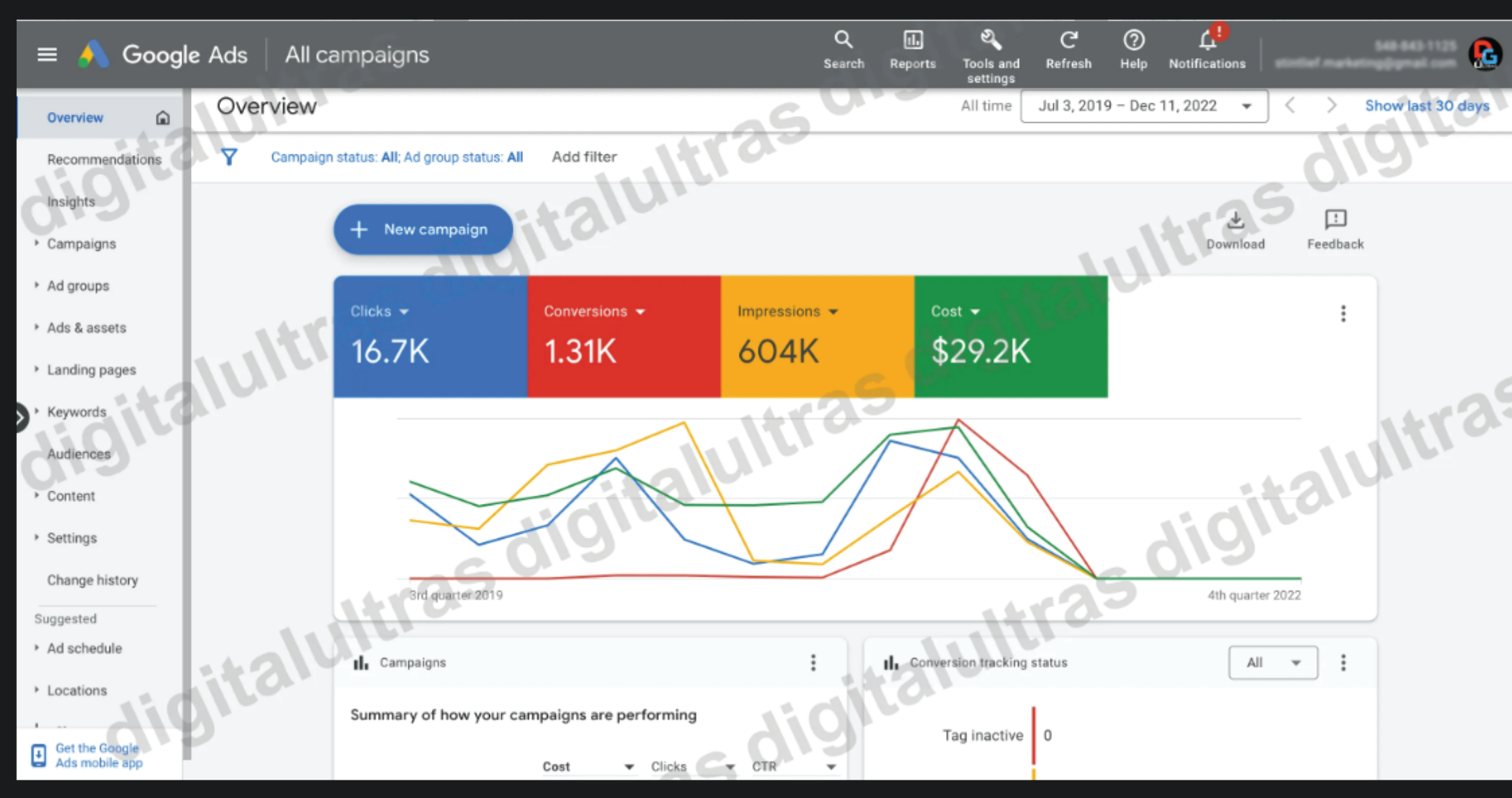
