

Sonamax Marketing Group

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Introduction

The purpose of this digital marketing proposal is to give you a bit of information about Sonamax Marketing Group and the various digital marketing services we offer, along with information and pricing for a custom digital marketing solution based on your needs.

If after reviewing our full list of services you feel like the items in the pricing table don't fit your needs appropriately, or you have any questions about what it includes, go ahead and ask.

Once you're happy with the services and prices for your custom digital marketing solution, go ahead and sign at the bottom of this proposal and we'll move forward from there!

About Us

We are Sonamax Marketing Group and we provide an all-in-one digital marketing services. It includes digital brand promotion, blog posting, search engine optimization, search engine marketing, social media marketing, graphic design, web development, and many more. We produce excellent and high-rated results for our clients.

In today's digital business world, you need a partner who can help you take advantage of marketing opportunities across a variety of channels in real-time. Sonamax Marketing Group combines a data-driven approach with knowledge gained from years in digital marketing to deliver outstanding results to our clients.

OUR SERVICES

Social Media Marketing (SMM)

Social media marketing involves creating and sharing content on social media platforms to achieve marketing goals, such as brand awareness, engagement, lead generation, or sales.

- ❖ **Content Creation:** Developing various content formats (posts, videos, stories) tailored to different platforms.
- ❖ **Platform Selection:** Identifying and utilizing platforms (e.g., Facebook, Instagram, Twitter, LinkedIn, TikTok) relevant to the target audience.
- ❖ **Community Engagement:** Responding to comments, messages, and fostering conversations to build relationships with the audience.
- ❖ **Paid Advertising:** Utilizing paid ads to reach specific demographics, increase visibility, and drive desired actions.
- ❖ **Analytics & Optimization:** Monitoring performance metrics, adjusting strategies based on data insights to improve results.

Additional Notes:

Trends & Algorithms: Staying updated on platform algorithm changes and trends to optimize content performance.

Influencer Collaborations: Partnering with influencers to amplify reach and credibility among target audiences.

Customer Service & Feedback: Using social media platforms for customer service and gathering feedback to enhance products/services.

Strategic Planning: Developing a cohesive strategy aligned with business objectives and audience preferences.

Search Engine Optimization (SEO)

SEO is the process of optimizing a website to improve its visibility and rank higher in search engine results.

- ❖ Keyword research and optimization.
- ❖ On-page optimization (meta tags, content, etc.).
- ❖ Off-page optimization (backlink building).
- ❖ Technical SEO (site speed, mobile-friendliness).

Search Engine Marketing (SEM)

SEM involves promoting websites by increasing their visibility in search engine results through paid advertising.

- ❖ Paid search campaigns (Google Ads, Bing Ads).
- ❖ Targeted keywords and demographics.
- ❖ Cost per click (CPC) bidding.
- ❖ Ad performance tracking and optimization.

YouTube Ads

YouTube ads are video-based advertisements that appear before, during, or after YouTube videos, helping businesses promote products, services, or content.

- ❖ Skippable In-Stream Ads are ads that Viewers can skip after a few seconds.
- ❖ Non-Skippable In-Stream Ads are ads that Short and, unskippable.
- ❖ Bumper Ads are short, non-skippable ads up to 6 seconds.
- ❖ Overlay Ads are ads that can be display as banners over the video.

Targeting Options:

Demographics Targeting based on age, gender, location, etc.

Interests & Behaviors Reaching audiences with specific interests or behaviors

Graphic Design

Graphic design involves creating visual content to communicate messages effectively.

- ❖ Logo design, branding elements.
- ❖ Web graphics and illustrations.
- ❖ Print materials (flyers, brochures).
- ❖ Image optimization for digital platforms.

Email Marketing

Email marketing involves sending targeted messages to a group of people through email.

- ❖ List building and segmentation.
- ❖ Personalized email campaigns.
- ❖ Automation and drip campaigns.
- ❖ Performance tracking (open rates, click-through rates).

Website Development

Website development is the process of creating and maintaining websites.

- ❖ Front-end and back-end development.
- ❖ User experience (UX) design.
- ❖ Responsive and mobile-friendly design.
- ❖ Content management system (CMS) integration.

FEES

Services Name	Proposed Service	Amount (USD)
Website Development		149–499\$
App Development		149–399\$
Search Engine Optimization (SEO)		199\$
Search Engine Marketing (SEM)		199\$
Social Media Marketing (SMM)		99\$
Branding Design		49–99\$
YouTube Ads		99\$
Email Marketing		149\$
Blog Posting		99\$
Total Price Of Services		

Payment Terms

We accept payment by cash, bank transfer, company check, or other mutual arrangement.

Every payment must be made for the 1st day of every month if the contract is still ongoing.

Next Steps

1. Take a look at the proposal and if you have any questions about what it includes, go ahead and ask. We want to make sure that we have everything completely covered before we jump in.
2. Once we get the proposal looking good to you, and you decide that you'd like to proceed, we'll send an invoice to get started on the project.
3. We move forward based on the timeline.
4. At each "milestone" of copy writing and design, you'll sign off with your approval so we know that we're on the right track.
5. You sign off on the completed project, 100% delighted! And, since you absolutely love your new site, you tell others about how we helped you accomplish what you wanted with your website. Perfect!

Acceptance

Any change to this contract shall be subject to mutual written agreement of the parties.

IN WITNESS WHEREOF the parties have duly executed this Service Agreement this ____ day of November 2023.

Company XXXXXXXX

Sonamax Marketing Group

Name: _____

Name: _____

SIGNATURE: _____

SIGNATURE: _____

WITNESS: _____ SIGNATURE: _____

SIGNATURE _____

DATE _____

