

DIGITAL MARKETING & PPC PACKAGES



DIGITAL MARKETING PACKAGES

WE CAN HELP YOU GET THE ONLINE PRESENCE YOU NEED

In 2025 your potential target audience is no longer limited by location. To compete globally, you need an online presence that appeals to a worldwide audience. Our Web & Digital marketing services are a time and cost-effective way to establish and grow your global presence.

Digital Marketing is an ever evolving bundle of marketing strategies that help businesses reach their audience in this wide vast digital space. While the marketing trends around the industries keep changing, it's very important for every business to also go with the flow, try and test different strategies and stick to what works well for their niche.

Our **Integrated online marketing** campaigns include a **full 360-degree digital marketing strategy** developed to meet you're over business KPIs and revenue growth goals and these services include:

Research and strategic planning	Campaign development
Marketing audit	Search engine optimization (SEO)
Marketing plan development	Social media marketing (SMM)
Brand messaging & development	Influencer marketing
Copywriting / Editing	Paid search advertising
Media planning and buying	Paid social advertising
Landing page development	Conversion rate optimization (CRO)
Marketing automation	Account based marketing (ABM)
Data analytics setup & analysis	

Our integrated digital marketing packages are geared toward producing results—increased website traffic, targeted reach, leads, conversions, retention and sales. Choose from a standard package detailed below, or work with our digital marketing consultants and strategists to build a custom edition based on your unique needs and budgets.

Integrated Marketing STARTUP - INR 50,000.00

The startup digital marketing package is designed for established small businesses interested in primarily seeking top-of-the-funnel (TOFU) execution and support in building website traffic, subscribers, and reach. Great for basic overall marketing consult and support, or specialized services.

DIGITAL MARKETING PACKAGES

- ✓ Website Audit & Planning
- ✓ Competitor & Traffic Analysis
- ✓ Keywords Research & Planning
- ✓ Internal Linking & On Page Analysis
- ✓ Contents & Images Optimization
- ✓ On Page SEO (Meta tags integration) (up to 10 pages)
- ✓ Google Analytics & Console setup
- ✓ Local SEO
- ✓ Monthly Work Report

- ✓ Regular Off Page SEO (Link Building)
- ✓ Social Bookmarking
- ✓ Blog Posting (4 articles per month)
- ✓ Social Media Accounts setup (FB, Twitter, LinkedIn, Instagram etc.)
- ✓ Social Media Posting (3 posts per week on each platform)
- ✓ PPC Accounts Setup (2 platforms)
- ✓ Search Ads, Display Ads Setup
- ✓ Campaigns Creation & Management (2 campaigns)

* Includes monthly Ad Budget Spending of INR 15,000

To request this Package, contact us by mail at info@resqore.com/marketing.playzone@gmail.com or call at +91 8882023943/+91-9266368290 to discuss your requirements. We are also available to discuss your project via Zoom or Google Meet.

Integrated Marketing PRO - INR 70,000.00

The PRO package is designed for **small-to-medium-sized** companies looking to drive growth with marketing consulting and services designed to solve challenges and achieve goals. It's also an ideal package for **top-of-the-funnel (TOFU)** optimization and **middle-of-the-funnel (MOFU)** campaigns to improve website conversions.

- ✓ Website Audit & Planning
- ✓ Competitor & Traffic Analysis
- ✓ Keywords Research & Planning
- ✓ Internal Linking & On Page Analysis
- ✓ Contents & Images Optimization
- ✓ On Page SEO (Meta tags integration) (up to 20 pages)
- ✓ Google Analytics & Console setup
- ✓ Local SEO
- ✓ Monthly Work Report

- ✓ Regular Off Page SEO (Link Building)
- ✓ Social Bookmarking
- ✓ Blog Posting (10 articles per month)
- ✓ Social Media Accounts setup (FB, Twitter, LinkedIn, Instagram etc.)
- ✓ Social Media Posting (10 posts per week on each platform)
- ✓ PPC Accounts Setup (4 platforms)
- ✓ Search Ads, Display Ads Setup
- ✓ Campaigns Creation & Management (4 campaigns)

* Includes monthly Ad Budget Spending of INR 25,000

To request this Package, contact us by mail at info@resqore.com/marketing.playzone@gmail.com or call at +91 8882023943/+91-9266368290 to discuss your requirements. We are also available to discuss your project via Zoom or Google Meet.