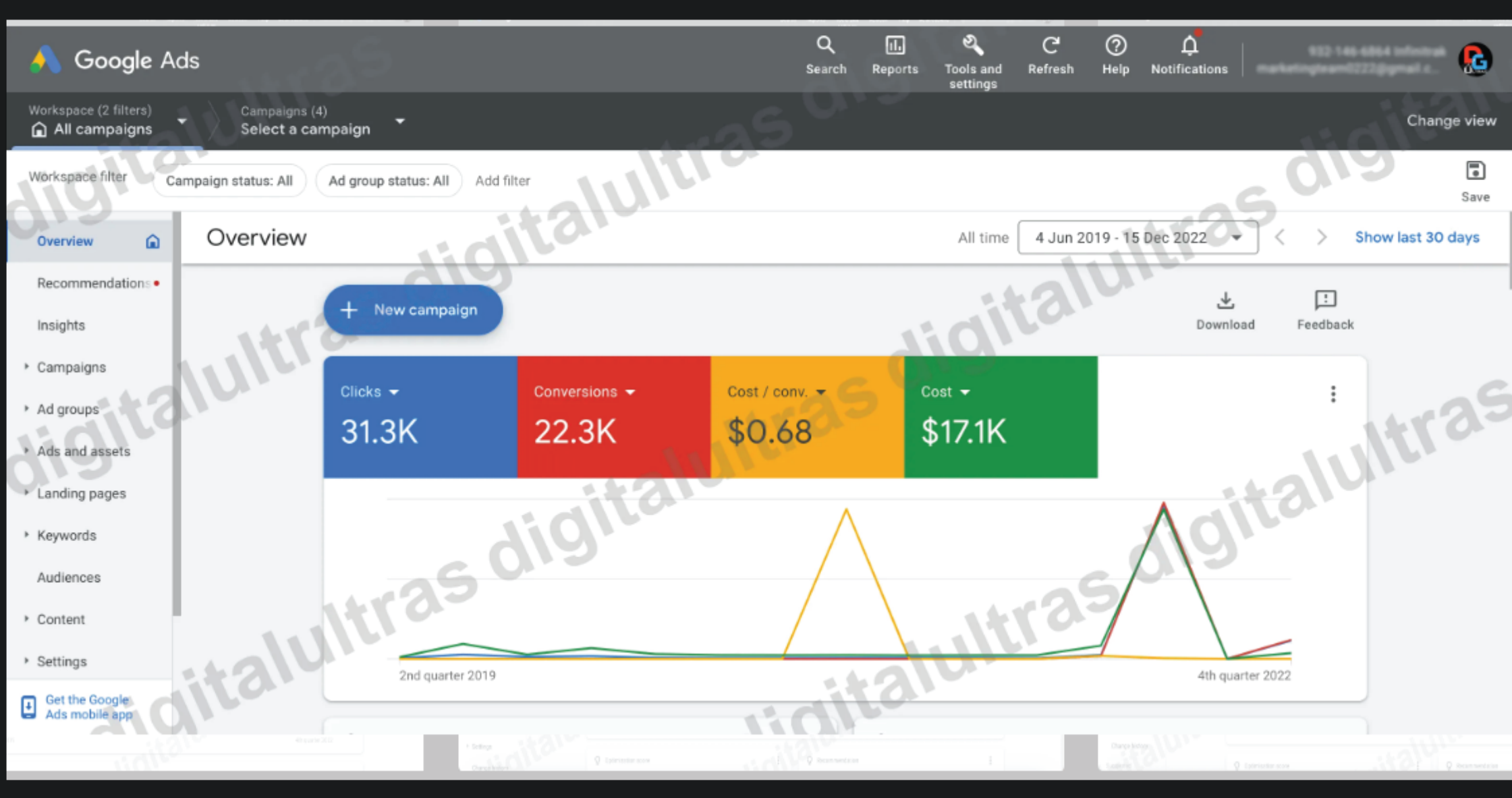
