



Delivering On Your Digital Objectives

All you Need is a Digital Push

Comprehensive Digital Marketing Proposal



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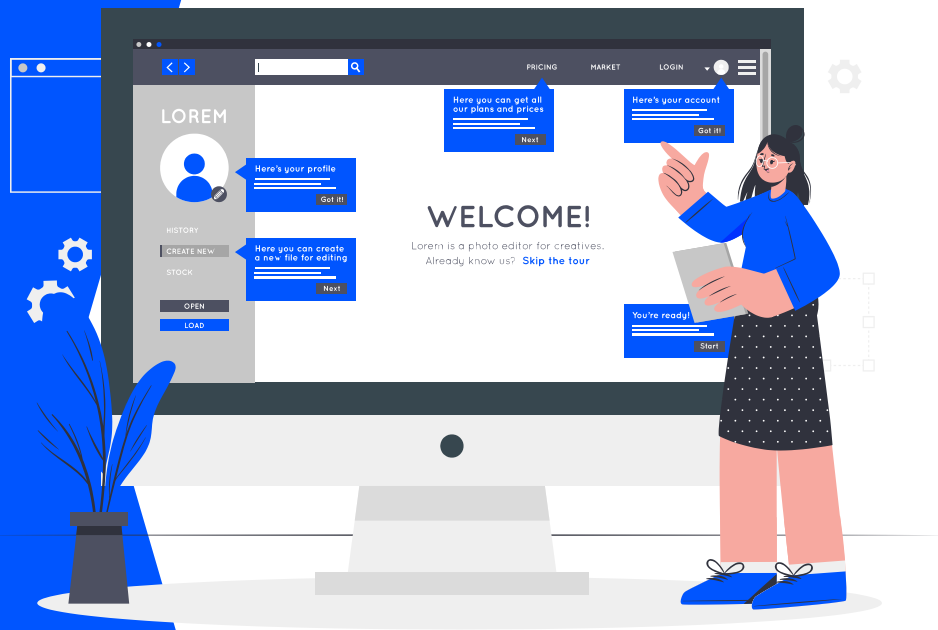
Let's Talk Business

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1

Empower Your Business

Solutions to Help Your Business Prosper and Increase Your Revenue. Creating Impactful Content and Digital Assets for Online Marketing, Awareness, Visibility, and Engagement.



Your Goals are Our Goals

Reliable Full-Service Digital Marketing Agency covering all aspects of your digital needs right from Branding, Content Creation, Web Design and Development to Digital Marketing.

- One-Stop Shop for all your Digital Needs
- Bespoke Strategies for your Business
- Fresh Ideas and Innovative Concepts
- Certified, Experienced, and Educated Professionals
- Ethical and Best Work Practices



A Plan for Success

Building Solutions to Propel Business Forward. From Idea to Launch – We've Got You Covered



Innovations Every Step

Crafting Innovations to Drive Business. One-Stop-Shop, from Conceptualization to Deployment



Customized Solutions

Solutions as per Business Need, Client Identification Criteria & Industry Vertical

SERVICES

When you have the right
ingredients, everything
comes out smelling
good!

2

Branding

Unique Identity for Your
Unique Business

₹ 39999

Discover Branding Services,
Timeframe and Pricing



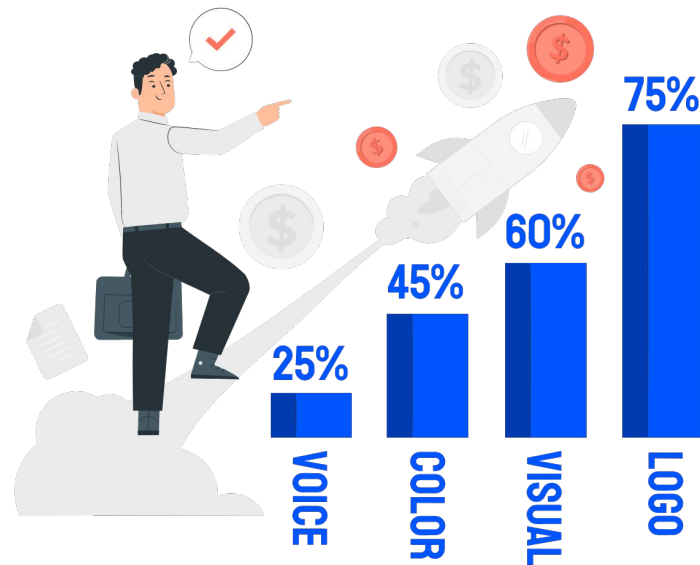
How People Recognize a Brand

75% BY ITS LOGO

60% BY ITS VISUAL STYLE

45% BY ITS COLOR

25% BY ITS UNIQUE VOICE




59%

**OF CUSTOMERS PREFER TO
BUY PRODUCTS FROM FAMILIAR BRANDS**

Brand Identity Design


Showcase Your Identity With Complete Collection of Design Services.