DIGITAL MARKETING PACKAGES

Integrated Marketing GROWTH - INR 1,10,000

The GROWTH package is designed for medium-sized companies in need of an outsourced creative, web & digital marketing team to drive growth. Ideal for brands who need an Omni channel campaign from search marketing, social marketing, paid advertising, campaign development, creative designs, content marketing, analytics, email marketing, community development, web development, and others.

- | | |
|--------------------------------------------------------|-----------------------------------------------------------------------|
| ✓ Website Audit & Planning | ✓ Regular Off Page SEO (Link Building) |
| ✓ Competitor & Traffic Analysis | ✓ Social Bookmarking |
| ✓ Keywords Research & Planning | ✓ Blog Posting (12 articles per month) |
| ✓ Internal Linking & On Page Analysis | ✓ Social Media Accounts setup (FB, Twitter, LinkedIn, Instagram etc.) |
| ✓ Contents & Images Optimization | ✓ Social Media Posting (12 posts per week on each platform) |
| ✓ On Page SEO (Meta tags integration) (up to 30 pages) | ✓ PPC Accounts Setup (4 platforms) |
| ✓ Google Analytics & Console setup | ✓ Search Ads, Display Ads Setup |
| ✓ Local SEO | ✓ Campaigns Creation & Management (8 campaigns) |
| ✓ Monthly Work Report | |

*Includes monthly Ad Budget Spending of INR 35,000

To request this Package, contact us by mail at info@resqore.com/marketing.playzone@gmail.com or call at +91 8882023943/+91-9266368290 to discuss your requirements. We are also available to discuss your project via Zoom or Google Meet.

Integrated Marketing ENTERPRISE – INR 1,60,000

The Enterprise Edition is ideal for businesses seeking aggressive digital marketing and advertising campaigns with fully integrated activities across the top, middle, and bottom of the funnel — In addition to running growth hacking campaigns for immediate KPI growth.

This package includes full-time dedicated staff members such as a Digital Marketing Manager and one or two specialists. These dedicated staff are available to the brand at all times and also has the option to work at their facility, a couple times a week.

DIGITAL MARKETING PACKAGES

- | | |
|--------------------------------------------------------|-----------------------------------------------------------------------|
| ✓ Website Audit & Planning | ✓ Regular Off Page SEO (Link Building) |
| ✓ Competitor & Traffic Analysis | ✓ Social Bookmarking |
| ✓ Keywords Research & Planning | ✓ Blog Posting (20 articles per month) |
| ✓ Internal Linking & On Page Analysis | ✓ Social Media Accounts setup (FB, Twitter, LinkedIn, Instagram etc.) |
| ✓ Contents & Images Optimization | ✓ Social Media Posting (16 posts per week on each platform) |
| ✓ On Page SEO (Meta tags integration) (up to 50 pages) | ✓ PPC Accounts Setup (4 platforms) |
| ✓ Google Analytics & Console setup | ✓ Search Ads, Display Ads Setup |
| ✓ Local SEO | ✓ Campaigns Creation & Management (8 campaigns) |
| ✓ Monthly Work Report | |

* Includes monthly Ad Budget Spending of INR 50,000

To request this Package, contact us by mail at info@resqore.com/marketing.playzone@gmail.com or call at +91 8882023943/+91-9266368290 to discuss your requirements. We are also available to discuss your project via Zoom or Google Meet.

SMO-SMM PACKAGES

SOCIAL MEDIA MANAGEMENT

Social media has created an unprecedented opportunity for businesses to engage directly with customers and gather valuable insights for brand development. With a strong value proposition and inventive social media marketing tips implemented properly, you can reach more customers online and maintain a positive online reputation – social media management allows you to do just that.