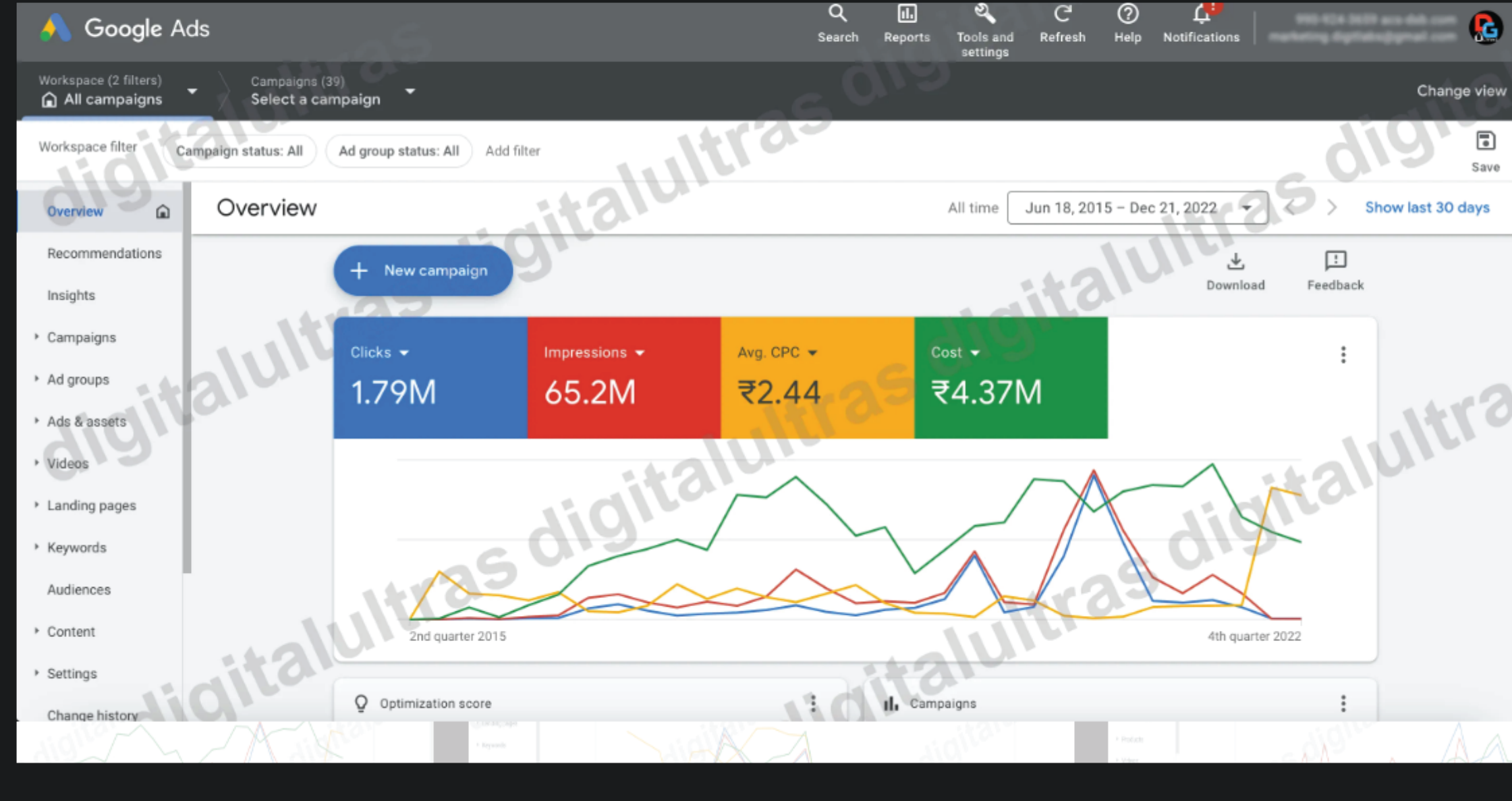
