

SOCIAL MEDIA MARKETING

# PROPOSAL

by growth page agency

# INTRODUCTION



Growth Page Agency is your go-to partner for digital growth, based in the heart of Jalpaiguri. We provide tailored solutions for startups, local businesses, and influencers, helping them grow their online presence and achieve measurable results.

Our services include social media management, high-performance paid ads, SEO, branding, video marketing, and more. We work closely with you to create strategies that drive engagement, increase sales, and ensure long-term success in the digital world.

## THE GROWTH PAGE AGENCY TEAM

### **SAPRATIV ADHIKARY**

#### **Founder and CEO (45% Holding)**

A visionary leader with extensive experience in strategic planning and financial management. Saprativ drives the growth and innovation at Growth Page Agency. With a strong understanding of market trends and business operations, he ensures the company's continued success and sustainable growth.

### **CHAYAN CHAURASIA**

#### **Co-Founder, CMO and CCO (45% Holding)**

Chayan leads the marketing and communications strategies at Growth Page Agency, focusing on building strong brand awareness and engaging campaigns. His expertise in digital marketing, consumer behaviour, and communication ensures that every campaign delivers impactful results.

### **DEBARSHI ROY CHOUDHURY**

#### **COO (10% Holding)**

Debarshi is the backbone of Growth Page Agency's day-to-day operations, managing both internal processes and technological innovations. With a deep expertise in operational efficiency and tech-driven solutions, he ensures seamless service delivery to clients and a robust digital infrastructure.



## OUR MISSION

At Growth Page Agency, our mission is to empower businesses and influencers to achieve their full potential in the digital landscape by delivering innovative, personalised, and results-driven digital marketing solutions. We are dedicated to helping our clients stand out in a crowded online space by creating strategies that are both creative and data-driven, ensuring sustainable growth and long-term success.

We aim to transform businesses and personal brands by enhancing their online visibility, fostering meaningful engagement with their target audience, and driving measurable results. Our expert team of digital marketers works closely with each client to understand their unique needs and objectives, providing tailored solutions across social media management, paid advertising, SEO, branding, video marketing, influencer collaborations, and more. By continuously optimising campaigns and leveraging the latest tools and technologies, we ensure that our clients not only meet but exceed their digital marketing goals. Our commitment to excellence, innovation, and customer satisfaction drives us to go above and beyond, offering strategies that generate a strong return on investment (ROI) and measurable growth at every stage.

In short, our mission is to be the partner that businesses and influencers trust to bring their digital vision to life, turning online opportunities into tangible success.





# OUR SERVICES

## 1. SOCIAL MEDIA MANAGEMENT

- Account setup and optimization (Instagram, Facebook, LinkedIn, Twitter).
- Content creation (graphics, carousels, videos, reels).
- Post scheduling and content calendar management.
- Community engagement (responding to comments, DMs).
- Social media growth tracking and monthly reporting.

## 2. PAID ADVERTISING

- Facebook and Instagram Ads.
- Google Ads (search, display, shopping, and YouTube ads).
- LinkedIn and Twitter Ads.
- Retargeting campaigns for website visitors and abandoned carts.
- Performance monitoring and optimization for ROI.

## 3. SEARCH ENGINE OPTIMIZATION (SEO)

- On-page SEO (content, meta tags, alt text).
- Off-page SEO (backlink building, directory submissions).
- Technical SEO (site speed, mobile optimization, and schema markup).
- Local SEO (Google My Business optimization, local keyword targeting).

## 4. WEBSITE DEVELOPMENT & MAINTENANCE

- WordPress website design and development.
- E-commerce websites using Shopify or WooCommerce.
- Landing page creation for campaigns.
- Website maintenance (updates, backups, troubleshooting).

## 5. CONTENT MARKETING

- Blog writing with SEO optimization.
- Website copywriting (sales pages, product descriptions).
- Scriptwriting for videos and reels.
- Content calendars and strategy for regular publishing.

## 6. EMAIL MARKETING

- Newsletter creation and design.
- Automated email campaigns and workflows (e.g., welcome sequences, cart abandonment).
- List segmentation for personalized email delivery.
- Analytics and reporting to track open and click rates.



# OUR SERVICES

## 7. BRANDING & GRAPHIC DESIGN

- Logo design and brand identity development.
- Brand guidelines (color palette, typography, tone of voice).
- Social media templates (post, story, highlight covers).
- Marketing materials (brochures, flyers, banners).

## 8. VIDEO MARKETING

- Promotional video creation (ads, explainer videos).
- Video editing for social media platforms.
- YouTube content planning and optimization.
- Reels and TikTok-specific video creation.

## 9. ANALYTICS & REPORTING

- Campaign performance analysis (ad metrics, engagement rates).
- Website traffic reports using Google Analytics.
- Social media growth and audience insights.
- Custom dashboards for clients to track KPIs.

## 10. INFLUENCER MARKETING

- Collaborations with influencers in relevant niches.
- Campaign strategy, execution, and ROI tracking.
- Contract negotiations and influencer performance metrics.

## 11. ONLINE REPUTATION MANAGEMENT

- Managing online reviews on Google, Yelp, and other platforms.
- Addressing and mitigating negative feedback.
- Building a strong online presence through positive engagement.

## 12. EVENT MARKETING

- Social media and paid ad campaigns for events.
- Strategies to maximize attendance and engagement.