Brand Identity

₹ 29999

- Logo
- PPT - 10 Slides
- Infographics
- Stationery Layout



Timeframe
30 Days


₹ 4999	LOGO	Innovative Logos to build a unique Brand presence for your Business that Stands out	 7 Days
₹ 1299	INFOGRAPHIC	Graphically Appealing Designs to Increase Website Traffic & Brand's Awareness	 3 Days
₹ 999 Per page	PPT	Get a WOW Factor with the Power of Clear, Compelling and Effective Design	 3 Days

3

Revisions

Stationery Design


Pre-Formatted Layouts Designed to Quickly and Cost Effectively obtain professional stationery.






Stationery

₹ 13999

- Business Card
- Letterhead
- Brochure - 10 Pages
- Invoice
- Envelope



Timeframe
30 Days


₹ 1299	BUSINESS CARD	Professional Contact Cards for Networking and Brand Representation	 7 Days
₹ 999	LETTERHEAD	Impress your Clients with a Visual Representation of Your Business Identity	 3 Days
₹ 999 Per page	BROCHURE	Ensure your Company, Services or Products Stand out Uniquely in the Market	 3 Days

3

Revisions

Marketing Material Design


Instantly Grasp Audience Attention and Boost the Brand Identity





Marketing Material

₹ 9999

- HTML Emailer
- Flyer
- Leaflet
- Banner
- Poster



Timeframe
30 Days

₹ 3999	HTML Emailer	Interactive and Visually Appealing Email Templates for Effective Communication	 7 Days
₹ 1999	Flyer	Compact Promotional Materials for Distributing Information or Advertising	 3 Days
₹ 999	Banner / Poster	Large-Format Signage for Attention-Grabbing Brand Displays or Event Promotion	 3 Days

3
Revisions

3

Web

Website Promotes You
24x7x365

Starting at

₹ 9999

Discover Web Services, Timeframe
and Pricing



Impact of Web Design



First Impressions are Due to the Design of a Website

94%



Quick Page Loading is Critical to Site Loyalty

52%



People Expect a Web Page to Load in 2 Seconds

47%



Visitors stop engaging if the Content or Layout is Unattractive

34%



8 out 10

Stop Engaging if Content don't Display Well on their Devices



2 out 3

Prefer to Read Content that are Beautifully Designed



2 out 3

Minutes Spent Online are on Mobile Devices




0.5 SECONDS

Time it takes for a user to form an opinion of a Website

Website Design and Development


Get Beautiful Smart and Customized Website to make your Online Presence.






Website Design

₹ 9999

- 10 Pages
- Responsive Design
- SEO Friendly
- CMS

 **Timeframe**
30 Days

₹ 3999	SINGLE PAGE	Simplicity & Easy Navigation for Conveying Concise Information Effectively	 7 Days
₹ 999 Per page	STATIC	Present and Promote your Brand, Products or Services on the Web in the most Effective, & Economical Manner	 7 Days
₹ 999 Per page	WORDPRESS	Web Design, Plugin & Custom Theme Development Solutions beyond your Expectations	 7 Days



Price Exclusive Domain Name, Hosting & Content

3

Revisions

4

Content

From Creation to Distribution,
We've Got you Covered

₹ 2 ^{per}
Word

Discover Content Services,
Timeframe and Pricing



What People Retain



80%

Of What they **See**



20%

Of What they **Read**



10%

Of What they **Hear**



90%


of Information
Sent to the Brain
is **Visual**



Researchers found that
Colored Visuals Increase
People's Willingness to
Read a Piece of Content by
80%

Content Writing


End-to-End Solutions for Creating, Managing, and Distributing Digital Content.