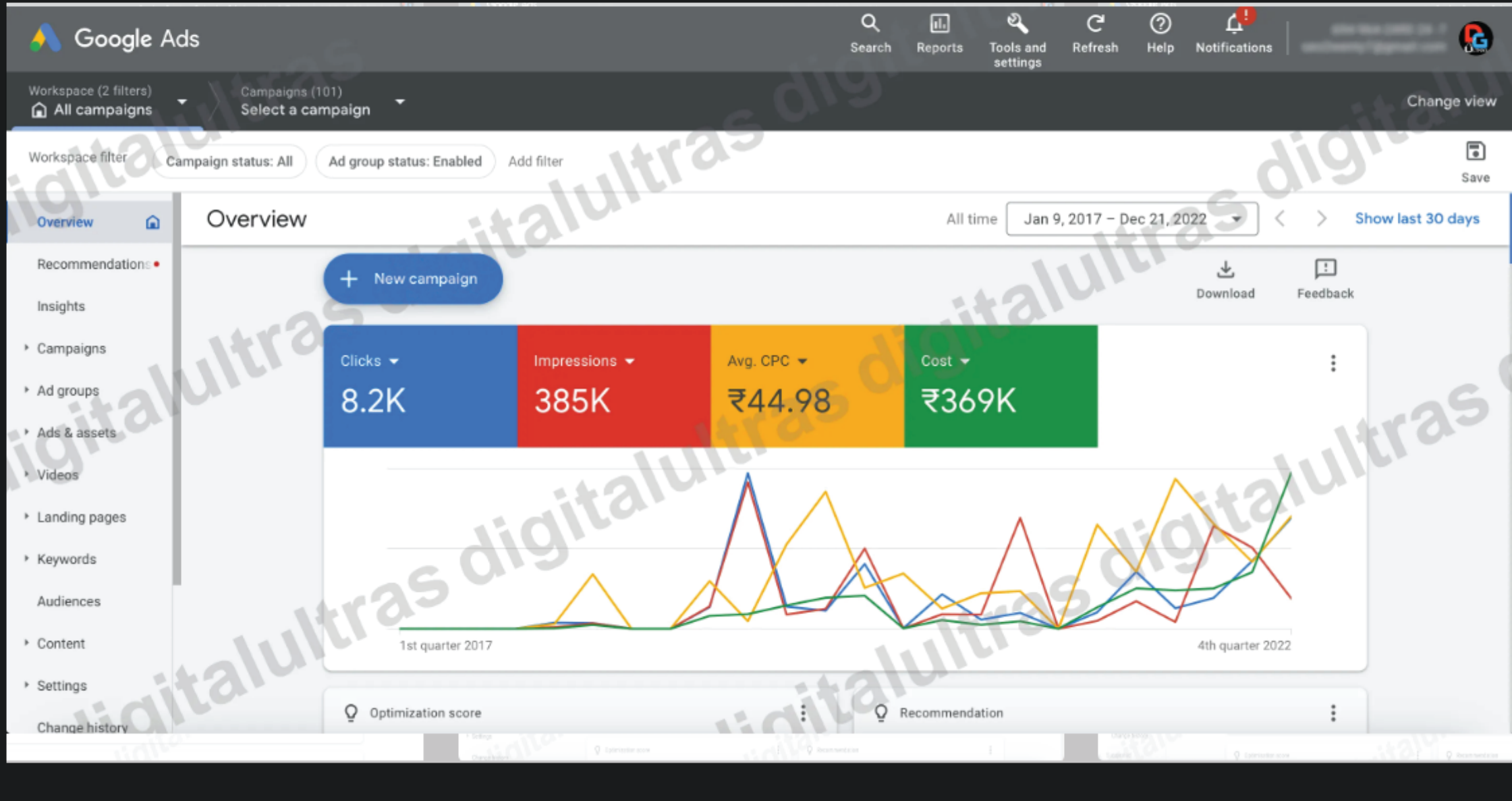