As the internet community grows and changes, social media campaigns and tactics have to stay one step ahead. Whether you're looking to increase the likes or follows of your brand's page or you need a targeted campaign to generate revenue and new customers, our social media marketing consultants have got you covered.

Playzone Media is a Media, Marketing, Digital PR and Event Management company with extensive experience in social media marketing services. Our specialists know how to creatively design and implement effective social media marketing campaigns for businesses of all types and sizes.

Most Popular Social Media Platforms for Businesses



Integrated Social Media Mangmnt STARTUP – INR 35,000

Our startup Integrated Social Media package is best suited for those want to create or enhance their social presence but don't have the time to do it or don't want to spend a fortune on social media management tools to get good results.

- | | |
|------------------------------------------------|------------------------------------------------------|
| ✓ Planning & Setting Goals | ✓ Ad accounts creation & management (3 platforms) |
| ✓ Accounts Creation & Management (3 platforms) | ✓ Audience Research |
| ✓ Content strategy creation | ✓ Custom Audience Creation |
| ✓ Page Creation & Optimization | ✓ Ad Campaigns Creation & Management (3 campaigns) |
| ✓ Profile & Cover Pic Creation | ✓ Campaigns Monitoring |
| ✓ 3 Posts Per week (3 platforms) | ✓ Ad Placements Customization |
| ✓ Creative Designs (10 / month) | ✓ Traffic Monitoring |
| ✓ Page Monitoring | |
| ✓ Profiles Optimization | |
| ✓ Monthly Work Report | |

*Includes monthly Ad Budget Spending of INR 10,000

To request this Package, contact us by mail at info@resqore.com/marketing.playzone@gmail.com or call at +91 8882023943/+91-9266368290 to discuss your requirements. We are also available to discuss your project via Zoom or Google Meet.

Integrated Social Media Mangmnt PRO – INR 50,000

Our Pro Integrated Social Media package is best suited for small/medium businesses that want to create or enhance their social presence but don't have the time to do it or don't want to spend a fortune on social media management tools to get good results.

- | | |
|------------------------------------------------|------------------------------------------------------|
| ✓ Planning & Setting Goals | ✓ Ad accounts creation & management (5 platforms) |
| ✓ Accounts Creation & Management (5 platforms) | ✓ Audience Research |
| ✓ Content strategy creation | ✓ Custom Audience Creation |
| ✓ Page Creation & Optimization | ✓ Ad Campaigns Creation & Management (5 campaigns) |
| ✓ Profile & Cover Pic Creation | ✓ Campaigns Monitoring |
| ✓ 5 Posts Per week (5 platforms) | ✓ Ad Placements Customization |
| ✓ Creative Designs (15 / month) | ✓ Traffic Monitoring |
| ✓ Page Monitoring | ✓ Monthly Work Report |
| ✓ Profiles Optimization | |

*Includes monthly Ad Budget Spending of INR 20,000

To request this Package, contact us by mail at info@resqore.com/marketing.playzone@gmail.com or call at +91 8882023943/+91-9266368290 to discuss your requirements. We are also available to discuss your project via Zoom or Google Meet.

Integrated Social Media Mangmnt PREMIUM – INR 80,000

Our premium Social Media Management package is ideal for large businesses and product brands looking to influence and enhance their presence through customized options and functionality.

- | | |
|------------------------------------------------|-------------------------------------------------------|
| ✓ Planning & Setting Goals | ✓ Ad accounts creation & management (6 platforms) |
| ✓ Accounts Creation & Management (6 platforms) | ✓ Audience Research |
| ✓ Content strategy creation | ✓ Custom Audience Creation |
| ✓ Page Creation & Optimization | ✓ Ad Campaigns Creation & Management (10 campaigns) |
| ✓ Profile & Cover Pic Creation | ✓ Campaigns Monitoring |
| ✓ 10 Posts Per week (6 platforms) | ✓ Ad Placements Customization |
| ✓ Creative Designs (15 / month) | ✓ Traffic Monitoring |
| ✓ Page Monitoring | ✓ Profiles Optimization |
| | ✓ Monthly Work Report |

* Includes monthly Ad Budget Spending of INR 30,000

To request this Package, contact us by mail at info@resqore.com/marketing.playzone@gmail.com or call at +91 8882023943/+91-9266368290 to discuss your requirements. We are also available to discuss your project via Zoom or Google Meet.