Content Writing

₹ 2 per Word

- Research & Analysis
- SEO Optimized
- 100% Human Writing
- Plagiarism Free
- Webpages & Blog




Timeframe
7 Days

₹ 2 per Word	WEBPAGES	Increase Website Traffic, Engagement and Leave a Long Lasting Impression	 7 Days
₹ 1.5 Per Word	BLOG POST	Give Valuable Insights, Advice and Build your Thought Leadership	 7 Days
₹ 3 per Word	NEWS / CASE STUDY	Case Studies, News Articles and Press Release as per the Business Need	 7 Days

3
Revisions

Copywriting


Transform your Brand, Boost Visibility and Credibility with Copywriting that Sells



Copywriting

₹ 5 per Word

- Research & Analysis
- SEO Optimized
- 100% Human Writing
- Plagiarism Free
- Ads & Landing Pages



Timeframe
7 Days

₹ 5 per Word	ADS	Engaging Ad copy for Google, Bing, Social Media etc. to Inspire Action	7 Days
₹ 5 Per Word	LANDING PAGES	Engage Prospects with a Singular and Clear Marketing Message free from Distractions	7 Days
₹ 5 per Word	HTML EMAILER	Readable & Engaging Emails for Email Marketing to Boost Website Traffic	7 Days

3
Revisions

5

Digital

Think Digital Grow
Digital

Starting at

₹ 59999

Discover Digital Services,
Timeframe and Pricing



Internet Adoption and Usage