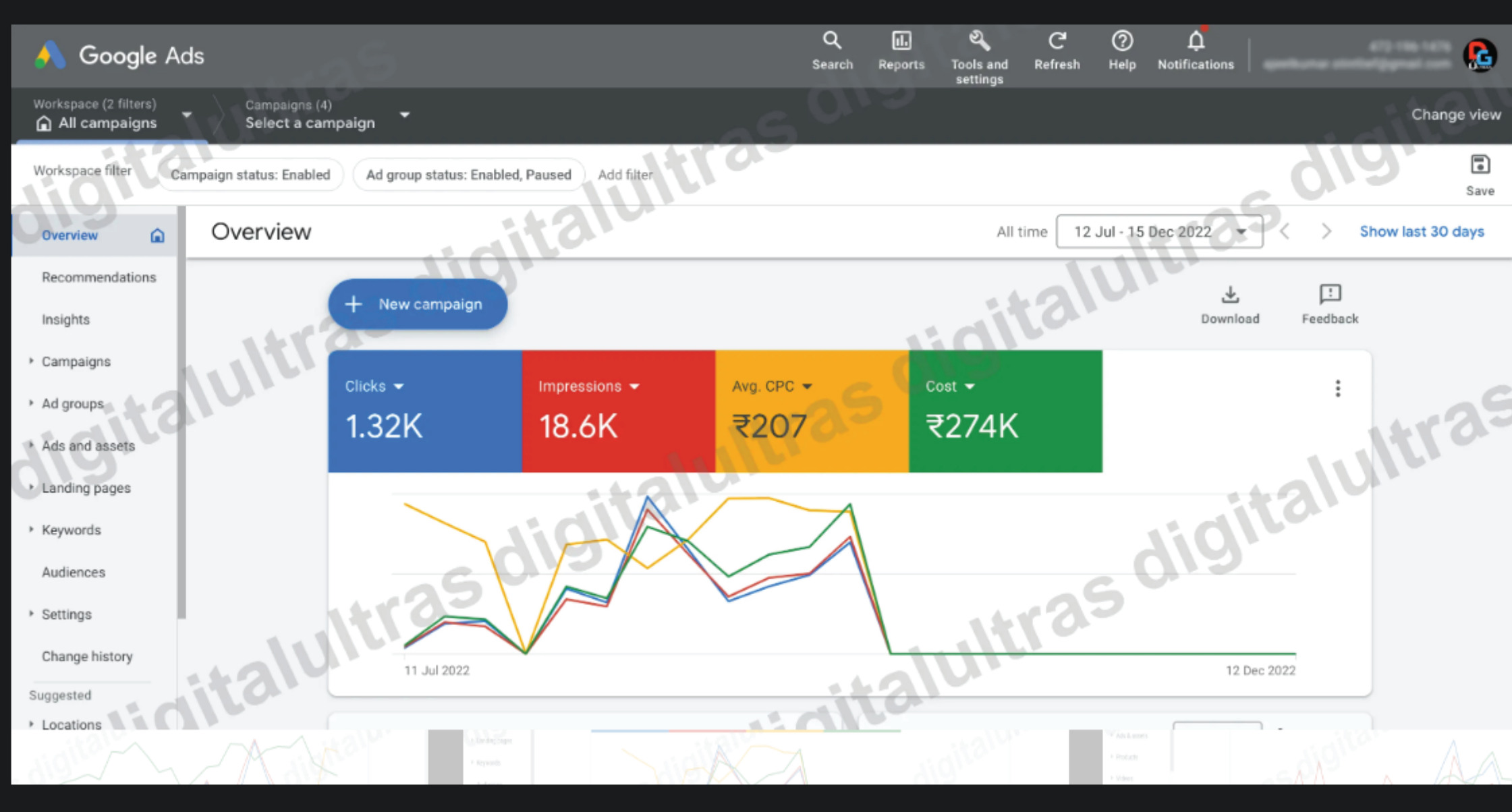
