



channelpro
energize the business\$

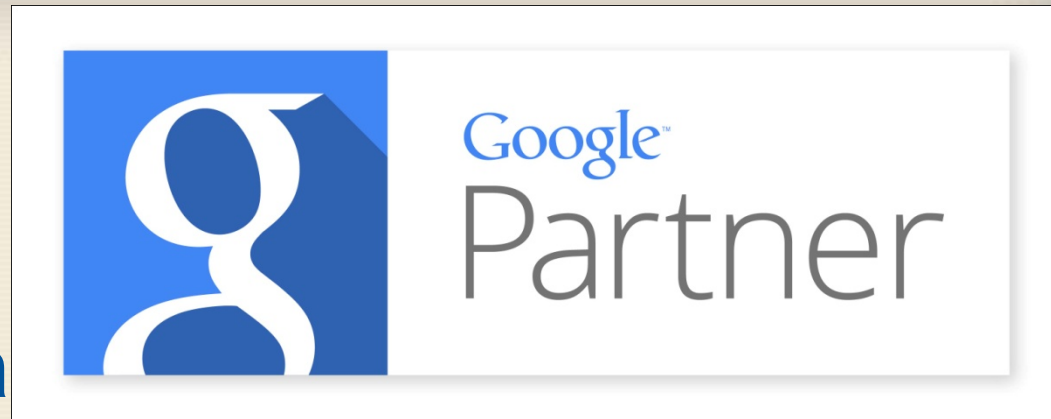


Proposal for Online Marketing

Energize Your Business

ChannelPro Communications

A Preferred
Google Partner
based out of
Ahmedabad, India



Link to view our Certificate

https://www.google.com/partners/?hl=en-GB#a_profile;idtf=9088634098;



Channel Pro-Profile

Team ChannelPro:- We are team of 20 people with 8+ years of experience in Digital Media Planning, Google Adwords, Web Analytics, Online Advertising, Search Engine Marketing, Social Media, SEO, SEM/PPC, E-mail Marketing, SMS/whatsApp, Mobile, Display, Mobile App, Affiliate Marketing and Website Traffic Optimization.

Key Facts: 8+ Years of Experience in marketing domain, Certified Online Marketing Professional, Certified Search Engine Optimization, master Proven Track record of excellency and 30 + clientele

We cater to clients globally and are headquartered in India. Most of our clients are from India, US, Australia and UK



What We Do

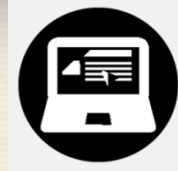
– Key Service Areas



Search Engine & Appstore Optimization

Our expertise & nuanced knowledge in Search Engines to optimize your website for discovery across search platforms on web and mobile. Organic discovery is the time-tested way to drive traffic to your website, we deliver that !

Want to launch your app ? Want to improve it's visibility and search ranking? We'll help you outwith that.



Search & Display Advertising

We provide you Paid marketing campaigns across diverse channels to deliver the best ROI. We design campaigns specific to your business needs, your customers and your web properties to reach your audiences.



Email Marketing & Advertising

Run email campaigns to communicate with your audience. We design and deliver marketing campaigns that deliver your messages without losing your audience to spam or irritation.



Social Marketing & Promotions

We'll devise your media strategy across Facebook, Twitter, Instagram, YouTube, LinkedIn, Pinterest etc. Through a data-driven decision approach, we deliver on your marketing objectives, every time !



Industries that we serve

Software as a Service

Health & Wellness

Mobile &
Internet

Consumer Goods

Financial Services

Real Estate

Business Process Outsourcing

Pharmaceuticals

Glasses

Fitness Food

E-commerce

Medical

Education

Internet

Publishing



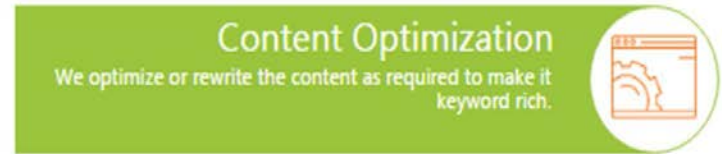
SEO Process

SEO PROCESS



Website Analysis

We analyze various SEO factors to select right SEO strategy for you.



Content Optimization

We optimize or rewrite the content as required to make it keyword rich.



Competitor Analysis

We do this to understand the competitor's objectives, keywords they are using, strategy.



Website Submissions

Commonly known as Link Building and it's not a data entry job for us.



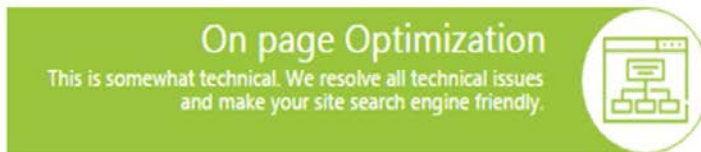
Keyword Research

We love to do it. We gather maximum relevant keywords for your website to deliver maximum value from SEO.



Reporting

Everything can be tracked. We provide monthly reports for the work we have done for you and discuss it with you with our further plan.



On page Optimization

This is somewhat technical. We resolve all technical issues and make your site search engine friendly.