5.18
BILLION



Individuals Using the
Internet

6H 35M



Average Daily Time Spent
on Internet by User

4.80
BILLION



Total Active Social Media
Users

2H 24M



Average Daily Time Spent
using Social Media

95.0%



Percentage of Users
Accessing the Internet
Via Mobile Devices

62.6%



Percentage of Users
Accessing the Internet
Via Computers & Tablets

78.5%



Percentage of the Total
Urban Population that
Uses the Internet

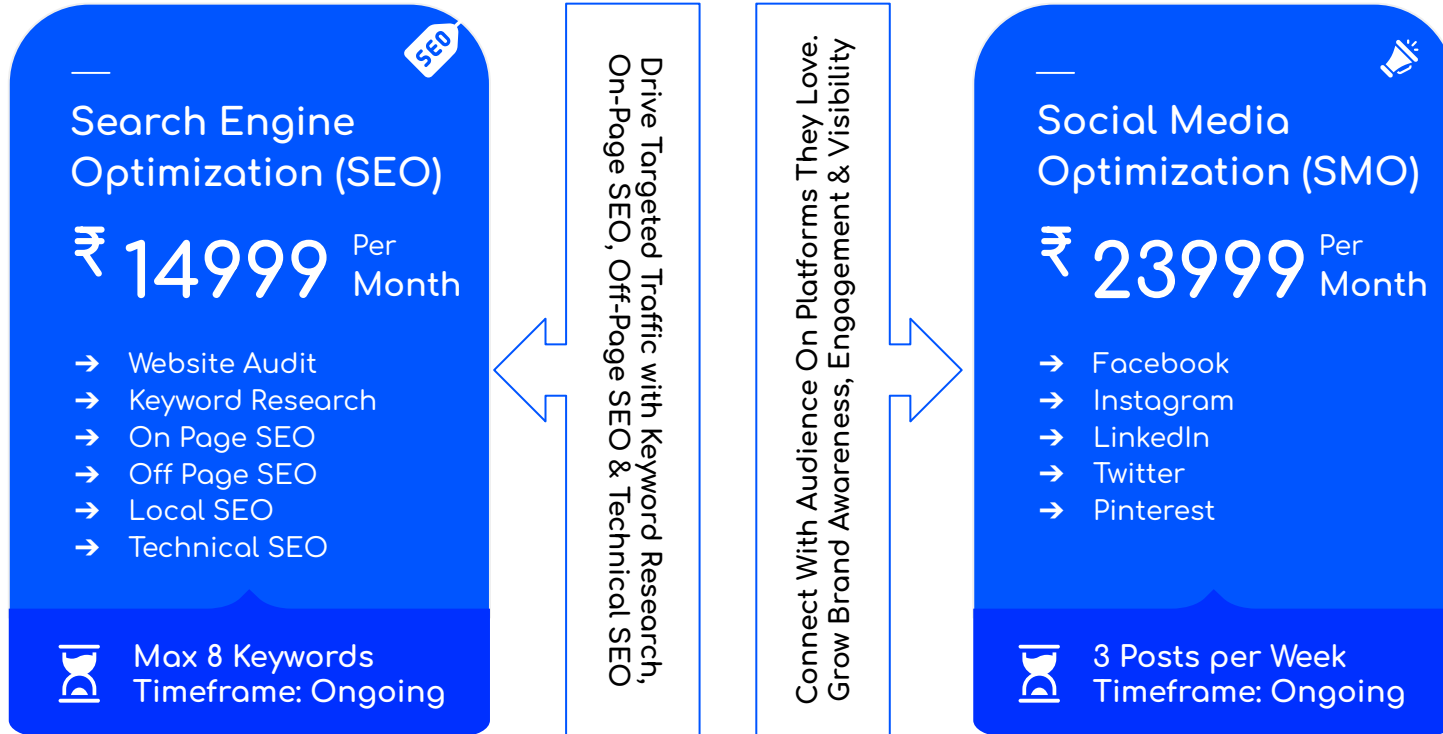
45.9%



Percentage of the Total
Rural Population that
Uses the Internet

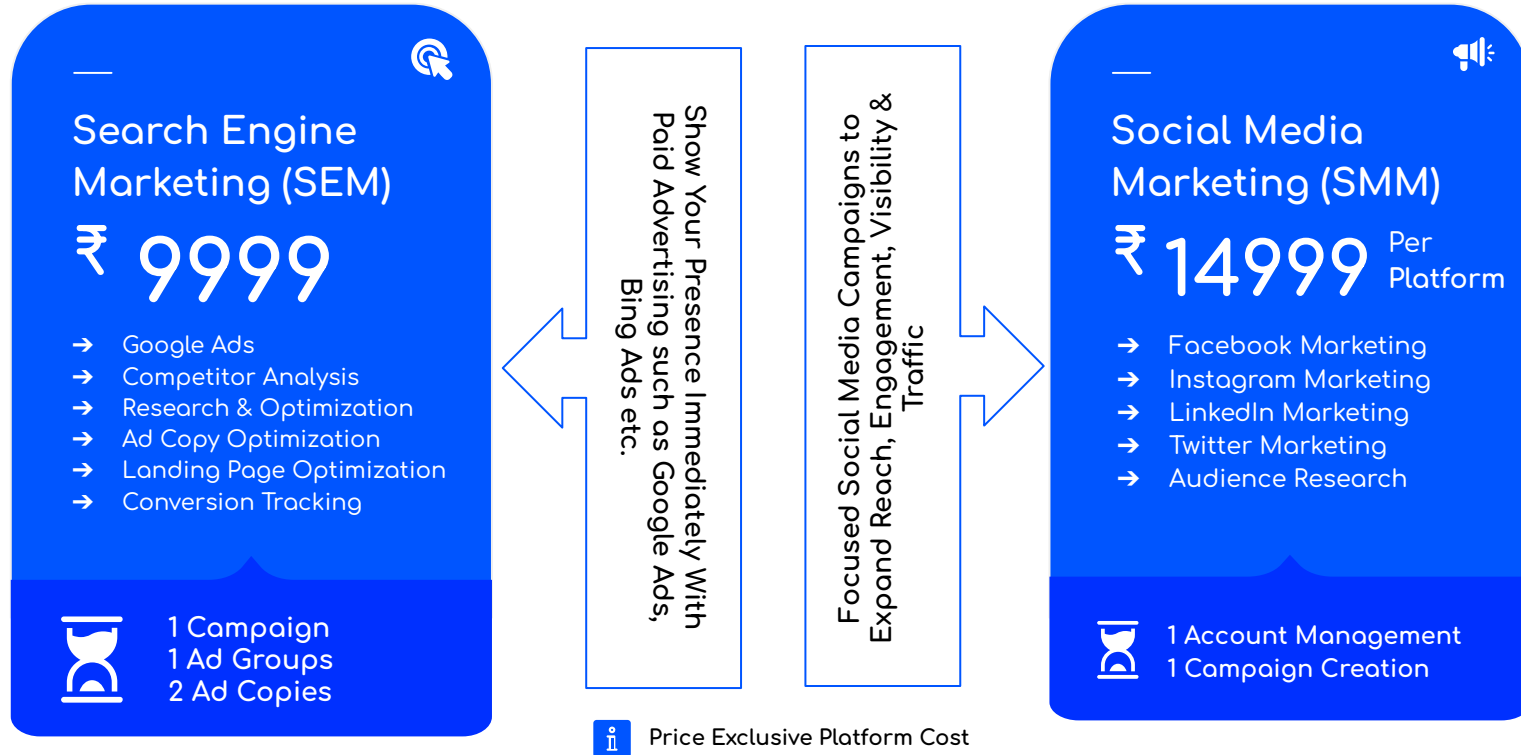
Organic Marketing

Non-Paid Strategies and Tactics to Attract Customers and Promote your Business



Paid Marketing

Paid Channels to Target Audiences based on Demographics, Interests and Interactions



6

Terms and Conditions

Payment Terms, Deliverables,
Confidentiality, etc.

Right to Disclose



Payment Terms

- Monthly Services: Clients are obliged to pay a full chargeable amount prior to the commencement of the work.
- Fixed Quote: Clients are liable to pay 50% of the billable amount in advance, prior to the commencement of the work. The remaining 50% of the payment will be made as agreed.