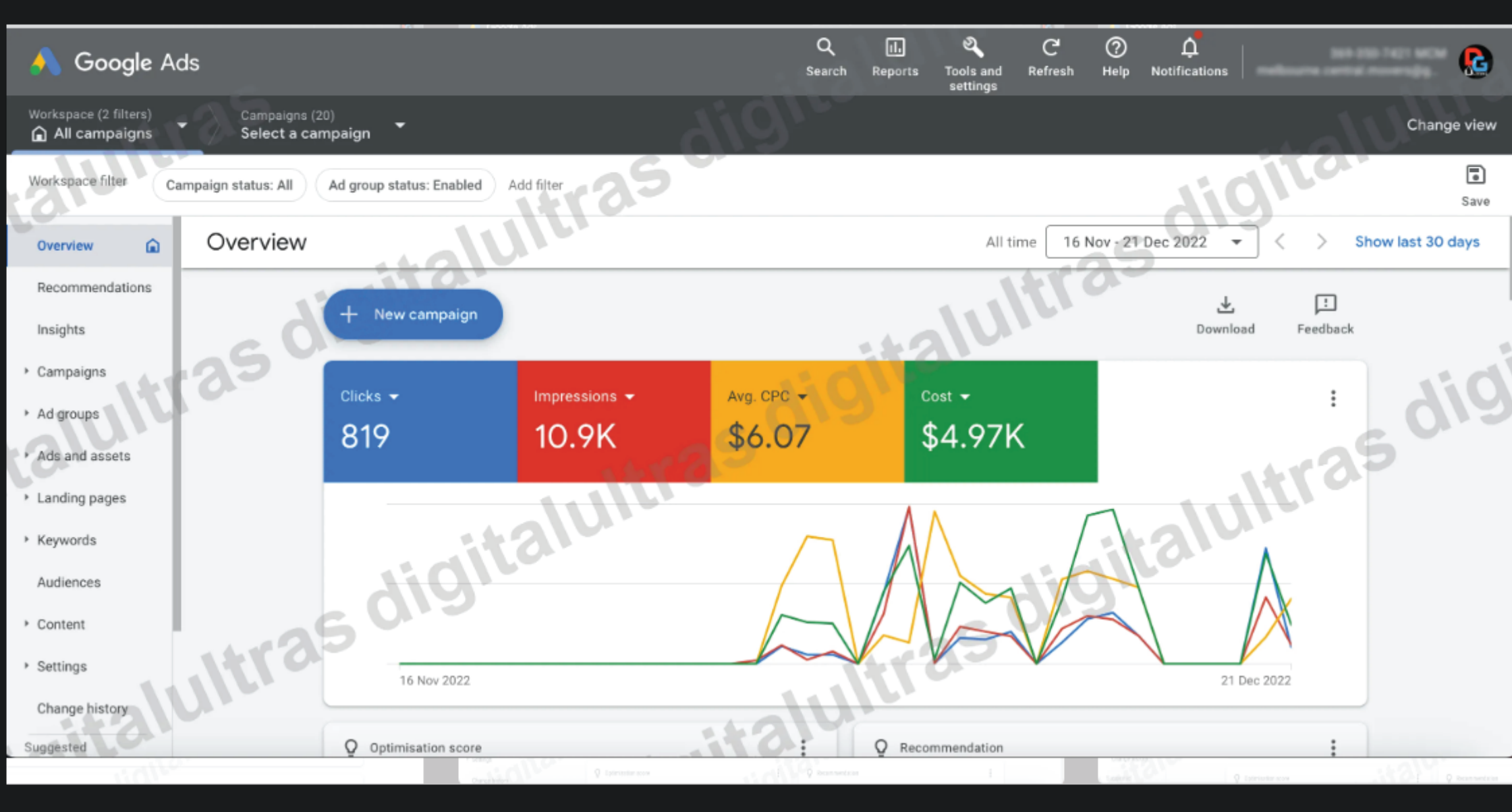
### Campaign Setup

