

E-Commerce

MARKETING PLAN

GROWTH SAILOR

No. 17, 14th Cross, Someshwara Layout, Near
Shanthiniketan School, Billekahalli, Bangalore-560076.

CONTACT : +91 9632157518

Deliverables



PRICE: ₹48,999 + 18% GST

FACEBOOK & GOOGLE ADS (CHOOSE ONE)

- R&D Duration: 2-4 months.
- Goal: Achieve a minimum Return on Ad Spend (ROAS) of 3, which is above the break-even point (typically 2 ROAS).

Tracking:

- We provide tracking codes and installation instructions.
- Clients are responsible for tracking and troubleshooting.

Work Assistance:

- Our team can assist with creating banners and landing pages.
- If the client prefers their backend team to handle these tasks, we respect their choice, although this may slightly impact performance.

Working Hours:

- Monday to Friday, 11 am to 6 pm IST.
- Weekly calls can be scheduled as needed.
- Ad hoc calls require at least 3 hours' notice.
- Weekend work or meetings are only scheduled when absolutely necessary.

Work Disclosure:

- We work with multiple clients simultaneously.
- Strict confidentiality is maintained while managing client accounts.

SOCIAL MEDIA MANAGEMENT

- Comprehensive management of your social media platforms, including:
- Content Calendar: Planning and scheduling posts.
- Organic Strategies: Implementing non-paid tactics to grow your following.
- Engagement: Managing reviews, comments, posts, captions, and direct messages.
- Hashtag Research: Identifying and utilizing effective hashtags.
- Profile Optimization: Enhancing your social media profiles for better visibility.
- Insights and Analytics Reports: Providing detailed reports on performance.
- Client Communication: Coordinating with clients via social media to arrange meetings or conversions.

Deliverables



PRICE: ₹48,999 + 18% GST

CONTENT CREATION (CREATIVE & VIDEO)

- Extensive R&D and market analysis to identify competitive and relevant target audiences, trends, and effective content.

Deliverables:

- 15 image creatives.
- 5 video creatives.
- Additional creatives available at ₹500 per creative, applicable only with the package.

MARKETPLACE

Marketplace Listing:

- Listing up to 100 products on various marketplaces.
- Assistance in creating the Excel master sheet for product listings.
- Inventory Management:
- Event Discount Updates: Updating discounts on marketplaces according to events.

Marketplace Paid Ads:

- Adding and analyzing SKUs for running ads on marketplaces.
- Analyzing bid rates and optimizing ads.
- Inventory Updates:
- Regular updates on inventory across portals such as Uniwer, Pepperfry, Nykaa, Myntra, etc.

TIMELINE: 30 DAYS (MONTHLY PACKAGE)

Requirements from Your End:

- Brand Discovery Meeting: Initial meeting between both teams to understand the brand.
- Competitor References: Both local and global references for benchmarking.
- Company Description: A detailed description of your company (minimum 300 words), including branding guidelines and all relevant source files.



We are waiting to hear from you!

LET'S

SAIL

TOGETHER!!