Maintenance

SEO is not a onetime process. Even if you are on top for some keywords it's difficult to maintain the position.



PPC & Google Adwords



Trend Overview

Take a step back and see trends year on year and month on month. Sometimes you see small trends developing over time.



Ad Share Identifier How often is your Ad shown. Understand how much traffic you may be missing.



80/20 Focus Reports What keywords make up 80% of your sales/leads? What strategy can you use to focus on these?



Wastage Analysis

Often there will be wastage on certain keyword variations that can be eliminated to focus budget on what works.



Keyword Discovery Discover keyword themes that you do not have that can generate more sales and leads.



Quality Score Management

Quality Score Management will give you an advantage over your competitors. See how you can improve your quality score.



Ad Performance Alerts What adverts are the ones that work in generating more qualified traffic? What strategy can you use for Ad copy testing?



Match Type Analysis Which match types are best for your business? Do you have the right mix of match types and are they consistent across the account?



Device Performance

How do your campaigns perform across tablet, desktop and mobile. Mobile is growing fast.



Social Media Marketing

Other Social Media Platform we manage



1. Facebook Fan Page

- Verify it from Facebook
- 1 Lakh reach per week (Dead Line 03 months)
- 50 thousand engagement per week (Dead Line 03 months)
- Insert Strategic Objective
- Share a mix of relevant links, Engaging Content, Videos and Posts
- Promoting upcoming Events & Create them in the Events Tab
- 01 Posts Per Day
- Increase like and share on daily basis



3. Twitter

- Tweets on Daily Basis
- Increase the Followers
- Find the Relevant Content
- Create the Banners, Images To Tweets/Re-



2. LinkedIn

- Create/Manage the Company Page & Groups
- Increase its followers on the Page
- Insert strategic Objectives
- Daily Post on LinkedIn Company Page
- Identify Other Groups to Follow And Participate
- Encourage Employee participation
- Monitor & Participate in Q&A
- 01 Post Daily



4. Google+

- Optimize For SEO
- 01 Posts Per Day
- Share Engaging Content, Videos, Images and Relevant Links
- Comment on Posts
- Utilize Google Hangouts
- Create & Promote Upcoming Events



Email Marketing



- Share on Social Media
- Schedule and Send
- Design your own templates
- Track, Report and Compare

All-in-one marketing platform

Grow your business and save time with a seamless experience

Send newsletters, design beautiful email campaigns, and keep in touch with your clients

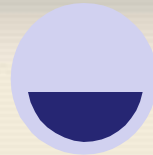


The Approach



1. CONNECT

Every engagement starts with a set of calls where we understand your business, your customers, your target groups and the current & future strategies for your business. Top priority – understand your aspirations



2. PLANNING

We use the requirements collected to plan a marketing strategy for your business across platforms, media and create a content plan to increase your audience and better engage your customers.



3. EXECUTION

We will execute the campaigns as per plan and collect various data points and metrics to measure reach, discoverability, engagement etc. We provide complete visibility of the metrics.



4. ANALYSE

We design every campaign with a specific objective and then analyse performance of these campaigns against the goals, testing our assumptions and recalibrate, learning from the data.



5. OPTIMISE

We optimise your current campaigns and design future campaigns incorporating the insights learnt from data, sharing them with you every step of the way. And then we go through steps 1 to 5 again.



Testimonials

Mr. Asim— Director, MicroLogic Creations Pvt. Ltd.

"ChannelPro Communications is our marketing agency is last 2 years and I must say we are pretty happy with their work. They have never missed any deadline ever. We would like to recommend them to everyone."

Mr. Jay Prakash Gautam — BJP Politician (Bhopal)

"They are handling my social media account since last 01 year only but within this much span of time they have delivered what i never expected. Always on their toe to perform and take initiative.

Ms. Cynthia Henry— Elision TechnoLab LLP

"ChannelPro Communications is an excellent and very professional marketing agency. They are handling my organizations SEO & Google Adword account. You can with our hesitation outsource your online marketing activities. I would like to recommend them."



Quotation – Full Online Marketing Agency

<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Overall Online Marketing Partner	<input type="checkbox"/> Website Development
<input type="checkbox"/> SEO	<input type="checkbox"/> Content writing
<input type="checkbox"/> Google Adword	<input checked="" type="checkbox"/> Graphic Designing
<input type="checkbox"/> Social Media Marketing	
<input type="checkbox"/> Email Marketing	
<input type="checkbox"/> Online Marketing Consultant	

Mail Us to get the Quotation at info@channelpro.in



Quotation for Individual Services

S. N.	Activity	Pricing	Remarks
1	SEO	Rs. 15,000/Month	Minimum contract of 6 months. Result in 3 months
2	Adword	15% of campaign or Rs. 15000/Month	Quotation will be either 15% of campaign or Rs. 15,000 per month which ever is higher
3	Social Media Marketing	Rs. 15,000/Month	Will handle paid campaign up to Rs. 7000/month which is included in the price and will provide the invoice from Facebook too
4	Email	Rs. 15000/Month	Unlimited Emails, will provide you full report
5	Data Entry	Rs. 1.20 /Data entry	



Contact Details



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