- Campaign Creation
- Adset Creation
- Adcopy Creation

### Campaign Management

- Managing Performance
- Managing Budget
- Managing Bidding

# OUR GOOGLE ADS RESULT



# OUR FACEBOOK & INSTAGRAM

Off/On	Campaign	Amount spent	Reach	Impressions	Budget	Job/Run ending	Results
On	Facebook Ads	\$6,474.18	352,735	831,058	Using of set bu.	29 day click o.	Estimated at...
On	Instagram Ads	\$1,224.84	12,510	20,361	\$100.00	7 day click o.	Estimated at...
On	Facebook Ads	\$1,343.19	8,884	11,341	\$100.00	7 day click o.	Estimated at...
On	Instagram Ads	\$1,152.55	5,464	11,833	Using of set bu.	7 day click o.	Estimated at...
On	Facebook Ads	\$320.37	3,077	5,542	\$100.00	29 day click o.	Estimated at...
On	Instagram Ads	\$483.80	4,824	5,382	Using of set bu.	7 day click o.	Estimated at...
On	Facebook Ads	\$473.33	3,739	5,987	\$100.00	29 day click o.	Estimated at...
On	Instagram Ads	\$14,249.82	47,138	62,169	Multiple conven.	Multiple conven.	Multiple conven.

Off/On	Ad set	Delivery	Bid strategy	Amount spent	Reach	Results	Impressions
On	Facebook Ads	Account error	Highest volume	\$4,022.10	21,542	25,425	791,425
On	Instagram Ads	Account error	Highest volume	\$1,317.87	427,134	427,134	427,134
On	Facebook Ads	Account error	Highest volume	\$10,615.53	3,233	256,318	256,318
On	Instagram Ads	Account error	Highest volume	\$991.41	779	19,545	19,545
On	Facebook Ads	Account error	Highest volume	\$541.47	71	18,914	18,914
On	Instagram Ads	Account error	Highest volume	\$1,377.67	17,424	17,424	17,424
On	Facebook Ads	Account error	Highest volume	\$332.55	281	11,648	11,648
On	Instagram Ads	Account error	Highest volume	\$23,855.43	1,477,864	1,477,864	1,477,864

Off/On	Ad set	Amount spent	Reach	Impressions	Cost per result	Ends
On	Facebook Ads	\$8,231.80	1,822	273,151	\$4.52	On
On	Instagram Ads	\$1,324.84	12,510	20,361	\$11.99	On
On	Facebook Ads	\$1,343.19	8,884	11,341	\$11.84	On
On	Instagram Ads	\$1,152.55	5,464	11,833	\$15.61	On
On	Facebook Ads	\$320.37	3,077	5,542	\$17.56	On
On	Instagram Ads	\$483.80	4,824	5,382	\$9.16	On
On	Facebook Ads	\$473.33	3,739	5,987	\$11.81	On
On	Instagram Ads	\$14,249.82	47,138	62,169	\$1.91	On

Off/On	Campaign	Budget	Amount spent	Reach	Impressions	Cost per result	Results
On	Facebook Ads	Using of set bu.	\$337.05	59	13,164	\$2.618	\$5.72
On	Instagram Ads	Using of set bu.	\$224.19	58	7,380	\$16.869	\$5.52
On	Facebook Ads	Using of set bu.	\$217.40	36	8,874	\$13.007	\$6.04
On	Instagram Ads	Using of set bu.	\$75.00	3	826	\$1.916	\$1.90
On	Facebook Ads	Using of set bu.	\$40.00	8	1,631	\$1.531	\$2.90
On	Instagram Ads	Using of set bu.	\$50.00	3	281	\$16.667	\$1.90
On	Facebook Ads	Using of set bu.	\$36.00	3	3,904	\$2.058	\$1.90
On	Instagram Ads	Using of set bu.	\$445.37	24,488	34,839	\$1.477	\$1.90

Off/On	Campaign	Amount spent	Reach	Impressions	Cost per result	Ends
On	Facebook Ads	\$647.45	11,382	11,332	\$11.19	On
On	Instagram Ads	\$306.32	128	19,730	\$25.76	On
On	Facebook Ads	\$465.46	1,830	16,792	\$14.13	On
On	Instagram Ads	\$194.91	91	11,274	\$13.54	On
On	Facebook Ads	\$28.58	492	14,743	\$16.12	On
On	Instagram Ads	\$1,547.53	591	35,383	\$6.32	On
On	Facebook Ads	\$6,918.32	74,347	113,823	\$1.91	On

Off/On	Campaign	Budget	Amount spent	Reach	Impressions	Cost per result	Results
On	Facebook Ads	Using of set bu.	\$137.05	59	13,164	\$2.618	\$5.72
On	Instagram Ads	Using of set bu.	\$224.19	58	7,380	\$16.869	\$5.52
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On	Facebook Ads	Using of set bu.	\$40.00	8	1,631	\$1.531	\$2.90
On	Instagram Ads	Using of set bu.	\$50.00	3	281	\$16.667	\$1.90
On	Facebook Ads	Using of set bu.	\$36.00	3	3,904	\$2.058	\$1.90
On	Instagram Ads	Using of set bu.	\$445.37	24,488	34,839	\$1.477	\$1.90