THE QUICK BASICS

There are a lot of terminologies used around digital marketing and it's very essential to know the basics to start with. This helps you to understand the terminologies and tools we've mentioned in the packages.

SEO Services (Search Engine Optimization) - SEO services enables you to understand or define how your customer searches for you and reaches you via search engines. By having a clear SEO plan you can improve your visibility and ranking in search results

SEM Services (Search Engine Marketing) - SEM is the practice of using paid advertisements to appear on search engines results page.

PPC (Pay Per Click) - PPC is one model of internet marketing where the advertisers pay a fee every time their ad gets clicked Local Search Marketing Services -

Local SEO – Local SEO services enable you to find a place in the local competition and promote your business online, locally

Content Marketing Services - Content marketing services help you to promote your business via content. Content here may refer to blogs, ebooks, white papers, vlogs, infographics and much more

SMM (Social Media Marketing) - All the ads, posts you see in social media are aimed at pulling your attention towards their brand or products. How many products have you known or bought just by seeing a facebook or an instagram ad? Worth a thought right?

Marketing Automation - Marketing automation is the process by which you define the customer journey and behaviour with help of a CRM. Imagine you have a big customer base and you plan to nurture all your prospective leads on a daily/weekly or monthly basis. A marketing automation tool will be of great help. In addition to all the above listed tactics, there are remarketing, influencer marketing, online PRs, affiliate marketing, online reputation management, voice based marketing, AR/VR marketing etc.

DIGITAL MARKETING POLICIES

During the provision of the Works by Playzone Media to the Client, the Client shall not:

- Employ the services of any Search Engine Optimisation or Pay Per Click Company other than Playzone Media to work on their website promotion;
- Employ the services of any Submission Company other than Playzone Media for the provision of their Search Engine Optimisation services;
- Create any duplicate sites, duplicate content or pages, redirects or doorway pages to their website;
- Request or exchange links with any link farms or undertake any spamming techniques which may harm the website's search engine ranking with Google.
- The Client shall grant the authority to submit the web site pages being promoted to search engines, directories and other web sites. The Client shall provide Playzone Media with log-in information (FTP username and password) to allow us to gain access to the Client website.
- The Client shall be responsible for informing as required by their webmaster or anyone else who has access to their website, that Playzone Media are performing Search Engine Optimisation or Pay Per Click services on their site.
- The Client shall inform Playzone Media of any change or changes made to their website throughout your Search Engine Optimisation or Pay Per Click campaign within 24 hours of such change or changes being implemented.
- The Client shall grant the authority to connect accounts, including pay per click accounts and Analytics accounts to 3rd party tools/services for the purpose of administering the accounts, reporting and improving performance through bid management for example.
- Playzone Media does not offer credit terms. Playzone Media shall issue invoices on a monthly basis for all Works provided to the Client in a particular calendar month.
- Invoices will be issued upon completion of the Works for that calendar month or at the end of the Engagement if sooner.
- In the event of non-payment of any invoice Playzone Media shall be entitled to withhold or suspend the provision of further Works until such time as it receives payment of the invoice or other payments due. In addition Playzone Media Ltd shall be entitled to retract the works provided to the Client and invoiced for under any unpaid invoice until such time as it receives payment of that invoice.

OC-839, Gaur City Centre, Noida Extension, Noida, U.P.

T: +91 8882023943/+91-9266368290 |

Emails: info@resqore.com/marketing.playzone@gmail.com |

Websites: www.playzonemedia.in | www.resqoretechnologies.com |