Full-Time Contract Work

Expand your Staff with a
Dedicated Team on Demand



Pay by Milestones

Set a Due Date for each Milestone
and the Amount to be Paid



Pay by Task

Pay for a Single Completed Task,
however Big or Small

Deliverables

KumpIT will deliver the agreed-upon services. The client understands that results may vary and are dependent on factors such as Competition, Target Audience, Market Conditions, etc.

Confidentiality

Both parties agree to maintain the confidentiality of any sensitive or proprietary information shared during the course of the project. This includes Business Strategies, Customer Data, Marketing Plans, and any other Confidential Information.

Termination

Either party reserves the right to terminate the agreement with written notice in case of a breach of contract, failure to meet agreed-upon deliverables, or any other valid reason. In such cases, any outstanding fees or payments shall be settled.

Modification of Agreement

Any changes or modifications to the agreement must be made in writing and agreed upon by both parties.

7

Know Us

Full Service Digital Marketing
Agency

360° Solutions



All Services Under One Roof

Led by Experienced Entrepreneurs with a Deep Understanding of the Industry's Shortcomings and Requirements for Delivering Exceptional Experiences. The Agile and Professional Digital Agency Continually Exceeding its Capabilities while Maintaining a High Level of Precision. We Prioritize Client-Specific Solutions, thus Setting us apart from the Competition.

- **360° Services:** Utilize Every Digital Channel in Favor of Your Business to Boost your Business Rapidly
- **Digital Branding:** Establishing the Brand's Story, Identity, Credibility, & Presence in the Digital Space



Our Mission

To Provide Innovative and Effective Digital Solutions to Help you Achieve your Online Goals



Our Vision

Setting New Industry Standards through our Commitment to Excellence and Innovation

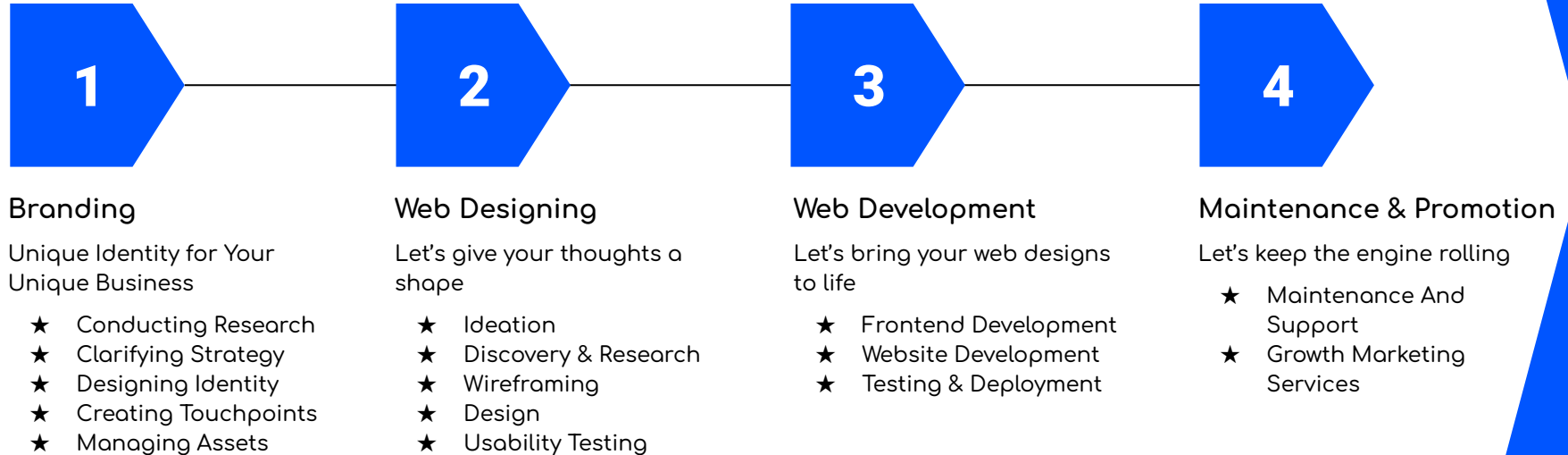


Our Goals

Help you Grow, Gain Online Visibility and Get the Highest ROI with Latest Digital Insights

Idea To Growth Journey

Process to ensure that we achieve Real Business Results with an emphasis on building Trust, Confidence, and Understanding.



Thank You

It's not the End but a hope of
a **beginning**

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