#1

# Digital Marketing Package

SILVER

GOLD

PLATINUM

- Up to 15 KEYWORDS
- RESEARCH & ANALYSIS
- WEBSITE ANALYSIS
- COMPETITION ANALYSIS
- BASIC SETUP
- SEARCH ENGINE OPTIMIZATION (SEO)
- CONTENT CREATION & MARKETING
- SOCIAL MEDIA MARKETING (SMM)
- SOCIAL MEDIA OPTIMIZATION (SMO)
- SOCIAL MEDIA POST CRATION ( 15 MAX)
- REEL CREATION ( 3 MAX)
- BLOG POSTING ON WEBSITE ( 10 MAX)
- PAY PER CLICK (PPC)
- GOOGLE ADS SETUP &AMP; &AMP; MANAGEMENT
- FACEBOOK ADS SETUP &AMP; MANAGEMENT
- INSTAGRAM ADS SETUP &AMP; MANAGEMENT
- YOUTUBE MARKETING
- VIDEO CREATION &AMP; OPTIMIZATION
- LANDING PAGE DESIGN &AMP; OPTIMIZATION
- CONVERSION FUNNEL OPTIMIZATION
- SITE NAVIGATION ANALYSIS/MODIFICATION
- CALL TO ACTION ANALYSIS &AMP; DESIGN
- A/B TESTING &AMP; IMPLEMENTATION
- EMAIL MARKETING
- MONTHLY PERFORMANCE REPORT
- WEEKLY REPORT

15,999 INR PER MONTH

- Up to 15 Keywords
- Research & Analysis
- Website Analysis
- Competition Analysis
- Basic Setup
- Search Engine Optimization (SEO)
- Content Creation & Marketing
- Social Media Marketing (SMM)
- Social Media Optimization (SMO)
- Social media Post Cration ( 15 Max)
- Reel Creation ( 3 Max)
- Blog Posting on Website ( 10 Max)
- Pay Per Click (PPC)
- Google Ads Setup &amp; &amp; Management
- Facebook Ads Setup &amp; Management
- Instagram Ads Setup &amp; Management
- Youtube Marketing
- Video Creation &amp; Optimization
- Landing Page Design &amp; Optimization
- Conversion Funnel Optimization
- Site Navigation Analysis/Modification
- Call To Action Analysis &amp; Design
- A/B Testing &amp; Implementation
- Email Marketing
- Monthly Performance Report
- Weekly Report

20,999 INR PER MONTH

- UP TO 15 KEYWORDS
- RESEARCH & ANALYSIS
- WEBSITE ANALYSIS
- COMPETITION ANALYSIS
- BASIC SETUP
- SEARCH ENGINE OPTIMIZATION (SEO)
- CONTENT CREATION & MARKETING
- SOCIAL MEDIA MARKETING (SMM)
- SOCIAL MEDIA OPTIMIZATION (SMO)
- SOCIAL MEDIA POST CRATION ( 15 MAX)
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- PAY PER CLICK (PPC)
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- YOUTUBE MARKETING
- VIDEO CREATION &AMP; OPTIMIZATION
- LANDING PAGE DESIGN &AMP; OPTIMIZATION
- CONVERSION FUNNEL OPTIMIZATION
- SITE NAVIGATION ANALYSIS/MODIFICATION
- CALL TO ACTION ANALYSIS &AMP; DESIGN
- A/B TESTING &AMP; IMPLEMENTATION
- EMAIL MARKETING
- MONTHLY PERFORMANCE REPORT
- WEEKLY REPORT

25,999 INR PER MONTH

EXCLUSIVE OF ALL TAXES

**DU** DIGITAL ULTRAS  
Innovating Digital Age

“Let’s get started on your project now!  
work very hard to ensure my client’s  
happiness and success”

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