# BUSINESS PLANS

Plans	Original Rate	Discount Rate Monthly	Yearly
THE IGNITE PLAN	9999	4999	49999
THE IGNITE PLAN	19999	9999	99999
THE VELOCITY PLAN	29999	19999	199999
THE APEX PLAN	39999	29999	299999
THE SOVEREIGN PLAN	79999	44999	449999
THE DYNASTY PLAN	99999	74999	749999



# BUSINESS PLANS

## PLAN 1: THE IGNITE PLAN 🔥

The perfect entry point for startups and home businesses.

- Total Value: ~Rs 12,000~
- YOUR PRICE: Rs 4,999 / month
- Yearly Deal: Rs 49,999 (Get 2 Months FREE)

### SERVICES INCLUDED:

- Social Media Management (Facebook & Instagram)
- Content Creation: 8 High-Quality Static Graphics
- Paid Ads Setup (Campaign Creation Only)
- Reports & Analytics (Monthly Performance PDF)
- Online Reputation Management (Basic Monitoring)
- Support: General Manager Support
- 🎁 BONUS: Free Rs 1,000 Ads Credit included

## PLAN 2: THE PULSE PLAN ❤️

Best Seller for local shops and service providers.

- Total Value: ~Rs 25,000~
- YOUR PRICE: Rs 9,999 / month
- Yearly Deal: Rs 99,999 (Get 2 Months FREE)

### SERVICES INCLUDED:

- Social Media Management (Facebook & Instagram)
- Search Engine Optimization (SEO)
- Content Creation: 10 Static Posts + 2 Reels (Basic Edits)
- Paid Ads Management (Advanced Targeting)
- Reports & Analytics (Growth & Reach Metrics)
- Online Reputation Management (Review Handling)
- Support: General Manager Support
- 🎁 BONUS: Free Rs 2,000 Ads Credit included.



# BUSINESS PLANS

## PLAN 3: THE VELOCITY PLAN

For growing brands ready to scale with video.

- Total Value: ~Rs 45,000~
- YOUR PRICE: Rs 19,999 / month
- Yearly Deal: Rs 1,99,999 (Get 2 Months FREE)

### SERVICES INCLUDED:

-  Social Media Management (Facebook & Instagram)
-  Search Engine Optimization (SEO)
-  Content Creation: 12 Static Posts + 4 Viral Reels
-  Paid Ads Management (A/B Testing & Scaling)
-  Email Marketing (Newsletters & Automation)
-  Video Marketing (Promotional Video Editing)
-  Reports & Analytics (Competitor Analysis)
-  Online Reputation Management (Trust Building)
-  Support: Assistant Manager Support
-  BONUS: Free Rs 3,000 Ads Credit included

## PLAN 4: THE APEX PLAN

For established businesses wanting high-end production.

- Total Value: ~Rs 65,000~
- YOUR PRICE: Rs 29,999 / month
- Yearly Deal: Rs 299,999 (Get 2 Months FREE)

### SERVICES INCLUDED:

-  Social Media Management (Facebook & Instagram)
-  Search Engine Optimization (SEO)
-  Content Creation: 14 Static Posts + 6 High-End Reels
-  Paid Ads Management (Full Funnel Strategy)
-  Email Marketing (Advanced Flows)
-  Video Marketing (High-End Production)
-  Reports & Analytics (Deep-Dive Reporting)
-  Online Reputation Management (Proactive Management)
-  Support: Assistant Manager Support
-  BONUS: Free Rs 4,000 Ads Credit included.
-  WEBSITE INCLUDED: Basic Business Website (5 Pages + Contact Form)



# BUSINESS PLANS

## PLAN 5: THE SOVEREIGN PLAN

The All-In Digital Team replacement.

- Total Value: ~Rs 1,20,000~
- YOUR PRICE: Rs 44,999 / month
- Yearly Deal: Rs 4,49,999 (Get 2 Months FREE)

### SERVICES INCLUDED:

-  Social Media Management (All Major Platforms)
-  Search Engine Optimization (SEO)
-  Content Creation: 20 Static Posts + 10 Viral Reels
-  Paid Ads Management (Meta Ads + Google Search Ads)
-  Email Marketing (Sales Funnels)
-  Video Marketing (Premium Scripting & Editing)
-  Reports & Analytics (ROI Focused)
-  Online Reputation Management (Crisis Management)
-  Support: Premium Manager Support (Priority Access)
-  BONUS: Free Rs 5,000 Ads Credit included.
-  WEBSITE INCLUDED: Standard Dynamic Website  
(10+ Pages, Blog & CMS)



# BUSINESS PLANS

## PLAN 6: THE DYNASTY PLAN

Total Market Domination for industry leaders.

- Total Value: ~Rs 2,00,000~
- YOUR PRICE: Rs 74,999 / month
- Yearly Deal: Rs 7,49,999 (Get 2 Months FREE)

### SERVICES INCLUDED:

-  Social Media Management (Complete Takeover)
-  Search Engine Optimization (SEO)
-  Content Creation: Daily Content + 15 Reels + Daily Stories
-  Paid Ads Management (Meta, Google, & Retargeting)
-  Email Marketing (High-Conversion Campaigns)
-  Video Marketing (Brand Film Direction)
-  Reports & Analytics (Data Science & CRO)
-  Online Reputation Management (PR & Brand Protection)
-  Support: Premium Manager Support (24/7 Access)
-  BONUS: Free Rs 6,000 Ads Credit included.
-  WEBSITE INCLUDED: Pro E-Commerce Store OR

Premium Custom Website



# THANK YOU!

Join Growth Page Agency and unlock the full potential of your brand or personal profile. Whether you're a business or an influencer, we're here to turn your vision into reality. Visit our website or contact us today for a personalized consultation and start your journey to digital success!

[WWW.GROWTHPAGEAGENCY.COM](http://WWW.GROWTHPAGEAGENCY.COM)